

**SIGN ELEMENTS OF INTERNATIONAL FAST FOOD:
SEMIOTIC ANALYSIS**

SKRIPSI

*Submitted in partial fulfillment of the Requirements
For degree of Sarjana Pendidikan (S.Pd)
English Education Program*

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**FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**

MEDAN

2023

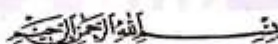


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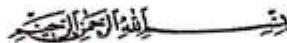
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Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
28/3 - 2023	Chapter IV - Data analysis & Data Collection	
13/4.23.	Chapter IV - Table & Interpretation	
8/5 - 2023	Chapter IV - Table & Conclusion	
10/5 - 2023	Abstract	
14/5 - 2023	Discussions	
13/5 - 2023	References	
15/5 - 2023	Acc to have greentable	

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PERNYATAAN KEASLIAN SKRIPSI



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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul "Sign Elements of International Fast Food: Semiotic Analysis" adalah bersifat asli (Original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini dengan sesungguhnya dan dengan yang sebenarnya.

Medan, Oktober 2023

Hormat saya

Yang membuat pernyataan,


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ABSTRACT

Alda Hafizha Lubis. NPM.1802050051, “Sign Elements of International Fast-food Logo: Semiotic Analysis.” Skripsi: English Education Program. Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara. Medan. 2022.

Sign Element of International Fast-food Logos is the title of this study. This study investigates the sign elements and interpretation of food and beverage logos. Through the creation of the logo, the business hopes to market and educate consumers about its product. This study uses Charles Sanders Peirce's semiotic theory to analyze the sign elements and interpretation in the logos. This study used a qualitative descriptive method to analyze its data. There are 15 international fast-food logos included in the data. KFC, Wendy's, Domino's, Pizza Hut, Dunkin' Donuts, A&W, McDonald's, Burger King, Starbucks, Mixue, Texas Chicken, Shihlin, Hokben, Subway, and Baskin Robbins are these 15 fast-food logos. This research used logo images taken from the logo's official website and Wikipedia as its data source. Using Peirce's triadic theory, this study will analyze the icon, index, and symbol of the logo as sign elements. The interpretation of the sign will then be determined by analyzing the representment, object, and interpretant. This research reveals that 14 icons, 14 indexes, and 15 symbols are employed in 15 international fast-food logos. There are 4 logos without an icon sign, 1 logo without an index sign, and every logo contains a symbol sign. By establishing a relationship between the representation, object, and interpretant, the meaning of the logo's sign elements was conveyed.

Keywords: Semiotic, Peirce's Triadic Theory, Symbol, Interpretation, Logos.

ACKNOWLEDGEMENT



In the name of Allah, Most Gracious, Most Merciful

All praise is to **Allah Subhanahu Wa Ta'ala**, who has given his guidance and blessings so that this study which is a partial fulfilment of the requirements for graduation, can be completed properly. Gifts and greetings are also given to the prophet **Muhammad Shallallahu 'Alaihi Wa Sallam**.

To complete this research, several barriers had to be overcome. This could not have been accomplished without the help and assistance of several parties. The researcher wishes to express her most profound appreciation to her parents, **Mr Mhd Darwin Lubis** and **Mrs Dahniar**, as the most important people in her life since nothing would function smoothly without their prayers and support. And a million thanks are also extended to everyone who has assisted and contributed to this research. The genuine thanks are then spread to the individuals listed below.

1. **Prof. Dr. Agussani, M.AP.**, as a Rector of Universitas Muhammadiyah Sumatera Utara.
2. **Dra. Hj. Syamsuyurnita, M.Pd.**, as Dean of Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara.

3. **Dr. Hj. Dewi Kesuma Nasution, S.S., M.Hum.,** as the First Deputy Dean of the Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara.
4. **Pirman Ginting, S.Pd., M.Hum.,** as the head of English Education Program of Faculty of Teacher Training and Education, UMSU and also as the most kindness supervisor in the world who has helped and facilitated all matters to carry out this research.
5. **Rita Harisma, S.Pd., M.Hum.,** as the secretary of English Education Program of Faculty of Teacher Training and Education UMSU and as the best supervisor who always makes everything easy, the one who is always helping and directing her students.
6. **Muhammad Arifin, S.Pd., M.Pd.,** the head library of Universitas Muhammadiyah Sumatera Utara who has provided the opportunity for researcher to conduct research so that this thesis can be completed.
7. All Lecturers of the English Education Study Program, Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara who have provided the helps and administrative supports to researcher so far.
8. **Alysha Ulima Lubis** and **Raja Shihab Lubis** who has provided advice and support until this thesis was completed.
9. Her best friends, **Wahyu Indah Purnama, S.Pd., Shah Fika Rizad, S.Pd.** and **Annisa Ramadhanti, S.Pd., Jihan Samira, Dinda Safira Dewi, Muhammad Ikhsan Utomo, S.Pd, Putri Sari Kartini, S.Pd, Widya Pitaloka, S.Pd., Ajeng Rahayu, S.Pd., Nursyah Yuni Kartika, S.Pd.,**

Eka Palupi Utami, S.Pd., and Fanny Fadilla, S.Pd., who always support me until this skripsi is finished

10. Her fellow researchers in class A Morning English Education Academic 2018.

Finally, with humility, the researcher hopes this thesis will be useful for all of us and get blessings from Allah SWT. Aamiin Ya Robbal Alamin.

Medan, May 2023

The Researcher

Alda Hafizha Lubis

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CHAPTER I

INTRODUCTION

A. Background of the Problem

The development of digital age makes people wants to live uniquely in all life aspects. Living in 4.0 era means staying on top of what is popular, trendy and being creative also unique are a necessary thing. This era is constantly changing and creating new ways to share and spread messages. The messages itself can be sent by a sign. Sign is any motion, gesture, image, sound pattern, or event that conveys meaning. Human use their creativity and interpretation signs to create a meaning. Signs is anything that communicate meaning and the meaning of a sign is arbitrary and variable, it can be differently depending to concept of thinking.

The general science of signs is called semiotics. Semiotics also called semiotic Sciences is a study of meaning and the sign processes and meaningful communication. Semiotics analysis is closely related to the field of linguistics. A linguist from France Ferdinand de Saussure said that in general the study of a product naturally (for example in terms of written text and pronunciation) is a formal system as a "sign" (sign-signet). In a real sense the relationship of words to something "sign" may not be natural but become conventional; meaning that the language itself contains a system of "signs" which become meaningful because they are different from other "signs".

Semiotics is not limited only to the field of linguistics, because in fact anything (for example, attitudes, how to dress and even the toys you play) can function as a

"sign". According to Eco (1986:7) semiotics is everything that can take as a sign. In general, semiotics theories take signs or sign system as their object of study the communication and information. In semiotic, sign is anything that represent or indicates something else, it can be word, pictorial or image such as logos.

Logo is a sign, and a sign can be interpreted by a logo. Logo or other kind of sign such as sculpture or picture is easier to convey messages to others. Creating logo for your business or company and organization is one of the most popular and trendy thing nowadays, or in other way people says that logo is the face of what you are going to show the world. Such a big companies have an effective branding by creating a logo for their product. They try to influence the consumer's decisions then communicate or represent the values of their product.

According to Chandler (2007: 02) "in semiotic signs take the form of words, images, sounds, gestures and objects". This means that the sign is not only in the form of images but also can be oral, written, gesture or something in an object included in semiotic signs. Pierce (2007) explain that "Signs divides into three types namely: symbol, icon and index. Pierce is one of semioticians and founder of semiotic who became the references of this source. Pierce said that we can only think with the medium of sign. Humans can communicate by means of signs. There are so many signs in human life such as images, gesture and sound, for example when waving hand it means to call someone or when scratching body it mean itching. Sound is kind of signs for example whistles, telephone ringing. Written is also kind of sign including the painting, letters, and numbers and also sign the international fast food and many more.

In food industries, a good logos is a need. It such a great way to communicate their food, the company can hint the story and history behind the brand. People will eat with their eyes first, it means that presentation such as the use of colors, fonts, and symbols play an important role in the food industry. Those logos were fulfilling the aim of logos such as eye-catchy so it become memorable and can inspiring the viewers. Its shapes, colors, fonts and image of each logo are strikingly different from others, and it should be applied to the products of the company in case to promote the brands itself.

A logo is a must to attach a visual identity of the company, creating a good impression, communicate the values and helping customers to remember the products. In other way it can represent an organization or company through an image that can be easily understood and recognized. Logo is more than design, its about purpose. The important goal or purpose of a logo is to identify. The logo is not only seen in terms of its physical appearance but also in terms of its meaning (Rustan, 2009:22). A logo of some group may represent their own group, so every logo has different meaning depends on the group itself.

The combination of text and visual in one logo should serve purposes, it can tell or announced people the group's name also has powerful symbolic association connected to people's memory. A logo should be unique, be eye-catchy and leave an unforgettable impression. Especially for some branded stuff, they should be creative to catch their fans eye and makes a good impression at the first sight.

