



Ranah Research :

Journal of Multidisciplinary Research and Development



+62 811 7404 455



dinasti.info@gmail.com

<https://jurnal.ranahresearch.com/>

E-ISSN: 2655-0865

DOI: <https://doi.org/10.38035/rrj.v6i6><https://creativecommons.org/licenses/by/4.0/>

The Meaning Context in Fast Food Advertisement: Pragmatics Study

Leny Saili Rahmah¹, Wafie Siti Nurazizah², Nurul Fadhilah Ramadhina³, Yufi Zulfiah⁴, Vina Aulia Fatimah⁵

¹ Nusantara Islamic University, Bandung, Indonesia, lenysaili@uninus.ac.id

² Nusantara Islamic University, Bandung, Indonesia, nurulfadhilah@uninus.ac.id

³ Nusantara Islamic University, Bandung, Indonesia, wafiesiti@uninus.ac.id

⁴ Nusantara Islamic University, Bandung, Indonesia, yufizulfiah@uninus.ac.id

⁵ Nusantara Islamic University, Bandung, Indonesia, vinaaula@uninus.ac.id

Corresponding Author: lenysaili@uninus.ac.id ¹

Abstract This research aims to interpret English advertisements containing a pragmatics context. This study uses a qualitative method, and the object of this study is several English fast food restaurant advertisements. The data in this study were collected by searching fast food restaurant advertisements, then grouping them pragmatically, and classifying them based on their pragmatic context. Researchers got eight pieces of data to be examined, and they are: the first is 'call your own time-out', which means 'Take time to enjoy the food offered in the advertisement'. The second is 'it'll blow your mind away', means 'You will be surprised by the size of the food in the advertisement'. The third is 'get fully charged', means 'The food offered in the advertisement will satisfy the reader. The fourth is 'think outside the bucket', which means ordered food outside the menu package. The fifth is 'Happy hour' means 'there is a 20% discount, in a certain period or time of the advertisement'. The sixth is 'Sure is good to have around', which means a delicious meal to enjoy with close friends. The seventh is 'talking can wait', means Do not let the distractions while enjoying the food. The last advertisement is 'Look its waving at you' means 'The food is tempting to buy.

Keyword: Advertisement, Fast Food, Pragmatics, Context

INTRODUCTION

Pragmatics is the study of the relationship between language and the context that underlies the understanding explanation or understanding of speech. According to Stalnaker (1972) pragmatics is the study of linguistic acts and the contexts in which they are performed. Rencanati (1989) stated that pragmatics is the meaning of a sentence conventionally determines or helps to determine what is said by uttering the sentence (the literal truth-conditions of the utterance). Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Pragmatics tells how to understand and use language and tells more about how to use language appropriately (Shu Xiaoyang, 2018).

Pragmatics studies the exact words and meanings but with emphasis on their context as well. Both semantics and pragmatics are the two main branches of study in linguistics. Pragmatics is the study of context. More precisely, it studies how context can influence our understanding of linguistic utterances (Chemmel U. Phillipe R., 2018). According to Leech in Oka (1993) explains that pragmatics is a science that studies the advertiser's meaning connected with the situation. Leech also explains that pragmatics is connected with grammar, and language utilization is connected with a particular social situation. Pragmatics study is used not only in academic writing analysis but also in media. According to Scott Kate (2022) pragmatics online examines the use and interpretation of language and communication in digitally mediated contexts.

Media is a digital means to communicate. This digital service allows users to respond a content such as images, text, videos, animations, and even video games. According to Darmasturi Rini (2006:1) in Boloria Settri (2021) media is a means to communicate, whether printed or electronic. Therefore, the existence of the media becomes a bridge for delivering news concisely but widely. Over recent years, social media has grown to gain recognition as a pronounced and paramount marketing factor guiding the success of a product/service/business (Hawkins and Vel, 2013). One digital service that functions as an interactive medium is advertisement.

Advertisement aims to promote, whether it is a product or anything that is conveyed to the public or the general public, to attract the target audience so that the audience glances at it and buys or uses what is advertised. The language to introduce an advertisement is usually figurative language to persuade readers to conduct a specific behaviour or to buy and use certain products or services. Advertisements provide interesting explanations and information (Prawiranatha, 2018). According to Frybuger in Pratiwi (1995:11) advertisement is defined as a form of communication intended to promote the scale of a product or service. Advertisement is non-personal communication, the aim of information usually paid for and usually persuasive about products, services and ideas by an identified sponsor through various media Brovee and Arens (1989:5). Researches show that people pay attention to what interests them and ignore what is not. In order to arouse people's attention, advertisements express ideas indirectly by applying the Principle of Conversation, which leads to conversational implicature (Liu Fang, 2012). Advertisement is one of the interactive media that serves to promote a product from an agency (Haryani, 2017). One of the agencies that needs to be promoted is fast food.

