

**ASSOCIATIVE MEANING IN THE ORIGINAL SLOGAN OF FAST
FOOD ADVERTISEMENT**

SKRIPSI

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ABSTRACT

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This study deals with associative meaning in the original slogan of fast food advertisement. The aims of this study were (1) to figure out the kinds of associative meaning in the original slogan of fast food advertisement and (2) to describe the associative meaning in the original slogan of fast food advertisement. The technique used in this study was a library research, and was conducted at the library UMSU at Jalan Muchtar Basri No. 3 Medan by using descriptive qualitative method. The data of this study was taken from slogan of twelve fast food restaurants where in restaurant there was being more than one slogan, finally there were 25 slogans finally obtained into the data to be analyzed related with the associative meaning. After being analyzed and based on the Leech theory. The result showed that there were 5 types of associative meaning found in slogan of fast food advertisement and the used of connotative meaning very worked well in the used of the slogan. The used of Stylistic meaning was very influential of social circumstance of language use in the slogan. The used of affective meaning was very worked well in the slogan. The language used in the affective meaning was to express personal feelings or attitudes to the listener. In the slogan, reflected meaning can influent the readers with their language, so that the reader feel the same way corresponding to the slogan. The used of collocative meaning in the slogan resulted from the seller creation which make a word play which to state the meaning of word change as its real meaning because its use in other context. By using associative meaning in the original slogan of fast food advertisement in twenty five slogans, the seller successful to attract attention and interest the consumers, so that the consumers feel to eat their food.

Keywords: *Associative Meaning, Slogan of Twelve Fast Food Advertisement*

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CHAPTER I

INTRODUCTION

A. The Background of the Study

When learning language, it will be more understandable for people to learn the meaning of language. Meaning is an idea that can be transferred from the mind of the speaker in the mind of the hearer by embodying them in the form of one language or another. Meaning must be completed with the context in accordance with the time and space in which an expression is applied because similar expression may have different meaning if it is use in different condition or context. Semantics is the study of the way in which words and sentences convey meaning

Semantics is one the branches of linguistics studying about meaning and it is considered as major branch of linguistics devoted to the study of meaning in language. According to Kreidler (2002: 3) semantic is the systematic study of meaning. In the linguistic, semantic is the study of how language organize and express meaning. The linguistics aims to study to properties of meaning in the systematic and objective ways, which reference to a wide range of utterance and language as possible. The researcher chooses Geoffrey Leech's Theory to understand meaning. Generally, it is classified into seven types of meanings in which five of them are identified as associative meanings. The seven types of meaning are conceptual meaning, thematic meaning, and associative meaning;

connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning.

The definition of associative meanings the sense associations that are not part of a words basic and meaning and have variants meaning based on individual experiencer or the context of the sentence Sarifah (2008: 11). The associative meaning of an expression has to do with individual mental understanding of the speaker. They can be broken up into five subtypes are connotative meaning, social meaning, affective meaning, reflected meaning, and collocative meaning.

In this condition many students do not know about associative meaning. The lack of understanding in composing the structure of advertisement slogans causes the diversity in meaning, such as the interlocking relationship. It is related to meaning of words, phrases, or sentences which are appropriate with the context. For example, the slogan of KFC is “Finger Lickin’ Good”. This sentence makes many assumption for the readers. Based on Leech’s theory this sentence is reflected meaning. The word “good” reflected to the food which is tasty and make the people feel want to lick their finger.

For the expectation, the student knows about semantic study especially associative meaning. To understand meaning, we need to know how words or sentences convey the meaning. The idea is that when we read text, we try to know how words are put together to convey the meaning so that it can be understood. In this study, the researcher focus on analyzing written expression by using

associative meanings. Based on that problem, the researcher is very interest to do the research entitled “Associative Meaning in the Original Slogan of Fast Food Advertisement”.

B. The Identification of the Problems

The problems of the research were identified as follows:

1. Many students do not know about associative meaning.
2. Associative meanings are found in the original slogan of fast food advertisement.

C. Scope and Limitation

This study focused on associative meaning and it was limited on examining the original slogan of twelve fast food advertisement. They are Kentucky Fried Chicken (KFC), McDonald, Texas Chicken, California Fried Chicken (CFC), A&W Restaurants, Pizza Hut, Domino’s Pizza, Burger King, Wendy’s, Dunkin’ Donuts, Dairy Queens, and Baskin Robbins.

D. The Formulation of the Problems

The formulation of the problem were formulated as follows:

1. What kinds of associative meaning are found in the original slogan of fast food advertisement?

2. How is associative meaning found in the original slogan of fast food advertisement?

E. The Objectives of the Study

The objectives of the study are:

1. To figure out the kinds of associative meaning in the original slogan of fast food advertisement.
2. To describe associative meaning in the original slogan of fast food advertisement.

F. The significance of the Study

The findings of are expected to be useful theoretically and practically point of view as described below:

Theoretically

1. Study enriches sources of studying meaning from slogan as semantics knowledge. Particularly for associative meaning.

Practically

1. This study provide references for the next researcher who will investigate the study of associative meaning particularly.
2. For the students who wants to know about associative meaning.