People see to remember the logo based of the text, colors, or visual that consists in the logo. The logo works as a symbol sign which has icon to express the

information and index to indicate the object with this information pertains. People will remember the iconic, index and symbolic feature of the logo in the same degree. Peirce's says that sign can be classified into three types; icon, symbol, and index that can be identified in the logo, the logo can be both iconic and symbolic. Peirce's theory of sign (Representament, Object, and Interpretant) are used to find out the meaning of sign in logo itself. Every people will have their own intuition through the logo, how the logo catches their eyes, from the colors, shapes, or words created in the logo

In fact, that in every line, curve, or color of a logo has a meaning. Each logo created with different shapes, colors, letters, which speaks to a different understanding and emotion, each of shapes, colors, and letters representing another detail of the brand identity. Then once the logo create it has become the character or brand image of the logo. A brand which are going to make a meaningful connection with its customer should have a meaning or idea behind their logo and actually each logo will have different meaning even if they use the same text.

The logos of some brands have been quickly spread around the world by digital technology. Nowadays, a quick-service restaurant or fast food has become a trend. In food business, logo such an important thing, a great brand will have customers lining up for a taste. To create a brand that wheats customer's appetites, it needs to start with well design food logo. There are a lot of international fast food that enter Indonesia and people become excited, but not many people are familiar with the logo of the brand itself. Some of them will familiar with the logo but not the meaning.

People will recognize those logos because they are noticeable, work to remind people of the great or modern meals they have eaten, the color used on the logo can trigger appetite or happiness, and the logo helped to describe what the brand was about, what they sell, a burger, chicken, ice cream, and etc. The international food logos like KFC, Wendy's, Domino's, Pizza Hut, Dunkin' Donuts, A&W, McDonald's, Burger King, Starbucks, Mixue, Texas Chicken, Shihlin, Hokben, Subway, and Baskin Robbins.

Based on researcher observations, this study aims to understand the meaning behind the sign and interpret what a sign wants to convey because many people do not understand the meaning of the sign on the international fast-food logo and also people do not know about the type of sign that is conveyed in the international fast-food logo by using Pierce's theory (2007) to find out the elements and interpretation of the signs. This study can easily be found in our daily life aspects such as symbols, icons, and index. Semiotics plays an important role as a marker or signified in language, semiotic analysis is a study that discusses signs, with how the meaning or function in the sign .

Based on the problems and the statement above. So the researcher feels interested to choose the title in this research **“Sign Elements of International Fast Food: Semiotic Analysis”**.

B. Identification of the Problem

The problem of this research was identified as follows:

1. The elements of sign in the international fast-food logos.
2. The interpretation of the sign elements in the international fast-food logos.

C. Scope and Limitation

Relate to the problems and the objectives of the study, in this research the researcher was focused the analysis only on the international fast-food logos. The researcher was analyzing two aspects: the analysis of the elements of sign in the logos and the interpretation of meaning of the sign elements in logos. Meanwhile, in analyze the data the researcher will use the semiotics theories that proposed by Charles Sanders Peirce. The theory of triadic model sign (ROI) representament, object, and interpretant will use to identify the three elements of sign and interpret the meaning.

The researcher limits this research only on eight international fast-food logos, they are KFC, Wendy's, Domino's, Pizza Hut, Dunkin' Donuts, A&W, McDonald's, Burger King, Starbucks, Mixue, Texas Chicken, Shihlin, Hokben, Subway, and Baskin Robbins.

D. Formulations of the Study

To investigate the problems, the following research questions were formulated:

1. What are the elements of sign in the international fast-food logos?
2. How is the interpretation of the sign elements in the international fast-food logos?

E. Objectives of the study

Relate to the questions in problem of study above, the objectives of the study were formulated as follows:

1. To find out the elements of sign in the international fast food logos.
2. To explain the interpretant of the sign elements in the international fast food logos.

F. Significances of the Study

This research was expected to be beneficial for readers also the next research both theoretically and practically:

1. Theoretically

This research hopefully elements of sign in fast food logos and the interpretation of sign meaning of the logos based on semiotic approach.

2. Practically

- a. For the lecturers, the researcher will give some references about semiotic analysis in sign elements who easy to understand.
- b. For the students, this research will be easy to understand and clear explanation about semiotic and hopefully they can continue this research.
- c. For other researchers, this research is expected to use learning material for subject discussions, especially regarding semiotic studies.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Semiotics

Semiotics comes from the Greek “semeion” which means sign; it is the study of sign systems which became all forms of communication that have meaning. Semiotics is one of linguistic branches which deal with sign and symbol; it is about the relationship between a sign, object and its meaning. According to Charles Sanders Peirce who is as a pioneer of pragmatism doctrine that has provided the basic in the general theory of signs through his writings, “Semiotic is the relationship between a sign, an object, and a meaning”. Paul Cobley (2001) claimed that Semiotics is the study of sign systems or theories of signifying. Semiotics is generally regarded as a theory of production and interpretation of meaning.

Meanings are made by spreading actions and objects that serve as "sign in" relationships with other signs. The sign represents the object, or referent, in the mind of an interpreter. “Interpretant” refers to a sign that serves as the representation of an object. Signs can be verbal (words) or nonverbal. In semiotics, language is seen a sign system that express ideas and is ‘comparable to a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formulas, military signals, etc. Paul Cobley (2001), In the Peirce theory, semiotics is considered as the theory of the production and interpretation of meaning. Meaning is made by the deployment of acts and objects which function as “signs” in relation to other signs.

In general meaning is not believed to reside within any particular object, text or process.

Semiotics is everywhere and it is greatly important, because it helps people to realize the meaning or information which not contained in computers, books or codes. Sign can be seen in all aspects such as word, image, and sound, which every sign communicates a meaning, but the meaning of sign is arbitrary, it depends to the interpreter. Nothing is a sign unless it interpreted as a sign" (Peirce, 1931). In other words, anything can be a sign as long as someone interpret it as having meaning. Human tend to look for meaning to easily understand everything happens around him. The whole thing around is called a sign, which can be expressed using the theory of semiotics.

In the beginning, semiotics is only the study about a sign in language, but today the sign itself can also be printing, drawing or photograph. Semiotics often used in analyzing a text which it can be verbal and non-verbal such as writing or audio and video. The text itself is words, images, sounds and gestures which are a sign. A simple definition of sign is something that is used in a place or something else. Such as a black suit wear for funeral and it not only to cover the body but in most cultures, it signifies death and sadness. Sign is something physical, which can be perceived by our sense. Saussure formulated the sign as signifier and signified. He emphasizes that the theory of semiotics needs a social convention, which means one word has a certain meaning due to a social agreement between the language and community.

2. Sign Elements

Semiotics aims to find out the meanings contained in a sign or interpret the meaning so it is known how communicators send messages. The sign is inseparable from the perspective of each person who read it. Each signs have different shape, form, sense, and each signs have different function. Based on Pierce theory (2005) he divides signs into three types namely: symbol, icon and index.

a. Symbol

Symbol is kind of signs that represent the real object and this sign was made based on conventional. There are rules that people should following for example: the numbers, national flags, alphabetical letters, word and sentences and logo of fast food.

b. Icon

Icon is kind of signs that remake in simple form to represent the real object the people interpretation is important in understanding icon. Icon is a sign that resembles the likeness and characteristic of the sign in its representative. The examples of icon are photos, the painting, the signature. Icon and symbol have similar definition but icons do not need the convention and symbol need convention and rules in understand it.

c. Index

Index is kind of signs that happened of cause and effect. The characteristic of this sign is can we see, feel and we smell. For example, the nature signs such us smoke, rain, thunder and sun light and another example are when our body getting hot it is mean we get fever, and body language is included of Index signs.

3. Logo

Logo is a letter or an image which has meaning and usually used as symbol (Merriam-Webster Dictionary, 1816). It is also a graphical symbol that used to aid a means of an intuition, region, organization, Food Company, and even a means of country. As a graphical design, logo including a name, symbol, one or more other separate elements to representing, promote, or branding a product. A logo is generally involving color, text, visual and shape.

A good logo needs to communicate the meaning of the product and can easily understand by the consumer or society. Some logos aren't directly explained or sell the product; instead, the logo must be eye-catching and memorable. Take the example from *Apple* logo with a bitten apple which not representing electronic stuff such as iPhone, iPad or Apple watch. But those bitten apples will be remembered. Once the logo is seen, someone will get interested in, then remember and buy the product.

Logo also can be said as a sign. The logo is not only seen in terms of its physical appearance but also in terms of its meaning, it used to communicate something to others. It will help the customers to understand what they are about. Take a look for food logos which commonly found today. There are many of food companies can communicate their brand through the logo.

Food is a primary need, and human beings eat to grow and survive. Needless to say, that the food industry is one that expand and develop with good progressive in each year. The food companies have such an effective branding by creating a unique logo for their brands. The food logos play a big role in developing the food companies. Food logos is a tool to identify the food itself, by designing a juicy and

recognizable logos, it will give the companies a chance to express their brand, helps customers to understand who they are and what are they offering to the customers.