Fast food is a dish offered by a handful of restaurants. It can be food, drinks or even a complete set meal. According to Rosenheck et al. (2008) Omari Rose (2014) stated that it is a convenient place for food preparation, purchase or consumption. Fast food is also a convenience food or food purchased in self-service or take-away eating places without server service. Betram (1975) defines fast food as food that can be prepared and consumed in a short time.

Research on fast food advertisements has been carried out from various aspects, one of which is from a health perspective, such as an article by Yi Li (2022) "food advertisement and its Influence on childhood obesity, next article by Hamdi Khalis (2017) "Speech acts of written texts in fast food online advertisement", also by Emma Jane (2015) "Food advertising to children and its effect on diet: a review of recent prevalence and impact data". However, analysis of fast food advertisements related to language, especially in a pragmatics context, has not been found yet. Therefore the researchers analyze the meaning of the language used in fast food advertisements.

METHOD

The method used in this research is qualitative. The subjects of this study are several english advertisements for fast food restaurants. The data collection in this study was conducted by collecting fast food restaurant advertisements, then grouping the advertisement pragmatically, and classifying the advertisement by it is pragmatics context. Then the researchers analyzed the advertisement meaning context pragmatically.

RESULT AND DISCUSSION

The data are taken from eight online English fast food restaurant advertisements. This research focuses on the meaning of context pragmatics in advertisements. The data used is limited to only a few taken advertisements.

Data 1 :

Table 1 data 1

The Advertisement words: "call your own time-out,"
--

This advertisement is from one of the famous fast food restaurants. Inside the advertisement there is a brand logo from the restaurant, a beef burger, and a hot dog with mustard on it, complete with very crispy-looking french fries; also, three pieces of cold carbonated drinks are arranged on the table. At the bottom of the advertisement, there is the text "Call your own time-out" and text that describes the product is "some of the best moments in any sport take place right where you're sitting". Just grab hold of a sizzling hot dog, spread the mustard and drown your thirst with an ice-cold drink. Nothing makes food taste better, and good time last longer than a drink brand, and the brand is just as close to where you're sitting as the refreshment stand. Go ahead; flight now is a great time to call your own time-out and call for plenty of great-tasting drink brands. At the bottom of the advertisement there is a product description that explains what products are suitable for, in language that is interesting and easy to understand. The text in the advertisement that contains pragmatics is "Call your own time-out".

Analysis data 1 :

As seen in data 1, the word "call your own time-out" means in pragmatics for the audience to spend their time enjoying something. Based on the advertisement, because of the context of the advertisement, which is fast food so that because of the context in the text means, invites the audience or readers to leave and stop their activities, then take the time to enjoy the food shown in the advertisement at the fast food restaurant that was posted. The text can have different meanings depending on where the word is used. For example, when used in shopping places, the text means "enjoy your free time to shop as much as you like".

Tabel 1.2 Pragmatics meaning context of data 1

The Advertisement words: "Call your own time-out,"	
Pragmatics Context	Spend your time enjoying the meals in the advertisement

From the text above, the words "call your own time-out" in pragmatics context means the reader to spend their time enjoying the meals in the advertisement.

Data 2 :

Table 2 data 2

The Advertisement words: "It'll blow your mind."
--

This advertisement is from one of the famous fast food restaurants, and this restaurant sells burgers as the main menu. The advertisement background is cream, with a logo on it. Inside the picture, there is a short blonde-haired woman who opens her mouth, and in front of her, there is a large burger. Below the advertisement, there is the name of the menu, which is

the large burger, a picture of soda, fried onions, and there is a discount price which is "\$6.25 per Meal" included. In this advertisement there are several texts, the first text is "It just tastes better", the second text is "It'll blow your mind away", the third text is "Brand super seven incher", and the last text is "Fill you desire for something long, juicy and flame-grilled with the new brand super seven incher. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A, Thick & Healthy steak sauce". This advertisement is made as if we will be amazed by the menu that is offered with a large burger.

Analysis data 2 :

As seen in data 2, the word "it will blow your mind away" means in pragmatics is that the reader will surprised to something that you did not expect. But, based on the context of this fast food advertisement means that the food in the advertisement poster will surprise you with the size of a giant burger but at a low price at that time. If the text is used in a shopping centre, then the text means there is a significant discount.

Table 2.1 Pragmatics meaning context of data 2

The Advertisement words: "It'll blow your mind away"	
Pragmatics Context	You will surprised to the size of the food in the advertisement.

From the text above, the words "it'll blow your mind away" in pragmatics context it means the reader will surprised by the size of the burger in the advertisement.

Data 3:

Table 3 data 3

The Advertisement words: "Get fully charged."	
---	--

The 3rd advertisement is from one of the famous fast food restaurants. The advertisement with a white background, and there is a restaurant logo and instructions to download the restaurant application. In the advertisement there is a picture hand holding a pie, and the skin looks crispy and wrapped in green packaging; the pie is connected with a charger cable. At the top, there is several texts; the first is a command text to download the restaurant application, "Download the new app" and the second text is "Get fully Charged".