3. For the readers, to give some contribute to the readers who are interest in studying associative meaning especially it is use in the original slogan of fast food advertisement.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Linguistics

Linguistics is the scientific study of language. Jindal and Pushpinder (2002: 12) said the linguistics is learning about language rather than learning a language. Theoretical linguistics is the branch of linguistics that is most concerned with developing models of linguistic knowledge. There are many linguistics subfield concerned with particular aspects of linguistics structure, ranging from those focused primarily on form to those focus primarily on meaning, they are phonetics, phonology, morphology, syntax, semantics and pragmatics.

- a. Phonetics is a branch of linguistics that comprises the study of the sounds of human speech. It concerned with the physical properties of speech sounds (phones): their physiological, acoustic properties, auditory perception, and neurophysiological status.
- b. Phonology is concerned with abstract, grammatical characterization of system of sounds.
- c. Morphology is the identification, analysis and description of the structure of morphemes and other units of meaning in a language like words, affixes, and parts of speech into intonation or stress.

- d. Syntax is the study of principles and rules for constructing sentences in natural languages. The term syntax is used to refer directly to the rules and principles that govern the sentence structure of any individual language.
- e. Semantics is the study of the meaning of words (Lexical semantics) and fixed words combination and how they combine to form the meaning of sentences. It focuses on the relation between signifiers, such as words, phrases, signs, and symbols.

2. Semantics

Semantics is one of the branches of linguistics which relate with meaning. Semantics is considered as a study of the meaning in language. Thomas and Wolfgang (2013: 1) says that semantics is the systematic study of the meaning of linguistic expression like morphemes, words, phrases, sentences, or even text. However, this definition has led us to question about what is the nature of the meaning itself. How is the best way to describe what meaning is comes to be the problem here. Such as the study of linguistic meaning is more often used for the sake of analytical convenience. It is then important to make clear limits that semantics concerns to the nature of meaning only. When we learn more about semantics, we are finding out a lot about how the world's languages match a form to meanings. And in doing that, we are learning a lot about ourselves and how we think, as well as acquiring knowledge that is useful in many different fields and applications.

3. Associative Meaning

Sarifah (2008: 11) associative meaning is the sense associations that are not part of a words basic and meaning and have variants meaning based on individual experiencer or the context of the sentence. For instance, the word “black” is associated with the meaning of darkness and sadness.

Considering the classification of associative meanings based on Leech’s theory, five meanings can be illustrated on the table of associative meaning below:

Table 2.1 Five types of Associative Meaning

Associative Meaning	Connotative Meaning	What is communicated by virtue of what language refers to
	Stylistic Meaning	What is communicated of the social circumstance of language use
	Affective Meaning	What is communicated of the feeling and attitude of the speaker or writer
	Reflected Meaning	What is communicated through association with another sense of the same expression
	Collocative Meaning	What is communicated through association with words which tend to occur in the environment of another word

4. The Types of Associative Meaning

Based on Geoffrey Leech's theory, there are five types of associative meanings are connotative meaning, stylistic meaning, affected meaning, reflected meaning, and collocative meaning. The explanation of them is followed:

4.1 Connotative Meaning

Leech (1981) stated connotative meaning refers to what is communicated by virtue of what language refers to, over and its purely conceptual content. For example: the word "women" as conceptual meaning has three characteristics "*manusia, perempuan, dewasa*" (+HUMAN,-MALE, ADULT)'can be more explained as the connotative meaning comprising 'the nature of putative' of reference, caused by the views received by the individual or group or all members of society. Thus, connotative meaning is owned by the communicative value of the expression based on what it refers, over and above that is owned by its conceptual meaning.

Based on the explanation before, it can be deduced that the connotative meaning is vary from the time to time, and one society to another societies. For example, the slogan of Pizza Hut is "Flavor of Now". The word of "flavor" used to hide the meaning and it is a satire to the readers to taste their food.

4.2 Stylistic Meaning

Stylistic meaning is that which a piece of language conveys about the social circumstances of its use. It is meaning which appear as result of the use of

language. We can explain about stylistic meaning through some dimensions and levels of language use. People know some language use, like dialect, the use of language use of language in formal situation, language use in literary work and language use in market. Stylistic meaning related to language use that cause effect, especially to reader. So that why, stylistic meaning can more be felt in literary work. Example of stylistic meaning is “What he is saying is that change is possible; pluralism is a good thing, and everyone should have the chance to dream.” In this sentence the word “pluralism” is usually use in the scope of society. Another example from the slogan of Dunkin’ Donuts is “America Runs on Dunkin’”. In this sentence, the word “America” talking about the everyday folks who get the things done. It used in the scope of society who are busy and do not have time to linger.

Language use can be formal, neutral and casual in style. The stylistic feature of words, which make words appropriate for appropriate situations, constitute stylistic meanings of words.

4.3 Affective Meaning

Affective meaning has to do with the personal feelings or attitude of the speaker. In a manner comparable to social meaning affective meaning is only indirectly related to the conceptual representation. Leech (1981) affective meaning is language is used to express personal feelings or attitudes to the listener. For example, the slogan of McDonald is “I’m Lovin’ It”. The word

“Lovin’ It” as the evidence that this sentence describes the writer’s and reader’s feeling towards the product.