4. The Founder of Semiotic Approach

There are many other researchers or scientists of semiotic such as Ferdinand de Saussure, Charles Sanders Peirce, Roland Barthes, Umberto Eco, and Charles Morris. This semiotic approach has been developed into modern semiotic which developed by Swiss linguist, Ferdinand De Saussure and American philosopher, Charles Sanders Peirce. Semiology is Saussure's term that sometimes used to refer the Saussurean tradition, while semiotics is refers to the Peircean tradition, but nowadays semiotics is the term that usually used as a term to embrace the whole field.

a. Charles Sanders Peirce

Charles Sanders Peirce is one of the thinkers of semiotic theory. Peirce's semiotic theory is often called the "Grand Theory" because the ideas are comprehensive. Peirce says that semiotic process has three elements, Representament, Object, and Interpretant, and those elements are interrelating and can't be separate because they should be together to can clearly determine the sign. That process is called semiosis. Peirce emphasized in human life signs can be a gestures, human voices, words, alphabets, and colors and it can enable people to think and connect with others.

Sign is "something which stands to somebody for something in some respect or capacity" (Peirce 1940). Simply, Peirce says that representament is the sign itself

which has relation with its object as intended, and interpretant as the meaning of the sign. Those three elements have been formed in diagram which called as semiotic triangle or triadic semiotic.

The semiotic consists of three elements, they are:

1. Representament: it is a sign which represent something else in some capacity, or simply it is the form of the sign.
2. Object: it is what the sign stands for or represents.
3. Interpretant: an object in someone's mind which referred as a sign, or simply can be said that interpretant is the meaning of the sign.

The representament or a sign can be shown when a girl is crying because of her broken doll, then that crying is a representament or a sign, where the doll is an object and the connection between them is the interpretant. And it could be argued that the girl cried her doll is the first gift from her parents.

Based on its representament, Peirce (1940:101) divides sign into three; Qualisign, Sinsign, and Legisign.

1. Qualisign is a sign based on its quality. Basically, it can't be a sign before it is embodied such as a red color which reffer a love, danger or brave.
2. Signsign is a sign which can be seen as a sign based on its existence, for example a babies who cry because they are hungry.
3. Legisign is a law which contained in a sign. This relates to something that can and cannot be done, such as traffic lights.

According to Peirce (1940:102), based on the second trichotomy, the theory differs between three types of sign based on the relations between sign and the referred object.

1. Icon based on similarity, it is the relationship between signs and objects itself, based on its similarity or resemblance. An icon can be seen on a visual sign such as photos, pictures, maps, and sounds.
2. Index based on causality, it is a physical link which directly connects the sign and the object. An index is some sensory features which something that can be seen, heard, or easily smells that can be understood by the appearance frequency, such as dark clouds is an index of rain. The other examples of index are smoke, thunder, footprints, a signal such as a phone ringing and knock on a door.
3. Symbol based on convention which has no factual link between sign and object, it is a sign which refers to the object that it denotes based on a law. A symbolic sign is arbitrary or societal convention or "by virtue of law which operates to cause the symbol to be interpreted as referring to that object" (Peirce 1940, 102). The red colour in Indonesian's flag is a symbol which represents courage but it does not resemble the red colour, but the relationship between symbols and its object has become a convention which is generally understood. Language, sentences, phrases, words, alphabetic letters, numbers, national flags are the examples of signs belonging to symbol.

Based on its interpretant, Peirce (1940:103) divides sign into Rheme, Dicot, and Argument.

1. Rheme is a sign which allows people to interpret based on what they choose, like someone who has red eyes may indicate that the person has just woken up, or has just cried, or wants to sleep.
2. Dicot is a sign to represent which represent its object in actual existence, or in other words it is a sign in accordance with reality, if an accident often occur in a road, then there will installed a traffic sign which states that there is often an accident there.
3. An argument is a sign which understood to represent the object in its character as sign, in other words it is a sign which immediately gives a reason about something, as if the man who are banned for smoking at gas stations, because it is a places that can easily burnt.

B. Previous Studies

Here are some relevant researches that contribute as reference to support this research:

Hutabarat (2018) has analyzed the meaning of Basketball team logos by using a semiotic theory. The study investigated how semiotics theory used in expressing the meaning of Basketball team logos. The logos were classified and analyze by using semiotic theories of Peirce and Barthes. Peirce theory is used to analyze the types of team logos and Barthes theory is used to analyze the denotative meaning, connotative meaning, and myth of the logos. The results show that the identity of

the logos represents by the meaning itself, he applied the semiotics theory of Peirce about triadic semiotics. His research is given a contribution to this research as it helps to wider the writer's understanding about Pierce's theory in analyze the meaning of logo.

Vijaya (2014) in her research analyze logos in Japanese Car Companies. The study is aimed to analyze the signifier and signified and also the relation between the interpretation of the logo and the history, marketing or the goal of the company. This research used the theory of semiotics of Saussure the answer the research problems. Through the research, he concludes that 4 of the car logos used the first letter of their name as the logo, 2 car logos of companies used their whole name and 1 car logo company used symbol. Vijaya's research contributes to the analysis logo and the relation between the company and its logo, as the logo can represent the company itself.

Sofiyah (2019) has analyzed fast food restaurant advertisement by using semiotic theory. She chooses 4 most popular fast-food restaurant to analyze. She discussed the deep meaning found in the advertisement by using Roland Barthes's theory to analyze the denotation, connotation, and myth of the advertisement. The results found that each fast-food restaurant has verbal and non-verbal sign, there are 48 verbal signs and 47 non-verbal signs consists in the advertisement. The results of this study in the conclusion that most of the restaurants are used the sign to catch the reader's attention, give an information, and persuade to buy their product, and most of the restaurants build their popularity by using a dominant color in the

advertisement. Sofiyahs research gives the researcher a depiction about each logos with the different shape, letter, and color will actually have different meaning.

The difference between this study and previous study is on aims of study. The first previous study is analyzing the meaning of Basketball team logos by using a semiotic theory, the second study is analyzed logos in Japanese Car Companies and the third previous study is analyze fast food restaurant advertisement by using semiotic theory. Therefore, this study is to analyze the element of sign in the international fast-food logos and how interpretation of the sign elements in the international fast-food logos.

C. Conceptual Framework

This research starts by having some understandings on semiotics in this study examines the sign element of fast-food logos and the way to interpretation of the sign elements in the international fast-food logo based on Charles Sanders Pierce Semiotics Theory. It can be known from the meaning of international fast-food logos. It able to see on the figure below.

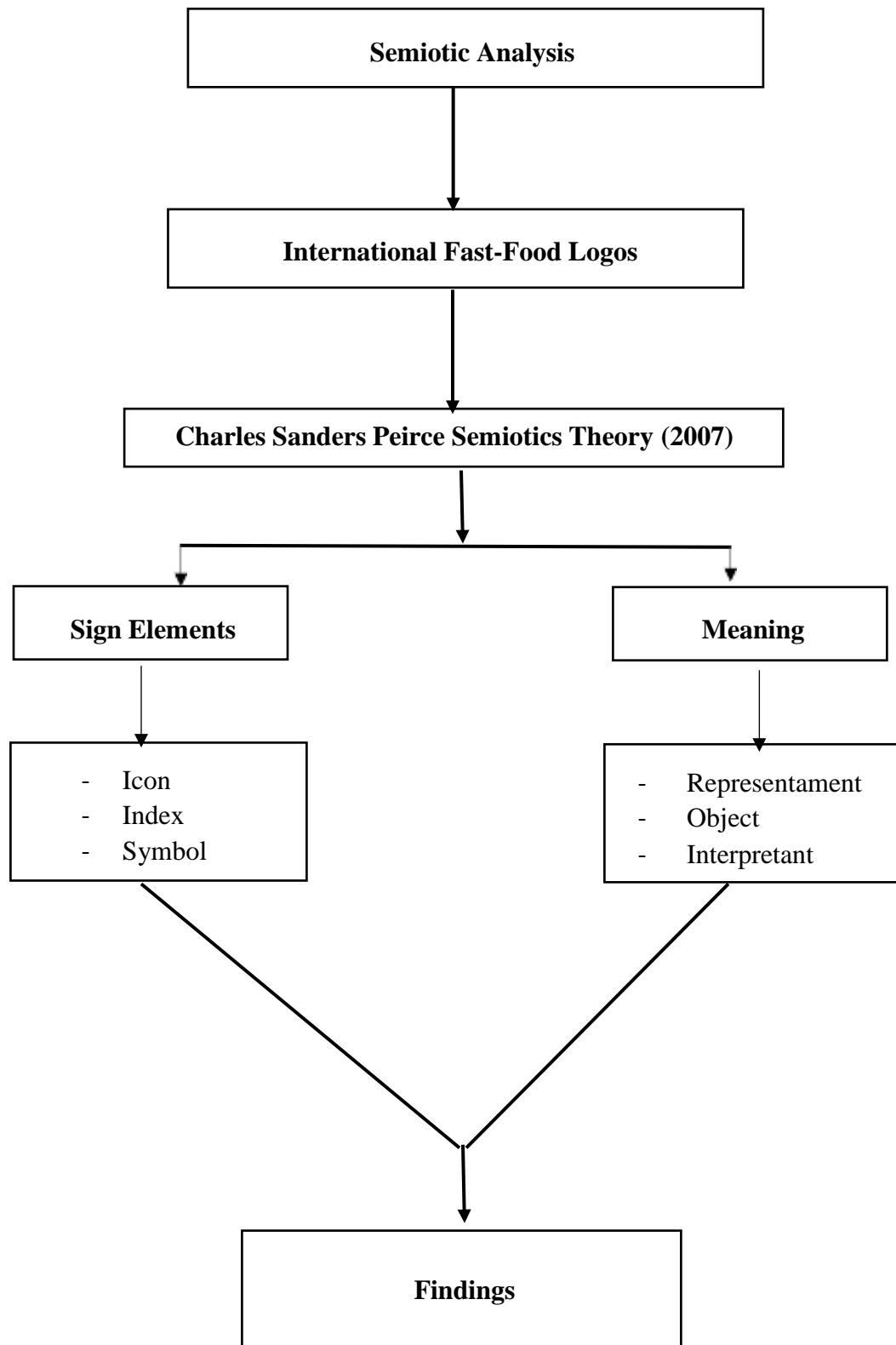


Figure 2.1. Conceptual Framework

CHAPTER III

METHOD OF RESEARCH

A. Research Design

The researcher used qualitative descriptive method in the writing process of this research. There are some types on collecting data in this qualitative research, one of them is qualitative descriptive method. Qualitative data usually in the words form rather than numbers, and it is a rich description and explanation of phenomena as it is. According to Sandelowski (2000: 339), qualitative descriptive study is the method use to find the straight descriptions of phenomena which desired, such study is especially useful to know who, what and where of events. In other words, this qualitative descriptive method is a detail description of the data by using observations and document which explained and described the phenomena as they are. This research is to identify the elements of sign and interpret the meaning of sign in the logos, the researcher uses the theory of Peirce to analysis the data, and qualitative descriptive method is appropriate with this research.

B. Source of Data

The data of this research is food logos that are from international fast food in Indonesia. The logos are KFC, Wendy's, Domino's, Pizza Hut, Dunkin' Donuts, A&W, McDonald's, Burger King, Starbucks, Mixue, Texas Chicken, Shihlin, Hokben, Subway, and Baskin Robbins. *Wendy's, Pizza Hut, and A&W* logos will collect by downloading the logo from their official websites, they are:

<https://www.wendys.com> , <https://www.pizzahut.com> <https://awrestaurants.com>.

The other logos such as *McDonald's*, *Domino's*, *Starbucks*, *Burger King*, *KFC*, and *Dunkin Donut* logos will collect by downloading the logo from Wikipedia <https://en.m.wikipedia.org>.

C. Technique of Collecting Data

The data of this research are a secondary data which already by someone else. In collecting the data, the researcher uses non-participant observation. Non-participant observation is observing participants without actively participating, the researcher watch the subject with knowledge and without taking active part. There are 8 international fast-food logos as the data. Data collecting method that apply in this research is observation and documentation method.

1. Observation

The observation data will download the 8 international fast-food logos as the source of data, 3 logos from the official websites and 5 logos from Wikipedia on internet. The 8 international fast-food logos collected based of the well know food and beverage brands in Indonesia. Then the data will analyze by using Peirce's theory as the relevant theory for this research to identify the elements of sign and interpret its meaning.

2. Documentation

Documentation will collect data such as the documents, picture files, and articles on the internet related to 8 international fast-food logos which support the analysis. The documents will collect from related e-book and online books, picture

files from each 8 logos, and article about logos on the internet, journal, and thesis which relate to the analysis. After gaining all of the data, the researcher will classify the logos into each type of signs; icon, index, symbol and interpret its meaning.

D. Technique of Analyzing Data

In analyzing the data, the writer uses interactive model proposed by Miles, Huberman, and Saldana (2014) theory with three steps; data condensation, data display, and conclusion: drawing and verification.

A. Data Condensation

Data condensation in Miles, Huberman and Saldana (2014) is refers to the selecting data, focusing on the select the data, simplifying the data to the type, problem and the theory, abstracting the data to answer the problems, and transforming the data into a qualitative description.

The semiotic signs that collect as the data for this study will explain and describe to represent each logos of international fast food.

1. Selecting

The data will select based on international fast-food logos that well known in Indonesia, there are 8 logos.

2. Focusing

After selecting the data, the writer will focus on the two research problems, they are the elements of sign and the interpretation of sign meaning of the logos. The elements will focus on icon, index, and symbol and the interpretation of sign

meaning will be focused on the relation between the representamen, object, and interpretant of the logos.

3. Simplifying

The select data then is simplify by note the elements of sign; the iconic, index and symbolic signs in the logo.

4. Abstracting

The 8 fast-food restaurant logos will analyze by using Peirce's theory. The analysis of elements of signs will divide into icon, index, and symbol and interpretation of sign meaning in the logos will describe by representment, object, and interpretant.

5. Transforming

The data is transforming by putting the data into the table.

B. Data Display

The second major flow of analysis activity is data display. Data display is organize and assembly the information that allows conclusion drawing and verification.

Data display helps to understand the context of research by form the table to make the data looks more organized and easier to observe.

C. Conclusion: Drawing and Verification

The third is conclusion drawing and verification. Conclusion of this research is the semiotic elements of sign international fast-food logos also the way of semiotic signs conveys the message to give information about the logo of international fast food.

CHAPTER IV

FINDINGS AND DISCUSSIONS

Research findings and analysis are presented in this chapter. It includes the elements and the interpretation of the sign elements in the international fast-food logos.


A. Research Findings




The research centered on semiotic objects on international fast-food logos. The international fast-food logos that chosen used to obtain data. 3 sign elements of the semiotic used as research subjects are categorized as icon, index, and symbols. Furthermore, 3 interpretations of the signs elements of the semiotic also used as research subjects that are categorized as representament, object and interpretant.




1. The Elements of Sign in the International Fast-Food Logos


Researchers have collected 15 logos from international fast-food restaurants taken from the official websites of each restaurant and Wikipedia. The result is an explanation of the meaning of each logo studied.




Table 4.1. Sign Elements Found in the Data



No	Data	Sign Elements		
		Icon	Index	Symbol
1.		The figure of an elderly gentleman wearing eyeglasses and a bow tie.	The word KFC	The red, black and white colors.

2.		A red-haired girl with her hair in two pigtails wearing a cyan ribbon.	The word Wendy's	The red, white, and cyan colors.
3.		Domino card with two different dots in each shape, namely 1 dot at the top and 2 dots at the bottom.	The word Domino's	The blue, red and white colors.
4.		The picture of roof.	The word Pizza Hut.	The red and white colors.

5.		-	Dunkin' Donuts and DD inscription.	The orange and pink colors.
6.		The letter M	McDonald's inscription on the logo.	The golden red, yellow and white colors.
7.		An oval shape.	The words A&W and All American Food on the logo	The orange, brown, and black colors.

8.		Picture of a burger.	The word Burger King.	The yellow and red colors.
9.		Long haired female figure wearing a crown.	-	The used of green color.
10.		The snowman is holding an ice cream stick and wearing a crown and robe while sticking out his tongue.	The word Mixue and Since 1997 Ice Cream & Tea.	The red, white, blue, and orange colors.

11.		A star shaped image.	The word Texas Chicken.	The black and golden yellow colors.
12.		Picture of a street food stall.	The word Shihlin and Taiwan Street Snack and some mandarin characters.	The red, yellow and black colors.
13.		2 people, male and female, who are wearing hats.	The word HokBen.	The yellow, red, cream, and brown colors.

14.		Arrows in the first and last letters.	The word Subway.	The yellow and green colors.
15.		-	Baskin Robbins' writing and the abbreviation for the word, namely BR and the number 31 tucked between the BR writings.	The blue and pink colors.

From the table above, it can be seen icon, index, and symbol are the sign elements present in the 15 international fast-food restaurant logos. There are 14 recognizable icons, 14 indexes, and 15 symbolic symbols. There are 2 logos that does not have icon, namely Dunkin' and Baskin Robins. Then there is only logo without an index, namely starbucks and every logo has a symbol. This suggests that the logos of food and beverage companies are symbolic, as each logo has or employs color. The food and beverage firm likes to employ more visually appealing symbol to symbolize the company's identity, because a bright and meaningful logo is more likely to catch the attention of customers. The color is a symbol that the company traditionally creates for its logo. This icon sign is absent because there is

no other icon representing a similar concept. The index symbol cannot be found in two logos since neither logo contains any verbal language that represents or signifies the company's name.