4.4 Reflected Meaning

Leech (1981) conveyed that what is communicated through association with another sense of the same expression or the meaning which arises in case of multiple conceptual meaning when one sense of words forms part of our response to another sense. It means that one sense of a particular words affects the understanding and usage of all the other sense the of world. This is usually caused when familiarity with one sense of a word effects of our interpretation of another sense. For example, the slogan of KFC is “Finger Lickin’ Good”. This sentence make many assumption for the readers. The word “good” reflected to the food which is tasty and make the people feel want to lick their finger.

4.5 Collocative Meaning

Leech (1981) stated collocative meaning communicated through association with word tends to occur in the environment of another word. For example the words pretty and handsome. Pretty and handsome share common ground in the meaning “good looking”, but may be distinguished by the range of nouns with which they are likely to co-occur or collocate:

Pretty: girl, boy, women, flower, garden, color, village, etc.

Handsome: boy, man, car, vessel, overcoat, airliner, typewriter, etc.

It can happen that the words overlap as like handsome woman and pretty women. Both of them can be received, although they have different attractiveness because of collocative associations of the two adjective.

From this, people can know the proper word to be used with the other word in a sentence. In English, sometime one word has some synonyms with the other words, but not all of synonyms words can be used with the other word. Another example from the slogan of Dairy Queen is “Fan Food Not Fast Food”. The word “fan” in the sentence shows that it changes the real meaning of the word itself. It depends on the context of sentence.

5. Process of Associative Meaning

The process of associative meaning can be in the form of words, phrases, clauses, or sentences. This is not ignore that such semantic categories will have correlation with syntactic units. Morley (2000: 23) stated that syntactic units is a systematic grammar which is traditionally based around five normal units; sentence, clause, phrase, word and morpheme.

Sentences is a textual unit which has been convenient to adopt as the largest grammatical unit for the purpose of syntactic analysis. In meaning terms, the typical role of the sentence is to express one or more ideas or propositions from the ideational component, each proposition being realized by the clause. Indeed, it is very much a matter of the individual writer’ style how many preposition, with

the help of common, semicolons, are incorporated into a single sentence. For example in the following two text:

- a. This is the maiden all forlon that milked the cow with the crumple horn.
- b. This is the maiden. She is all forlon. It was she who milked the cow with the crumpled horn.

In the first text, the traditional rhyme is presented as a very complex sentence comprising an ongoing sequence of prepositions embedded inside one another. The second text, the sequence has been broken up and each preposition has been presented its own sentence.

A clause in meaning terms typically expresses a single preposition. Grammatically, it consists of one more phrases. For example, “up our sleeves”. A phrase in meaning terms express one of the elements of a preposition. Grammatically, it is the grouping of one more words which together fulfil the role that in other circumstances might be expressed by a single word. The word is the basic unit of syntax. For example, “burger family”. Words are typically bounded by a blank space either side of them. It is a unit which can be assigned to a recognized word class and which is not a component of a compound unit. For example, “good”. The morpheme is the smallest unit of grammatical form and meaning though in traditional grammar a distinction is often made between morph and morpheme. For example “the”.

6. Advertisement

Kannan and Tygi (2013) said Advertisement is the best way to communicate to the customer. Advertisement helps inform the customer about the brands available in the market and the variety of products useful to them. Advertisement is present to public to help selling a product. In society, there are a lot of advertisements appear which have function to attract the readers' attention to buy the product which is presented by the advertiser. The advertisements usually has brand name and logo or slogan to introduce directly to the readers which the means advertisements usually use specific information product and attractive verbal aspects to promote the product to the readers.

Four main objectives of advertisement are:

a. Trial

The companies which are in their introduction stage generally work for this objective. The trial objective is the one which involves convincing the customers to buy the new product introduced in the market.

b. Continuity

This objective is concerned about keeping the existing customers to stick on the product.

c. Brand switch

This objective is basically for those companies who want to attract to the customers of the competitors.

d. Switching back

This objective is the companies who want their previous customer back, who have switched to their competitors.

7. The Language of Advertisement

The language of advertisement covers all aspect of advertising languages, from the interrelation of language, image and layout to discourse between reader and advertisement. The ultimate objective of advertisement language is to attract customers' attention to the product or service on offer. To achieve that aim, advertiser use language distinctively, they are manipulating words or distorting their visual meanings to direct the customers to the action by influencing them with the written language. The advertiser spreads the information of their product by using an effective language. This causes the customers to get impression of the product offered. Basically the good advertisement has some elements which are commonly used in the public media namely: headline, slogan/tagline, and body copy.

8. Slogan/Tagline

Slogan have been integral part of customer advertisement since at the civil war. In the later part of the twentieth century, many slogans became shorter and acceptable for any companies. According to the opinion Altstiel (2008: 165) he said that the tagline also could say slogans, signature lines, or themes line. Slogans usually appear after the logo in a print or the end of the commercial and

in most cases, they are very forgettable. The main purpose of the taglines is to build and strengthen the presence of a product.

Slogan could catch the audience's attention and influence the consumer's thought on what to purchase. It provides information about the product, service or cause it advertising. The language used in the slogans is essential to the message it wants to convey. It offers information to consumers in an appealing and creative way.

8.1 The Original Slogan

A slogan can advance the marketing and advertising efforts of business. But they must have one as the original slogan to represent their companies identity. The original slogan is an original motto phrase used in commercial or other context as a repetitive expression of an idea purpose. It reinforces the brand identity and the reputation of the company. These are receptions about the company want indelibly etched into the minds of consumers, such as trust, innovation, quality or commitment to service and product.