2. The Interpretation of the Sign Elements in the International Fast-Food Logos

The researcher was examines the meaning of several international fast food restaurant logos in Indonesia by using the semiotic theory of Charles Sanders Peirce (2007), namely knowing the interpretation of the sign elements in the international fast-food logos which are categorized as representament, object and interpretant.

Data 1 - KFC



Figure 4.2. KFC Logo

Table 4.2. The Interpretation of Sign Elements in KFC logo

No.	Representament	Object	Interpretant
1.	The KFC word that represents the restaurant's name and mission.	The name KFC is inscribed in black at the logo's bottom.	KFC is an abbreviation for Kentucky Fried Chicken. Kentucky is the southeastern state of the United States, since the restaurant's headquarters are located

			<p>in Louisville, Kentucky, United States.</p> <p>They complete their objective as a healthy restaurant by abbreviating Kentucky Fried Chicken to KFC in order to avoid the word "fried," which implies unhealthy fat content.</p>
2.	The image or the stylized face of an old man used a bow tie and sunglasses that signify Colonel Sanders as the founder.	The face image of Colonel Sanders is bordered in black in the middle of the logo	The icon of Colonel Sanders, created to represent the founder of this fast-food restaurant, depicts a stylized face of an elderly man in the middle. The Colonel's bow tie represents professionalism, while his sunglasses signify knowledge.
3.	The logo features red, black, and white colors.	In three vertical lines, the backdrop color is red and white, and the Colonel's face is black.	<p>The color red is said to stimulate the appetite.</p> <p>The color white is utilized to symbolize the restaurant's hygienic and clean environment.</p> <p>Black is used to emphasize the Colonel's visage as the team's mascot.</p>

From the table above, it shows that each element in the KFC logo has its own meaning. For example, the word KFC, KFC stands for "Kentucky Fried Chicken." The name was chosen by the founder of the company, Harland Sanders, who started serving fried chicken from a roadside restaurant in Corbin, Kentucky, in the 1930s. Sanders' fried chicken recipe was so popular that he eventually franchised his business, and the Kentucky Fried Chicken brand was born.

The name "Kentucky" was included in the restaurant's name as a way to emphasize the quality of the fried chicken, as Kentucky was known for its traditional southern-style cooking. The term "fried chicken" was also included in the name to indicate the restaurant's specialty dish.

Data 2 - Wendy's



Figure 4.3. Wendy's Logo

Table 4.3. The Interpretation of Sign Elements in Wendy's Logo

No.	Representament	Object	Interpretant
1.	The Wendy's word that represents the restaurant's name.	The name Wendy's is written at the bottom in red.	Wendy's was founded by Dave Thomas. The name Wendy's was inspired by the name of Dave Thomas' daughter named Melinda Wendy Thomas who was eight years old when her father founded Wendy's. Thomas wants to make his daughter the mascot of his business.
2.	Picture of Dave Thomas' daughter with red hair in two pigtails and wearing a blue and white striped shirt.	Dave Thomas' daughter is in a black circle and the word 'MOM' is tucked into Wendy's ruffed collar.	The meaning behind the Wendy's brand itself is that there is the word 'MOM' in the Wendy's logo. The word 'MOM' was tucked into Wendy's ruffed collar. Although this element

			was designed by accident, it indicates that the food at Wendy's restaurant is like your mother's cooking.
3.	The logo features red, blue and black colors.	A black circle with a picture of Dave Thomas's son, who has red hair in two pigtails and is wearing a blue and white striped shirt.	There is no special meaning behind the color of the Wendy's logo, but Wendy told how her father asked her to take a photo with a blue and white striped shirt and her hair pulled up in a ponytail. Then, be that iconic photo.

From the table above, it shows that each element in the Wendy's logo has its own meaning. For example, The Wendy's logo features the image of a girl named Wendy, who is the daughter of the company's founder, Dave Thomas. When Dave Thomas opened the first Wendy's restaurant in 1969, he named it after his daughter Melinda Lou, who went by the nickname Wendy. Dave Thomas wanted to make his restaurant stand out from competitors, and he believed that using his daughter's likeness in the logo would help to achieve that. The original Wendy's logo, designed by a graphic artist named Jim Schindler, featured an illustration of a young girl with red hair, wearing a blue and white striped dress and holding a hamburger. This logo was meant to convey a wholesome, family-friendly image, which was a key part of Wendy's brand identity.

Data 3 – Domino's



Figure 4.4. Domino's Logo

Table 4.4. The Interpretation of Sign Elements in Domino's Logo

No.	Representament	Object	Interpretant
1.	The illustration of domino card.	The logo depicts a domino card with three dots at the top.	This figure is a domino card with the dots representing the card's number. The three dots in this logo represent the fact that they opened three restaurants in their first year.
2.	The term Domino which represents their intent.	The domino figure at the top of the logo is comprised of blue and red hues.	Domino is a Chinese board game whose name signifies authority. As a result, they pick this name in order to fulfill their aim of becoming the lord of pizza.
3.	The hues employed in the logo.	A black circle with a picture of Dave Thomas's son, who has red hair in two pigtailed and is wearing a blue and white striped shirt.	Their restaurant's theme or primary color is blue and red, which is also the color of their storefront and promotional materials.

From the table above, it shows that each element in the Domino's logo has its own meaning. For example, the use of domino image. The use of a domino image on Domino's logo is because the company's name itself is inspired by the game of dominoes. The founder of Domino's Pizza, Tom Monaghan, initially named his pizzeria "Dominick's" after his brother. However, his brother later decided to trade his half of the business for a used Volkswagen Beetle, leaving Tom as the sole owner. Tom then wanted to rename the pizzeria and was flipping through a dictionary when he came across the word "domino." He liked the sound of it, and it became the new name for his business. As a result, Tom Monaghan decided to use a domino image as the logo for the company to emphasize its name and make it more memorable. Additionally, the domino image's association with the game of dominoes, which is often played socially with friends and family, reinforces the company's focus on delivering pizzas that bring people together.

Data 4 – Pizza Hut



Figure 4.5. Pizza Hut Logo

Table 4.5. The Interpretation of Sign Elements in Pizza Hut Logo

No.	Representament	Object	Interpretant
1.	The depiction of a white roof as their symbol.	The white roof figure at the bottom of the emblem.	The white roof figure represents a roof designed by Richard D. Burke for their first restaurant facility.
2.	A circle-shaped emblem representing a pizza.	The circle at the center of the logo	This logo's circular shape is actually formed like a pizza in order to alert clients that the company sells pizza.
3.	The name Pizza Hut is theirs.	The term Pizza Hut is written in white in the logo's center.	The first time pizza was sold by Pizza Hut was from a small store or hut.
4.	The color of the logo	Utilization of red and white colors	The red color used throughout the logo was inspired by tomato sauce, which is synonymous with pizza. It also represents something hot, which is related to pizza that is served fresh from the oven, and it is also the primary color used by restaurants to stimulate their customers' appetites. The use of white in Pizza Hut's written text represents their commitment to cleanliness when serving pizza.

From the table above, it shows that each element in the Pizza Hut logo has its own meaning. For example, the image of a roof. The Pizza Hut logo features a distinctive roof-like design that is intended to resemble a stylized hut or house. This design was first introduced in 1967 when the company's founders, Dan and Frank

Carney, were looking to create a new logo that would help differentiate Pizza Hut from its competitors. The logo's red roof-like shape also helped to reinforce the company's focus on serving freshly-made, hot pizzas, as the shape evokes the idea of a traditional oven or hearth. The design has undergone several updates and modifications over the years, but the roof-like shape has remained a central element of the Pizza Hut brand identity. Today, the logo is still recognized around the world as a symbol of quality, affordable pizza and other menu items.

Data 5 – Dunkin Donuts



Figure 4.6. Dunkin' Donuts Logo

Table 4.6. The Interpretation of Sign Elements in Dunkin Donuts Logo

No.	Representament	Object	Interpretant
1.	Dunkin inscription on the logo.	Dunkin' text with quotation marks at the end.	The designers removed the word Donuts from the logo, leaving "Dunkin". they made it bigger and more eye-catching so it immediately caught the eye. The current logo represents a wide variety of Dunkin Donuts as it only contains the first part of the company name. The designers have deliberately omitted the word Donuts to show that the menu is not limited to this product alone.

2.	The color of the logo	The colors represented are orange and pink.	The colors used in the Dunkin Donuts logo are candy pink and dusty yellow as the official colors. The first symbolizes brightness, happy mood and good mood, the second – freshly baked donuts. Its job is to stimulate appetite.
3.	The font used in the logo.	Thick Dunkin script	To convey the taste of the product, the artists used a playful typeface reminiscent of Frankfurter and Debussy, which made the letters "fat". Moreover, the 2007 textual version clearly shows the various products: coffee and donuts. And the current version only emphasizes the presence of donuts, which is associated with the expansion of the selection of modern drinks.