9. Fast Food Restaurant

A fast food restaurant is a specific type of restaurant characterized both by its fast food cuisine and by minimal table service. Food served in fast food restaurant typically caters to a "meat-sweat diet" and is offered from a limited menu; is cooked in bulk in advance and kept hot; is finished and packaged to order; and is

usually available ready to take away, though seating may be provide. Fast food restaurants are typically part of a restaurant chain or franchise operation, which provision standardized ingredients and/or partially prepared food and supplies to each restaurant through controlled supply channels.

Variation on the fast food restaurant concept include fast casual restaurants and catering trucks. Fast casual restaurants have higher sit-in ratios, and customers can sit and have their orders brought to them. Catering trucks often park just outside worksites and are popular with factory workers.

In this thesis, the researcher will the original slogan of twelve fast food restaurants. The explanation of twelve fast food restaurants are followed:

9.1 Kentucky Fried Chicken

Kentucky Fried Chicken (KFC) is a fast food restaurant chain that specializes in fried chicken and is headquartered in Louisville, Kentucky, in the United States. It was founded by Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the great Depression. Sanders identified the potential of the restaurant franchising concept, and the first “Kentucky Fried Chicken” franchise opened in Utah 1952. It popularized hicken in the fast food industry, diversifying the market by challenging the established dominance of the hamburger. By branding himself as “Colonel Sanders”, Harland became a prominent figure of American culture history, and his image remains widely used in KFC advertising. The founder Colonel Sanders bough a gas station in 1934 and started to sell his chicken for the first time. Only two years later he

received the honorary title of Kentucky colonel by Governor of Kentucky state for his contribution to the state's cuisine. In 1973 he expanded to the 142 seats restaurant and named the place The Sanders Court 7 Café. In 1950 he began actively franchising his original recipes by travelling throughout the states and cooking his chicken for restaurants. Ten years later is more than 600 franchised KFC in the United State and Canada as well as first one in the United Kingdom. Nowadays, the kfc can be found around 80 countries worldwide. The original slogan is "Finger Lickin' Good".

9.2 McDonald

McDonald's is the world largest chain of hamburger fast food restaurants. Founded in the United States in 1940, the company began as a barbecue restaurant operated by Richard and Maurice McDonald. In 1948, they reorganized their businessman Ray Kroc joined the company as a franchise agent in 1955. He subsequently purchased the chain the McDonald brothers and oversaw its worldwide growth.

McDonald primarily sells hamburgers, cheeseburgers, chicken, French fries, breakfast items, soft drinks, milkshakes, and dessert. In response to changing consumer taste, the company has expanded its menu to include salads, fish, wraps, smoothies, fruit, and seasoned fries. The original slogan is "I'm Lovin' It."

9.3 Texas Chicken

Church's Chicken s a U.S based chain of fast food restaurants specializing in fried chicken, also trading outside North America as Texas Chicken. The chain

was founded as Church's Fried Chicken To Go by George W. Church, Sr., on April 17, 1952, in San Antonio, Texas, across the street from the Alamo. The company, with its headquarters in Sandy Springs, Georgia, is the fourth-largest chicken restaurant chain behind KFC, Chick-fil-A, and former sister chain Popeyes Chicken & Biscuits.

Initially, the restaurant only sold chicken, but added fries and jalapenos in 1955. The company had four restaurants by the time of Church's death in 1956. In the 1980s, the chain briefly operated a hamburger franchise called G. W. Jrs in Texas. The original slogan is "I Know What Good Is."

9.4 California Fried Chicken

California Fried Chicken (CFC) is an Indonesian fast food restaurant chain, serving principally fried chicken. Its major competitors are Texas Chicken and KFC and as of June 2011 it runs 215 locations across Indonesia. The logo and marketing of California Fried Chicken is very similar to that of Kentucky Fried Chicken. Like the KFC logo, CFC uses a red and white and blue wagon in a yellow circular background. Its advertising slogan is "Bukan Cuma Ayam" which is featured in the logo, meaning "Not Just Chicken".

9.5 A&W Restaurant

A&W Restaurants, Inc., is a chain of fast food restaurants distinguished by its draft root beer and red beer floats. A&W started opening franchises in California in 1923. The company name was taken from the surname initials of partners Roy W. Allen and Frank Wright. The company became famous in the United States for its

“frosty mugs”, where the mug would be kept in the freezer prior to being filled with root beer and served to the customer.

Previously owned by Yum! Brands, the chain was sold to a consortium of A&W franchisees, through a great American Brand, LLC, in December 2011. A&W restaurants in Canada have part of a separate and unaffiliated chain since 1972. The original slogan is “All American Food”.

9.6 Pizza Hut

Pizza Hut is an American restaurant chain and international franchise, known for pizza and side dishes. It is now corporately known as Pizza Hut, Inc. and is a subsidiary of Yum! Brands, Inc., the world’s largest restaurant company. Pizza Hut was founded in 1958 by two Wichita State University students, Dan and Frank Carney, as a single location in Wichita, Kansas. The first Pizza Hut restaurant east of the Mississippi was opened in Athens, Ohio in 1966 by Lawrence Berberick and Gary Meyers. The original slogan is “Flavor of Now”.