From the table above, it shows that each element in the Dunkin' logo has its own meaning. For example, the orange color on Dunkin' logo. The Dunkin' logo is primarily orange to convey a sense of warmth, energy, and friendliness, which are key values of the Dunkin' brand. The color orange is also associated with positivity, enthusiasm, and optimism, which aligns with Dunkin's goal of providing customers with a positive and enjoyable experience. The use of orange in the Dunkin' logo also has practical considerations. Orange is a highly visible color that stands out

well against other colors and backgrounds. This helps the logo to be easily recognized and distinguished from competitors' logos, even from a distance.

Data 6 – McDonald's



Figure 4.7. McDonald's Logo

Table 4.7. The Interpretation of Sign Elements in McDonald's Logo

No.	Representament	Object	Interpretant
1.	recognizable letter M.	The company's logo features a rounded letter M.	The rounded letter M of this logo is known as the golden arches, which was the original shape used on McDonald's restaurant buildings before it was adopted as the company's trademark.
2.	The word McDonald's	Below the rounded M is the word McDonald's.	McDonald's is the name of the company's founders, Dick and Mac McDonald, which was adopted as the company's name.
3.	The color of the logo	Red and golden yellow colors	This logo's primary colors are red and golden yellow, which is also the color of their restaurant building.

From the table above, it shows that each element in the McDonald's logo has its own meaning. For example, the word McDonald's. McDonald's is named after its founders, Richard and Maurice McDonald. The brothers opened their first McDonald's restaurant in San Bernardino, California, in 1940. At the time, the restaurant was called "McDonald's Bar-B-Q," and it was a typical drive-in restaurant with a large menu and carhop service. However, the McDonald brothers soon realized that the majority of their sales came from a limited menu of burgers, fries, and drinks. They decided to simplify their menu and operations to focus exclusively on these items, creating a fast-food model that would become the foundation of the modern fast-food industry. In 1948, the brothers revamped their restaurant, adopting a new, streamlined design with a distinctive golden arches motif. They also renamed their restaurant "McDonald's," as the simpler name better reflected their new, streamlined approach to food service.

Data 7 – A&W



Figure 4.8. A&W Logo

Table 4.8. The Interpretation of Sign Elements in A&W Logo

No.	Representament	Object	Interpretant
1.	Oval shape on logo.	Oval shape with a dividing line in the middle.	In the previous logo, there were arrows and circles. but currently, the Arrows and circles on the updated sign “overflow” into an oval, extending from right to left, as a prototype for the next attempt. Also, the oval resembles the outline of a hamburger, one of the main menu items.
2.	The word A&W.	A&W inscription inside the oval.	In the middle of the oval are the uppercase letters A&W as a symbol of stability.
3.	The color of the logo.	White, red, orange and brown colors.	The crest is dominated by white, red, orange and brown colors, alongside a black outline, which gives the image clarity, focusing on the company's offerings. This color scheme perfectly reflects the various stages of A&W's existence. Novelty, followed by a powerful leap forward, for market development, and then years of quiet family stability and comfort.

From the table above, it shows that each element in the A&W logo has its own meaning. For example, the word A&W. A&W is named after its founders, Roy W. Allen and Frank Wright. The company was founded in 1919 when Allen and Wright purchased a small root beer stand in Lodi, California. They began serving a unique

blend of creamy, smooth root beer that quickly became popular among customers. As their business grew, Allen and Wright decided to expand their operations by opening additional stands throughout California. In 1922, they joined forces with a third partner, Robert Allen, and formed the A&W Root Beer Company. The name "A&W" was derived from the initials of Allen and Wright.

Data 8 – Burger King



Figure 4.9. Burger King Logo

Table 4.9. The Interpretation of Sign Elements in Burger King Logo

No.	Representament	Object	Interpretant
1.	The image of burger.	Burger image on logo.	The burger image on the Burger King logo represents the main menu they sell, namely burgers.
2.	The word Burger King.	Burger King's writing on the logo is the identity of the restaurant.	Burger King restaurant takes the word King which means the leader of everything which also means the enthusiasm of the top

			burger restaurant among other burger restaurants.
3.	The color of the logo.	The yellow and red colors.	The Burger King logo bears the name of the restaurant chain, and the designers have made it so that the inscription is associated with cutlets. To do this, they dyed it brown and placed it between two cut halves of a hamburger bun.

From the table above, it shows that each element in the Burger King logo has its own meaning. For example, the word Burger King. Burger King is named after its primary product, which is burgers. The company was founded in 1954 by James McLamore and David Edgerton, who were inspired by the success of a small, regional fast-food chain called Insta-Burger King. When McLamore and Edgerton purchased the Insta-Burger King chain, they decided to rename it "Burger King" to better reflect their focus on burgers. The name was simple and straightforward, making it easy for customers to understand what the restaurant was all about. In addition to its burgers, Burger King also offers a variety of other menu items, including fries, chicken sandwiches, and salads. The company has gone through various changes and transformations over the years, but its focus on burgers has remained constant, and it is still one of the most recognizable fast-food chains in the world.

Data 9 – Starbucks



Figure 4.10. Starbucks Logo

Table 4.10. The Interpretation of Sign Elements in Starbucks Logo

No.	Representament	Object	Interpretant
1.	Siren, a legendary siren from Greek mythology.	The figure depicts a female figure wearing a crown with two tails.	The figure represents their aim, which is identical to that of the Siren, a creature who typically seduces sailors. In other words, Starbucks aspires to be a modern-day Siren in order to entice individuals who pass by their coffee shop to stop and sip coffee.
2.	A whole green color of the logo.	The green color utilized as the primary color.	The logo's green color represents the natural meaning of green. It represents both life and peace.
3.	The shape of the logo.	A complete circle as the shape of this logo.	Actually, this circle shape represents their consistency in selling coffee, despite also offering other menu items.

From the table above, it shows that each element in the Starbucks logo has its own meaning. For example, the lady picture in Starbucks logo. The lady in the Starbucks logo is a twin-tailed siren, which is a mythical figure from Greek mythology that was often depicted as a seductive mermaid-like creature who lured sailors to their doom with her enchanting voice and music. Starbucks adopted the twin-tailed siren as their logo in 1971, when the company was founded in Seattle, Washington. The logo was designed to capture the spirit of the company's namesake, the first mate in Herman Melville's classic novel *Moby-Dick*, who is described as a "Starbuck." Over time, the siren in the Starbucks logo has become less of a literal representation of the mythological creature and more of a stylized, abstract representation of the brand. However, the siren still represents the company's commitment to providing a unique and enchanting experience to its customers through its high-quality coffee and welcoming atmosphere.

Data 10 – Mixue



Figure 4.11. Mixue Logo

Table 4.11. The Interpretation of Sign Elements in Mixue Logo

No.	Representament	Object	Interpretant
1.	The snowman king.	The snowman is holding an ice cream stick and wearing a crown and robe while sticking out his tongue.	The snowman in the Mixue logo is called Xuewang. Xuewang wore a crown and held a scepter with an ice cream tip and a red robe. If interpreted Xuewang has the meaning of the Snow King.
2.	The color of the logo.	Red is the dominant color on the Mixue logo as the background, followed by white on the snowman and the writing, orange on the cane and nose, blue on the eyes and black on the outline of the snowman.	The use of red as the background is the national color of China, it also represents power, center of attention, strength and joy. And the white color represents the base color of the ice cream they make.
3.	The word Mixue.	Mixue's writing on the logo below the snowman mascot.	Mixue or can be read as Mixie itself is a combination of Mix and Xue. Mix means mixing ice cream with fruit, while Xue is the name of the mascot named Xuewang.

From the table above, it shows that each element in the Mixue logo has its own meaning. For example, the meaning of mixue logo. The Mixue logo features a snowman named Xuewang, who dons a crown and holds a scepter with an ice cream tip, wearing a red robe. The name Xuewang translates to "Snow King," and the use of red as a background color is significant as it represents the national color of China, symbolizing power, strength, joy, and center of attention. The white color represents the base color of the ice cream Mixue makes. The brand name Mixue,

which can also be read as Mixie, combines two words - Mix, which represents the combination of ice cream and fruit, and Xue, which is the name of the snowman mascot, Xuewang.

Data 11 – Texas Chicken



Figure 4.12. Texas Chicken Logo

Table 4.12. The Interpretation of Sign Elements in Texas Chicken Logo

No.	Representament	Object	Interpretant
1.	The shape in the logo.	Star shape located above the inscription.	The star shape represents authority and aspirations in the success of restaurants that have opened branches all over the world, including Indonesia.
2.	The color of the logo.	Black and golden yellow color on the logo.	<p>The use of gold in the logo symbolizes achievement, success, luxury and prosperity.</p> <p>The use of black in the logo leaves a strong and elegant impression.</p> <p>The combination of these two colors also refers to the color of the fried chicken from Texas Chicken and the</p>

			black color makes firmness and luxury.
3.	The word Texas Chicken.	Texas Chicken writing on the logo as a restaurant brand.	The concept of writing on the logo carries the 'blaze' style, making the Texas Chicken brand now appear more straightforward, attractive and elegant

From the table above, it shows that each element in the Texas Chicken logo has its own meaning. For example, the meaning of Texas Chicken logo. Texas Chicken is a fast-food chain that originated in Texas, USA and now has locations in various countries around the world. The logo of Texas Chicken features a stylized image of a rooster or a chicken in the center with the text "Texas Chicken" above or below it. The rooster or chicken in the logo is a representation of the company's main product, which is chicken, and its southern roots. The use of the word "Texas" in the name and logo is also a nod to the brand's heritage, as the company was founded in San Antonio, Texas. Overall, the logo of Texas Chicken represents the company's focus on Southern-style fried chicken and its origins in Texas. The use of the rooster or chicken in the logo is a clear indication of the company's primary product, while the text helps to reinforce the brand's identity and location.

Data 12 – Shihlin



Figure 4.13. Shihlin Logo**Table 4.13. The Interpretation of Sign Elements in Shihlin Logo**

No.	Representament	Object	Interpretant
1.	The stall in the logo.	Picture of a typical Taiwanese roadside stall	Image of small stall outlets that open on the side of the road representing typical Taiwanese street snacks in accordance with the company's motto on the logo "Taiwan Street Snacks"
2.	The color of the logo.	Black red, and golden yellow color on the logo.	The use of red in the logo has the background of Taiwan's national color, which is red, and the gold color gives the impression of luxury, even though it is street food, but gives the impression of high taste. The black color in the kiosk image represents the image of a stall that is not easy to forget.
3.	The word Shihlin.	Shihlin word that writing on the logo as a restaurant brand.	At first, Shihlin stood because in Taiwan there is a night market that sells various kinds of snacks. The night market, which is located on the side of Jalan Shihlin, Taipei, is famous for its delicious snacks. Some foreign tourists who come to Taiwan are looking for good snacks, and they always find them at the Taipei Shihlin Night Market.

From the table above, it shows that each element in the Shihlin logo has its own meaning. For example, the meaning of Shihlin logo. Shihlin is a Taiwanese street food chain that offers various snacks and dishes, including fried chicken, tempura, and oyster mee sua. The Shihlin logo features the name of the brand in Chinese characters and a red circle with a white flower-like emblem in the center. The white emblem in the center of the logo is actually a stylized representation of a Taiwanese temple flower, also known as the Shilin Night Market Flower, which is commonly used as a decorative element in Taiwanese culture. The use of this flower in the logo reflects the brand's Taiwanese heritage and its roots in the Shilin Night Market, a famous night market in Taipei. The color red in the Shihlin logo represents good fortune, happiness, and prosperity in Taiwanese culture. Overall, the Shihlin logo combines elements of Taiwanese culture and heritage to create a distinctive brand identity that reflects the company's origins and focus on traditional Taiwanese street food.

Data 13 – HokBen



Figure 4.14. HokBen Logo

Table 4.14. The Interpretation of Sign Elements in HokBen Logo

No.	Representament	Object	Interpretant
1.	The mascot on the logo.	2 children (boy and girl) who were wearing hats, smiling broadly happily.	The HokBen mascots in the logo are a pair of children's characters in the style of a Japanese manga drawing. Namely Taro; the boy in the blue shirt, and Hanako; girl in red. These two characters become the logo as well as the mascot of this restaurant.
2.	The color of the logo.	The yellow, red, cream, and brown colors.	<p>The use of the dominant yellow color in this logo which is used as a background, represents a happy color for children which is also in accordance with the mascot of HokBen. However, not only children but all ages also represent it.</p> <p>As well as cream, brown and black colors to match the colors of human cartoon images such as cream-colored skin, brown hair, and black eye color and outline of the mascot.</p>
3.	The word HokBen.	HokBen word on the logo.	HokBen is an abbreviation of the word Hoka Hoka bento. HokBen is a fast food restaurant chain serving Japanese-style food. The name Hoka Hoka Bento itself comes from Japanese which means "warm food in a box".

From the table above, it shows that each element in the Hokben logo has its own meaning. For example, the meaning of HokBen logo. HokBen is a fast-food chain in Indonesia that serves a variety of dishes, including rice bowls, noodles, and snacks. The HokBen logo features the name of the brand in blue capital letters with a red circle and a white letter "H" in the center. The "H" in the center of the logo represents the first letter of the brand's name, HokBen. The blue color used in the logo represents trust, reliability, and loyalty, while the red color represents energy, passion, and strength. The overall design of the HokBen logo is simple, yet bold and memorable, which helps to make it easily recognizable to customers. The logo reflects the brand's focus on providing simple, tasty, and affordable meals to its customers and reinforces its commitment to quality and value. In summary, the HokBen logo is a simple yet effective representation of the brand's identity, values, and focus on providing delicious, affordable meals to its customers in Indonesia.

Data 14 – Subway



Figure 4.15. Subway Logo

Table 15. The Interpretation of Sign Elements in Subway Logo

No.	Representament	Object	Interpretant
1.	Arrow shape on logo.	The shape of the arrow located at the start and end of the logo.	The Subway logo is identical to the two arrows located on the first and last letters. The arrows on the first and

			last letters represent the entrances and exits of the subway. This is a representation that people can buy food quickly or known as food on the way.
2.	The color of the logo.	The yellow and green colors.	The colors of this logo also play a big role, namely green symbolizes the fact that this company supports healthy food and supplies only the best quality products, besides, yellow stands for joy, optimism and fun.
3.	The word Subway.	Subway word on the logo.	the Subway logo has a reason to symbolize the entrance and exit of a subway station. The company points out that with Subway, you can eat on the subway.

From the table above, it shows that each element in the Subway logo has its own meaning. For example, the meaning of Subway logo. The Subway restaurant logo is one of the most recognizable logos in the world. It features the brand name "Subway" in bold, green letters with arrows pointing forward on either side of the name. The green color used in the logo represents freshness, health, and natural ingredients, which reflects the brand's focus on serving fresh and healthy sandwiches and salads. The arrows pointing forward represent the brand's commitment to always moving forward and making progress, as well as the idea of "subway" as an underground transportation system that moves people forward. Overall, the Subway logo is a simple yet effective representation of the brand's

values and focus on providing fresh and healthy food options to its customers. The logo is designed to be easily recognizable and memorable, which helps to reinforce the brand's identity and appeal to customers around the world.

Data 15 – Baskin Robbins



Figure 4.16. Baskin Robbins Logo

Table 16. The Interpretation of Sign Elements in Baskin Robbins Logo

No.	Representament	Object	Interpretant
1.	The word of Baskin Robbins.	Baskin Robbins word on the logo.	The creation of the brand began in 1945, when Burt Baskin opened his own ice cream parlor in the city of Glendale, California. A year later, his brother-in-law Irv Robbins opened his own cafe, but in a different location: in Pasadena. In 1948, they became business partners, merging. However, despite their close cooperation, each of them worked for several years under their own brand, until it was suggested to them to form a team together and take one name for two.

2.	Hidden numbers on the logo.	The number 31 is hidden between the letters B and R.	The number 31 corresponds to the number of ice cream flavors in the early 1950s, when Baskin Robbins had a logo with 3 and 1 encryption on the recommendation of Carson-Roberts Advertising. Despite the manifold expansion, they decided not to change the coat of arms.
3.	The color of the logo.	Pink and blue are the colors used in the Baskin Robbins logo.	The pink color on the Baskin Robbins logo originally represented cherries. Blue was added later, perhaps to provide a cool hue to visually balance the hot pink palette.

From the table above, it shows that each element in the Baskin Robbins logo has its own meaning. For example, the meaning of Baskin Robbins logo. The Baskin-Robbins logo features the brand name in blue and pink colors with the number "31" in the center of the logo, which represents the idea of "31 flavors," one for each day of the month. The blue color used in the logo represents trust, reliability, and loyalty, while the pink color represents creativity, passion, and excitement. Together, these colors reflect the brand's commitment to providing a wide variety of delicious and unique ice cream flavors to its customers. The "31" in the center of the logo serves as a reminder of the brand's famous tagline, "31 flavors," which was introduced to reflect the brand's philosophy of offering a different flavor for every day of the month. The number has become an iconic symbol of the brand and is recognized by customers around the world.

Overall, the Baskin-Robbins logo is designed to be easily recognizable and memorable, which helps to reinforce the brand's identity and appeal to customers who are looking for a wide variety of high-quality ice cream flavors.

Peirce's triadic theory was utilized to understand the sign elements' meaning by linking the Representament, Object, and Interpretant (ROI). Each logo's sign pieces conveyed its entire meaning, including the brand name, the locality, and the founder. Based on the investigation, the resercher determined that each letter or word used in a company's name, each color used in logos, and each form used in logos conveys a different connotation.