9.7 Domino’s Pizza

Domino’s pizza is an American chain and international franchise pizza delivery corporation headquartered at the Domino Farms Office Park (the campus being owned by Domino’s Pizza co-founder Tom Monaghan) in Ann Arbor Charter Township, United States, near Ann Arbor, Michigan. Founded in 1960, Domino’s is the second-largest pizza chain in the United States (after Pizza Hut) and the largest worldwide, with more than 10,000 corporate and franchised stores 70

countries. Domino's Pizza was sold to Bain Capital in 1998 and went public in 2004. The original slogan is "Get the Door, It's Domino's".

9.8 Burger King

Burger King often abbreviated as BK, is an American global chain of hamburger fast food restaurants headquartered in unincorporated Miami-Dade County, Florida, United States. The company began in 1953 as Insta-Burger King ran into financial difficulties in 1954, its two Miami-based-franchisees, David Edgerton and James McLamore, purchased the company and renamed it Burger King. Over the next half century, the company would change hands four times, with its third set of owners, a partnership of TPG Capital, Bain Capital, and Goldman Sachs Capital Partners, taking it public in 2002. In late 2010, 3G Capital of Brazil acquired a majority stake in BK in a deal valued at US\$3.26 billion. The new owners, promptly initiated a restructuring of the company to reverse its fortunes. 3G, along with partner Berkshire Hathaway, eventually merged the company with Canadian-based doughnut chain Tim Hortons under the auspices of a new Canadian-based parent company Restaurant Brands International. The original slogan is "Have It Your Way".

9.9 Wendy's

Wendy's is an international fast food restaurant chain founded by Dave Thomas on November 15, 1969, in Columbus, Ohio, United States. The company moved its headquarters to Dublin, Ohio, on January 29, 2006. Wendy's menu

consists primarily of hamburgers, chicken sandwiches, French fries and beverages, including the Frosty. The original slogan is “Now that’s better”.

9.10 Dunkin’ Donuts

Dunkin’ donuts is an American global doughnut company and coffee house chain based in Canton, Massachusetts, in Greater Boston. It was founded in 1950 by William Rosenberg in Quincy, Massachusetts. Since its founding, the company has grown to become one of the largest coffee and baked goods chains in the world. The chain’s products include doughnuts, bagels, other baked goods, and a wide variety of hot and iced beverages. As of 2014, Dunkin’ Donuts is owned Dunkin’ Brands Inc, which also owns Baskin-Robbins and previously owned the Togo’s chain. The original slogan is “American Runs on Dunkin’”.

9.11 Dairy Queen

Dairy queen, often abbreviated DQ, is a chain of soft serve ice cream and fast food restaurants owned by International Dairy Queen, Inc, a subsidiary of Berkshire Hathaway. It also owns Orange Julius and Karmelkornthe first DQ restaurant was located in Joliet, Illinois. It was operated by Sherb Noble and opened for bussines on June 22, 1940. It serves a variety of frozen products, such as soft serve ice cream. The company’s corporate offices are located in the Minneapolis suburb of Edina, Minnesota. The soft-serve formula was first developed in 1938 by Douds, Iowa-born John Fremont “J.F.” “Grandpa” McCullough (1871-1963) and his son Alex. The original slogan is “Fan Food Not Fast Food”.

9.12 Baskin Robbins

Baskin-Robbins is the world's largest chain of ice cream especially shops and is based in Canton, Massachusetts. It was founded in 1945 by Burt Baskin and Irv Robbins, California.

The company is known for its "31 flavors" slogan, with the idea that a customer could have a different flavor every day of any month. The slogan came from the Carson-Roberts advertising agency (which later merged into Ogilvy & Mather) in 1953. Baskin and Robbins believed that people should be able to sample flavors until they found one they wanted to buy, hence their famous small pink spoons.

B. Previous Related Study

Dutamurty (2013) described the way the journalist used associative meaning on the articles of analysis section in the website, and the data analyzed was also in the form of word, phrases, clauses, and sentences. From the analysis, she found five types of associative meaning appeared on analysis section of www.khilafah.com in some ways. She used connotative meaning in the form of analogy and they were functioned as emphasis of what the reader must pay more attention to insist the view of the writer and also to make the reader understand and use that view during the reading. The affective meanings were functioned to make the reader feels the writer's emotions toward a matter. The collocative

meaning was used by the writer to support the theme of the discussion by circumstance it brought.

Wiriyanti (2015) analyzed associative meaning of pornography in advertisements tend to be realized with in indirect literal strategy, reflected in the tendency of using the pre-conditioned assertive and directive speech acts. The writer used a qualitative approach, the data select sample of advertising of products from magazine, tabloids, and newspaper as the data source. The data are taken by using technique of scrutinizing, reducing, and classifying the associative meaning of pornography. In this research, the associative meaning of pornography can be found in all advertising products. Associative meaning of pornography that was one element of the attractiveness of print media advertising products packed with aspects of verbal and non-verbal.

Noor (2015) analyzed about 21 renowned brand of the products have been selected on the basis of Leech' type of meaning. The study focuses on the analysis of linguistics tools used by the copywriters of TV commercial to influence the target audience. The objective the current study have been gained by the successful application of Leech's types of associative meaning. They very types entertain a large range of meaning-making process in order to study underlying mechanisms. Copywriters smartly use different stratagems to convince the audience.

C. Conceptual Framework

Concept is an abstraction or generalization of existing idea. In this case, a concept is more focused on the idea from the experts which the theories are describing about the explanation of the topic in general. The research focuses on analyzing associative meaning in the original slogans of fast food advertisement. Associative meaning is defined as unstable meaning which has variants of individual experience.

There are three concepts related to the topic: advertising, associative meaning, and the use of associative meaning. Firstly, advertising is analyze based on the slogan of fast food advertisement. Secondly, the meaning is classified based on five categories; connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocation meaning. Meanwhile, the used of associative meaning is described by the language of another slogan of each restaurant because the restaurant have more than one slogan. So it will describe about the word or phrase used by seller through their slogan language based on Leech's theory.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

In analyzing the associative meanings in the original slogan of fast food advertisement, a descriptive qualitative method was used. This method used based on several reasons. First, the research concern to the words, phrase, or sentences of associative meaning. Second, the research describes based on the theory and not proved the hypothesis or sample. The last, the data does not any treatments and ready to analyze.

B. The Source of the Data

The source of data was taken from the original slogan of twelve fast food advertisement. They are Kentucky Fried Chicken, McDonald, Texas Chicken, California Fried Chicken (CFC), A&W Restaurants, Pizza Hut, Domino's Pizza, Burger King, Dunkin Donuts, Dairy Queens, Wendy's and Baskin Robbins.

C. The Techniques of Collecting Data

The data of the study was collected by the following steps. They were:

1. Searching the original slogan of fast food advertisement from internet.
2. Collecting the original slogan of fast food advertisement.
3. Downloading the original slogan of fast food advertisement.

D. The Techniques of Analyzing Data

The technique of analyzing the data followed by several steps. They were:

1. Classifying the data based on Leech' theory of associative meaning.
2. Describing the use of associative meaning in slogan based on Leech's theory.

BAB IV

DATA AND DATA ANALYSIS

A. Data

The data were collected from slogans of fast food restaurants. The data were twenty five of the slogans which were found in the twelve fast food advertisement.

Table 4.1 Slogan of twelve Fast Food Advertisement

NO	Slogan	Fast Food Restaurant
1	It's finger lickin' good	Kentucky Fried Chicken
2	Today tastes so good	
3	I'm lovin' it	McDonald
4	We love to see you smile	
5	It's 100 % chicken genius	Texas Chicken
6	We've got a whole lot of chicken genius up our sleeves	
7	Not just chicken	California Fried Chicken
8	All American food	A&W Restaurants
9	Home of the burger family	
10	The flavor of now	Pizza Hut
11	Your favorites. Your pizza	
12	The pizza delivery expert	Domino's Pizza

13	Get the door. It's domino's	
14	Have it your way	Burger King
15	Have it your way: Eat somewhere else	
16	Now that's better	
17	Old fashioned hamburgers	Wendy's
18	Where's the beef?	
19	America runs on dunkin'	Dunkin' Donuts
20	America eats a lot of donuts	
21	Fan food not fast food	Dairy Queen
22	Better with every bite	
23	So good it's ridiculous	
24	31 flavors	Baskin Robbins
25	Our ice cream doesn't melt in the winter	

The data collection attempted to interpret meaning to gain the data according to Leech's theory about associative meaning.

A. The Data Analysis

1. The Kinds of Associative Meaning Found in the Original Slogan of Fast Food Advertisement.

The slogan of fast food advertisement were classified into types of associative meaning. There are five types of associative meaning: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. The data analysis can see in the following table.

Table 4.2 List of Data Analysis

No	FAST FOOD RESTAURANTS	SLOGANS	ASSOCIATIVE MEANING				
			1	2	3	4	5
1	Kentucky Fried Chicken	It's Finger Linkin' Good				√	
		Today Taste So Good			√		
2	McDonald's	I'm Lovin' It			√		
		We Love To See Your Smile			√		
3	Texas Chicken	It's 100% chicken genius		√			
		We've Got A Whole Lot Of Chicken Genius Up Our Sleeves		√			
4	California Fried Chicken	Not Just Chicken	√				
5	A&W Restaurant	All American Food	√				
		Home of the Burger Family	√				

6	Pizza Hut	Your Favorite Your Pizza			√		
		The Flavor of Now	√				
7	Domino's Pizza	The Pizza Delivery Expert	√				
		Get the Door. It's Domino's	√				
8	Burger King	Have It Your Way					√
		Have It Your Way: Eat Somewhere else	√				
9	Wendy's	Now that's Better			√		
		Old Fashioned Hamburgers					√
		Where's the Beef?	√				
10	Dunkin Donuts	America Runs on Dunkin		√			
		America Eats a Lot Donuts		√			
11	Dairy Queen	Better with Every Bites				√	
		Fan Food not Fast Food					√

		So Good It's Ridqulous	√				
12	Baskin Robbins	31 Flavors	√				
		Our Ice Cream doesn't Melt in the Winter	√				

- Note:**
- 1 : Connotative Meaning
 - 2 : Stylistic Meaning
 - 3 : Affective Meaning
 - 4 : Reflective Meaning
 - 5 : Collocative Meaning

2. Description of Associative Meaning in the Original Slogan of Fast Food Advertisement

Based on the table above types of associative meaning which are have been described in slogans of fast food advertisement based on Leech's theory are;

a. Connotative Meaning

Connotative meaning is communicative value of an expression according to what is referred to. It can be described on the following sentences:

- 1) **31** flavor. (Num 24, page 29)
- 2) Have it your way: **Eat Somewhere Else** (Num 15, page 29)
- 3) So Good It's **Ridqulous**(Num 23, page 29)
- 4) The **Flavor** of Now (Num10, page 28)

- 5) The Pizza **Delivery Expert**(Num 12, page 28)
- 6) **All** American Food (Num 8, page 29)
- 7) **Not Just Chicken** (Num 2, page 28)
- 8) Our Ice-Cream **Doesn't Melt In The Winter** (Num 25, page 29)
- 9) Where's The **Beef**? (Num 18, page 29)
- 10) **Get the Door**. It's Domino's (Num 13, page 29)

The used of word “31” in the slogan of Baskin Robins has connotative meaning. The phrase does not mean to confuse the readers or the customers; in fact the slogan uses the phrase to evoke the curiosity on the part of the consumers. The word itself can mean anything but it refers to flavors of the ice cream. It can also be associative with the company's identity that sell a product which have many flavors.

The used of phrase “somewhere else” in Burger King's slogan has connotative meaning. The connotative meaning emerges by sentence “eat somewhere else” where the sentence of eat somewhere else is associative with the prohibition to eat at their restaurants. In the truth condition, it means that if someone eat their product, they can addicted to it.

The used of word “ridqulous” in the slogan of Dairy Queen has connotative meaning. Actually, the word itself means ridqulous but they change the letters into “d” and “q” it comes from their initial of restaurants, DQ. The word “ridqulous” means a particular type of taste. The restaurants is trying to say their product has

certain taste and smell which is different from other restaurants. Somebody will try the taste of their product can feel a happiness.

The use of word “flavor” in the original slogan of Pizza Hut has connotative meaning. The word itself talking about flavor of their product is very taste, so everyone who are eating their product. The word itself reflected to the food which taste and make the consumers want to eat now.

The use of phrase “delivery expert” is a slogan Domino’s Pizza the sentence means that they provide the best service for their consumers. Not only the taste of pizza but they also give the best service for their consumers so the consumers feel better with their services.

The use of word “All” in the slogan of A&W restaurants has connotative meaning. This word means that they have product favored by consumers. Not only the taste fried chicken they have product such as hamburger with the best taste they have beer are much in demand by consumers.

The underline phrase “not just chicken” as slogan of California Fried Chicken belongs to connotative meaning. The phrase means that in their restaurant not only about chicken with the different sensation but also they have another food or soft drink

Based on the sentence above, the sentence “Doesn’t Melt in the Winter” as slogan of Baskin Robbins belongs to connotative meaning. This sentence means that to describe the total of flavors and how their ice cream can still exist even in the winter.

The other sentence above is the slogan of Wendy's the word "beef" has connotative meaning. The sentences means that to explanation about their product which is use beef as the main ingredients and their product is very tasty so make the consumers feel better after eat their food.

The used of phrase "get the door" in the slogan of Domino's Pizza has connotative meaning. The phrase does not mean to confuse the readers or the customers; in fact the slogan uses the phrase to evoke the curiosity on the part of the consumers. The phrase itself can mean anything but it refers to their product and services. It can also be associative with the company's identity that sell a product which have good services.

b. Stylistic Meaning

Stylistic meaning is a piece of language conveys about social circumstance. It can be described the following sentences:

- 1) **America** runs on Dunkin. (Num 19, page 29)
- 2) **America** cats a lot of donuts. (Num20, page 29)
- 3) It's 100% **chicken genius**, (Num2, page 28)

Based on the sentence above, the word "America" as slogan of Dunkin' donuts belongs to stylistic meaning, the word itself talking about the everyday folks who get things done. They are unpretentious, comfortable just being themselves, and like to order their coffee or donuts in small, medium or large, then thank you very much. It used in the scope of society who are busy and do not have time to linger, so they use Dunkin' to get fueled up for work or play.

The underline phrase “chicken genius” is a slogan of Texas Chicken which call stylistic meaning. The restaurants play word with use the word “genius”. It does not mean a real chicken genius but they make the consumers confused with the phrase. In the truth condition, it means their product especial their chicken which has the best taste and crispy.

c. Affective Meaning

Affective meaning is about personal feeling or attitudes of the speaker/reader.

It can be described on the following sentences:

- 1) I’m **Lovin’** (Num3, page 28)
- 2) We **Love** To See Your **Smile** (Num 4, page 28)
- 3) Your **Favorites** Your Pizza (Num 11, page 28)
- 4) Today **Taste So Good**(Num 2, page 28)
- 5) Now **That’s Better** (Num 16, page 29)

The two sentences above are the slogan of McDonald. The word “lovin’” belong to affective meaning because this word comes from the speaker’s feeling and emotions. It will know from the sentence “I’m Lovin’ It” shows that this sentence represents the speaker’s feeling here only show that he and other people around him have a same feeling with the product.

The other word “love” and “smile” is also affective meaning. It will know from the sentence “we love to see your smile”. In this conditions, the speaker express his feeling or emotion to attract the customers. The speaker means that their product can make the consumers smile and they love it.

The underline word “favorites” as slogan of Pizza Hut belongs to affective meaning. Because the word play an emotion through their slogan. He make the consumers be convince about the product. And also convince that their product can be favorite food.