Connecting the 15 logos representamen, object, and interpretant allows for its interpretation. The 15 logos representamen consists of the icon sign, index sign, and symbol sign. These three sign components are represented by the item. The interpretant is then the sense or significance of the logo's sign parts.

B. Discussions

This research was conducted to explain the elements and the interpretation of the sign elements in the international fast-food logos by using Charles Sanders Peirce Semiotics Theory (2007). This study investigates the sign element of fast-food logos and the way to interpret the sign elements in the international fast-food logo using the Charles Sanders Pierce Semiotics Theory as a foundation. It can be determined based on the significance of multinational fast-food logos. Numerous worldwide fast food brands enter Indonesia, to the delight of the populace, however

few people are familiar with the brand's emblem. Some of them will know with the emblem but not the meaning.

People will recognize these logos because they are noticeable, work to remind people of excellent or current meals they have eaten, the color used on the logo might trigger appetite or enjoyment, and the logo helped to describe the business, what they sell, a burger, chicken, ice cream, and so on.

Semiotics aims to find out the meanings contained in a sign or interpret the meaning so it is known how communicators send messages on the logo. The sign is inseparable from the perspective of each person who read it. Each signs have different shape, form, sense, and each signs have different function. Based on Pierce theory (2005) he divides signs into three types namely: symbol, icon and index.

a. Symbol

Symbol is kind of signs that represent the real object and this sign was made based on conventional. There are rules that people should following for example: the numbers, national flags, alphabetical letters, word and sentences and logo of fast food.

b. Icon

Icon is kind of signs that remake in simple form to represent the real object the people interpretation is important in understanding icon. Icon is a sign that resembles the likeness and characteristic of the sign in its representative. The examples of icon are photos, the painting, the signature. Icon and symbol have similar definition but icons do not need the convention and symbol need convention and rules in understand it.

c. Index

Index is kind of signs that happened of cause and effect. The characteristic of this sign is can we see, feel and we smell. For example, the nature signs such as smoke, rain, thunder and sun light and another example are when our body getting hot it is mean we get fever, and body language is included of Index signs.

According to Peirce (1940:102), based on the second trichotomy, the theory differs between three types of sign based on the relations between sign and the referred object.

4. Icon based on similarity, it is the relationship between signs and objects itself, based on its similarity or resemblance. An icon can be seen on a visual sign such as photos, pictures, maps, and sounds.
5. Index based on causality, it is a physical link which directly connected the sign and the object. An index is some sensory features which something that can be seen, heard, or easily smells that can be understood by the appearance frequency, such as the dark clouds is an index of rain. The other examples of index are smoke, thunder, footprints, a signals such as a phone ringing and knock on a door.

Symbol based on convention which has no factual link between sign and object, it is a sign which refers to the object that it denotes based on a law. A symbolic sign is arbitrary or societal convention or “by virtue of law which operates to cause the symbol to be interpreted as referring to that object” (Peirce 1940, 102). The red colour in Indonesian’s flag is a symbol which represents courage but it does not resemble the red colour, but the relationship between symbols and its object has

become a convention which is generally understood. Language, sentences, phrases, words, alphabetic letters, numbers, national flags are the examples of sign belonged to symbol.

Based on the results obtained from 15 international fast food restaurant logos that the researchers have collected, there are several categories of sign elements that do not have icons or indexes, such as the Subway, Dunkin Donuts, and Baskin Robbins logos that do not have an iconic shape in their logos, such as the Texas logo. there is a star shape, or on some logos that have their restaurant mascots such as Mixue with the mascot of an ice cream king, HokBen with the mascot of 2 Japanese children, Wendy's with the mascot of the daughter of the restaurant owner, and KFC with the mascot of an old man whose picture is the owner KFC (*See table 1*).

Charles Sanders Peirce is one of the thinkers of semiotic theory. Peirce's semiotic theory is often called the "Grand Theory" because the ideas are comprehensive. Peirce says that semiotic process has three elements, Representament, Object, and Interpretant, and those elements are interrelating and can't be separate because they should be together to can clearly determine the sign. That process is called semiosis. Peirce emphasized in human life signs can be a gestures, human voices, words, alphabets, and colors and it can enable people to think and connect with others.

Sign is "something which stands to somebody for something in some respect or capacity" (Peirce 1940). Simply, Peirce says that representament is the sign itself which has relation with its object as intended, and interpretant as the meaning of

the sign. Those three elements have been formed in diagram which called as semiotic triangle or triadic semiotic.

The semiotic consists of three elements, they are:

1. Representament: it is a sign which represent something else in some capacity, or simply it is the form of the sign.
2. Object: it is what the sign stands for or represents.
3. Interpretant: an object in someone's mind which referred as a sign, or simply can be said that interpretant is the meaning of the sign.

Peirce's triadic theory was utilized to understand the sign elements' meaning by linking the Representament, Object, and Interpretant (ROI). Each logo's sign pieces conveyed its entire meaning, including the brand name, the locality, and the founder. Based on the investigation, the author determined that each letter or word used in a company's name, each color used in logos, and each form used in logos conveys a different connotation.

Connecting the logo's representament, object, and interpretant allows for its interpretation. The logo's representament consists of the icon sign, index sign, and symbol sign. These three sign components are represented by the item. The interpretant is then the sense or significance of the logo's sign parts.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

On the basis of the research findings about the sign elements in international fast-food logos, it is possible to conclude that the sign elements found in the 15 international fast-food logos are object-based and consist of an icon, an index, and a symbol. The icon signifies the similarity of the logo's objects, such as a siren, a domino card, a star, a king of ice cream mascot, a girl with red hair, a Japanese children's mascot, a roof, and a burger. The index sign indicates the company's identity, such as the names of KFC, Wendy's, Domino's, Pizza Hut, Dunkin' Donuts, A&W, McDonald's, Burger King, Starbucks, Mixue, Texas Chicken, Shihlin, Hokben, Subway, and Baskin Robbins in their respective logos.

Then, the symbol sign depicts the logo's color philosophy, which uses green to indicate freshness. Red color for tomato sauce and strength. The color yellow represents energy. The color blue signifies professionalism. White represents cleanliness and hygiene. The color orange represents warmth. The color pink is adorable and humorous. Because the corporation designed the logo with their own vision and meaning, the dominating sign in the logo is a symbol sign, and the meaning of the symbol sign is arbitrary. The logo reveals the sign's meaning by connecting its representation, object, and interpretant. The representment is the actual sign, the object is the sign's depiction within the logos, and the interpretant is the sign's meaning within the logos.

B. Suggestion

There were a few points related to the conclusion, and specific recommendations were made:

1. The future researcher

It was suggested that research be conducted by expanding the study of semiotics, particularly types of semiotics. In addition, it was a guide for illustrating the interpretation of semiotics signs.

2. The English students

It was recommended for English students studying semiotics, particularly types of signs. It was inspiration to increase and study mass media semiotics.

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APPENDICES



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Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

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Sign Elements of International Fast Food: A Semiotic Analysis

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1. **Rita Harisma, S.Pd, M.Hum**

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Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

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Dosen Pembimbing



Rita Harisma, S.Pd, M.Hum

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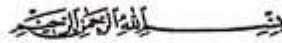
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Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
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BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Alda Hafizah Lubis
N.P.M : 1802050051
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Sign Elements of International Fast Food: Semiotic Analysis

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
5/8/2022.	Chapter I : Background of the study, Identification of Problem	
19/8/2022.	Chapter II : Theoretical Framework, Previous studies, Conceptual framework.	
2/9/2022	Chapter III : Research design, Source of Data, Technique Collecting Data.	
22/9/2022.	Ace to have Seminar Proposal.	

Diketahui oleh:
Ketua Prodi

(Pirman Ginting, S.Pd., M.Hum.)

Medan, 22. September 2022

Dosen Pembimbing

(Rita Harisma, S.Pd M Hum)



MAJELIS PENDIDIKAN TINGGI
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BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Kamis Tanggal 13 Bulan Oktober Tahun 2022 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Alda Hafizha Lubis
N.P.M : 1802050051
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Sign Elements of International Fast Food: Semiotic Analysis

No	Masukan dan Saran
Judul	✓
Bab I	- Identification of the Problem - significances of the study - Formulation of the study - Research gap
Bab II	- conceptual framework
Bab III	- Data display
Lainnya	Add the data at least 15 logo of international fast food
Kesimpulan	[✓] Disetujui [] Ditolak [] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

(Yayuk Hayulina, S.Pd., M.Hum)

Dosen Pembimbing

(Rita Harisma, S.Pd., M.Hum)

Ketua

(Pirman Ginting, S.Pd., M.Hum)

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Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

Nama : Alda Hafizha Lubis
N P M : 1802050051
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Sign Elements of International Fast Food: Semiotic Analysis

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.



Dra. Hj. Samsu Varnita, MPd.
NIDN : 0004066701

****Pertinggal**

SIGN ELEMENTS OF INTERNATIONAL FAST FOOD: SEMIOTIC ANALYSIS

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