The other sentence above is the slogan of Kentucky Fried Chicken, the phrase “taste so good” has affective meaning. The used of taste so good shows that their restaurant play with the feeling of the speaker to attract their consumers with give good taste so their consumers feel their product which is very taste.

The used of phrase “that’s better” is a slogan Wendy’s. The phrase means that the restaurants shows that a conviction of the seller about their food can make the consumers feel better after eat their food.

d. Reflected Meaning

Reflected meaning is one word effect of all other sense and expression. It can be described on the following sentences:

- 1) It’s Finger Lickin’ **Good** (Num 1, page 28)
- 2) We’ve Got a While Lot of **Chicken Genius Up Our Sleeves**. (Num 6, page 28)
- 3) Better With **Every Bite** (Num 22, page 29)

Based on the sentence above, the word “good” is Kentucky Fried Chicken’s slogan called reflected meaning. This sentence makes many assumption for the readers. In the truth condition, the word itself reflected to the food which is tasty and make the people feel want to lick their finger.

The other sentence above is the slogan of Texas Chicken, the phrase “up sleeves” has reflected meaning. The sentences means that their product is very tasty, so everyone who are eating their product eats to roll up their sleeves because they fell that their sleeves disturb them when they want to eat the product of Texas Chicken itself. The consumers feel anxious their food.

The used of phrase “every bite” in the slogan of Dairy Queen has reflected meaning. This phrase means that every bite has the different sensation and give the best flavor. The consumers will feel better, every time they bite the food.

e. Collocative meaning

Collocative meaning is the meaning of words which tend to occur in its environment. It can be described on the following sentences:

- 1) **Fan** Food Not **Fast** Food (Num 21, page 29)
- 2) **Old Fashioned** Hamburger (Num 17, page 29)
- 3) **Have** It Your Way (Num 14, page 29)
- 4) **Home** of the **Burger Family**(Num 9, page 28)

Based on the sentence above, the word “fan” and ‘fast” as slogan of Dairy Queen belongs to collocative meaning. It will know from the sentence “fan food not fast food”. The word itself in the sentence shows that it changes the real meaning of the word itself. It depends on the context sentence.

Based on the sentence above, the phrase “old fashioned” as slogan of Wendy’s belong to collocative meaning. The word “old” usually used to especially of persons having lived for a long time. But in this conditions, the word “old”

combined with the style. So, it change the function of the word itself because it use in different context. The phrase “old fashioned” itself usually used to described a dress style but in this condition, it used to described the product a hamburger.

Based on the sentence above, the word “have” as slogan of Burger King belongs to collocative meaning. The word itself change the real meaning because of the situation and context of the sentence. In this condition, the sentence “have it your way” has a same meaning with the sentence “it is up to you”.

The sentences above is the slogan of A&W Restaurants. The word “home” belong to collocative meaning because this word is clearly shows the seller tell about their product to the point. It will know from the sentence “burger family” convey the associate phrase which tend to occur in the environment.

C. Research Findings

After analyzing the associative meaning in the slogan of fast food advertisement, the findings can be presented as the following:

1. There are twelve fast food restaurants which has slogan. All twenty five of the slogans were classified into the types of associative meaning based on Leech’s theory. It found that fast food restaurants used all types of associative meaning and most of them used connotative meaning and affective meaning through their slogan language.
2. In using associative meaning, the seller used the slogan in the form of words, phrases, clauses and sentences. From the slogan show that

connotative are in the form of words, phrases, sentences. Stylistic, reflected and collocative meaning are in the form of words and words and phrases. Affective meaning are in the form of words, and sentences.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the associative meaning in the slogan of twelve fast food advertisement, the researcher has been drawn some conclusion as follow;

1. It concludes that there five types of associative meaning found in the slogans of fast food advertisement. Those are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning
2. The used of associative meaning they were: connotative meaning was very worked well in the used of the slogan of fast food advertisement. Stylistic meaning was very influential of social circumstance of language use in the slogan. Affective meaning was very worked well in the slogan. Affective meaning was to express personal feelings or attitudes to the listener. In the slogan, reflected meaning can influent the readers with their language, so that the reader can feel the same way corresponding to the slogan. Collocative meaning was the seller creation which make a word play which the meaning of word change as its real meaning because it is use in other context to state. The researcher founded by using associative meaning in the original slogan of fast food advertisement in the twenty five slogans. The seller successful to attract

attention and interest the consumers, so that the consumers feel to eat their food.

3. Suggestion

After doing this research, the researcher admits that there are some weakness of this study since there are limitations of this study. Therefore, there are several suggestion that researcher could offer to readers towards associative meaning, they are:

1. The researcher suggests for the lecturer can give more explanation about semantic knowledge especially associative meaning which can be found in spoken and written language because it is not easy to understand of the text, especially about advertisement.
2. The researcher suggest for the students who wants to know about the semantic knowledge especially in associati2ve meaning can use this research as guidance and inspiration.
3. The researcher suggests for the next researcher conduct similar theme of the study with more complete data, different theories of associative meaning, and more discussion. And also should have knowledge about the background of advertisement.
4. The researcher suggest to the next researcher to use the different types of data resource, for example: associative meaning on news article, entertainment article, etc. the researcher also suggest to the next researcher to specify the research by making limit of the research focus

on into one of the types of associative meaning. It would make the research understand deeply about the types of meaning.

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