Analysis data 3 :

As seen in data 3, the word "get fully charged" means, in pragmatics, something that should be or is being fulfilled. According to this fast food advertisement so the context means that the food in the advertisement poster can satisfy your cravings and improve your mood. Meanwhile, if the text is used in another place, The text has different meanings depending on where the word is used. For example, if the text is used in a place of worship, it means "people will feel that they are filled with peace after worship".

Table 3.1 Pragmatics meaning context of data 3

The Advertisement words: "Get fully charged."	
Context	The food in the advertisement will satisfy the reader.

From the text above, the words "get fully charger" in a pragmatics context means that the food in the advertisement will satisfy the reader.

Data 4 :

Table 4 data 4

The Advertisement words: "think outside the bucket."	
--	--

The 4th advertisement is obtained from a fast food restaurant whose main menu is fried chicken. In this advertisement with a red background, there is a logo from the restaurant at the

bottom, a picture of a fried chicken thigh that looks crunchy, pieces of chicken on the breast and a red dish indicating spicy chicken with pieces of cayenne pepper around it. There are several text in the advertisement; the first text is "Think outside the bucket", and the second is "it's finger lickin good". The text that is analyzed is "Think outside the bucket".

Analysis data 4:

As seen in data 4, the word "think outside the bucket" means in pragmatics, the readers should think about something from another point of view. Whereas when analyzed based on the fast food advertisement context, the text means that the food must be purchased is outside the package menu or a unit menu. Meanwhile, if the text is used in another place, the text has different meanings depending on where the word is used. For example, we must think creatively if the text is used in public as a quote motivation.

Table 4.1 Pragmatics meaning context of data 4

The Advertisement words: "think outside the bucket"	
Pragmatics Context	Ordered food outside the package on the menu

From the text above, the words "think outside the bucket" in pragmatics context, it means for the reader to order the food outside the package on the menu.

Data 5 :

Table 5 data 5

The Advertisement words: "Happy Hour."
--

This advertisement is obtained from a fast food restaurant. The advertisement with a black background contains the logo of the restaurant, and there is a picture of two burgers, one burger stacked and one burger decomposed, each condiment containing bread, onions, beef burger, three tomatoes, one slice of cheese, three pickles, and lettuce under the bread, falling from one hand to the other. The advertisement with a black background colour at the bottom, and there are several texts. The first text is a description of the time in orange, the opening hours are "10 AM" and the restaurant's closing time is "8 PM", the second text is at the bottom of the advertisement there is the address of the restaurant which is 123, ENFIELD EN2. The third text is the text "Happy hour" which is large in white and below is accompanied by the text "20% off all big Hamburgers" with a red transition. The text in the advertisement that is analyzed is "happy hour".

Analysis data 5 :

As seen in data 5, the word "happy hour" means, in pragmatics is the time for us to having fun. While according to this fast food advertisement, the text means that the restaurant offers a 20% discount on purchasing the big hamburger on the menu and is only done in a certain period, which is from 10 am to 8 pm. Meanwhile, if the text is used in another place, the text can have different meanings depending on where the word is used. For example, if the text is used in a playground or tourist spot, the text means "The right time to enjoy time with family and loved ones".

The Advertisement words: "Happy Hour"	
Pragmatics Context	Discount 20% from the restaurant in a certain period

From the text above, the words "happy hour" in pragmatics context means there is a 20% discount from the restaurant in a certain period.

Data 6 :

Table 6 data 6

The Advertisement words: "Sure is good to have around."

This advertisement is from one of the famous fast food restaurants. The advertisement shows two black men with curly hair eating food while having fun laughing on the sidelines of

the lunch break. Outside the restaurant there is a car park, there is one blue car and several trees. The first man in a white shirt and black glasses hands are busy holding his food, his right hand is holding a drinking cup, and his left hand is holding french fries. The second man in the picture, wearing a grey shirt, wearing a chain necklace, also holds a drink in his right hand and a burger in the other hand. There is a dining table in front of it, and there are two servings of crunchy-looking french fries and a burger complete with white and yellow packaging with the red written text "Quarter pounder and Prepared from 100% beef pre-cooked Wgt.1/4 lb". At the top of the Advertisement is a restaurant logo and two texts. The first text is "Sure is good to have around" and the second text is "When your job keeps you hoppin', you've got to eat when you can. So it's good to know the brand is always close by. The food is good and hot. The prices are low, and the service is right on time". At the bottom right, there is the text "1975 brand corporation" indicating the establishment of the fast food restaurant company. One of the texts contained in advertisements is context pragmatics. The text is as follows:

Analysis data 6 :

As seen in data 6, the words "sure is good to have around" means in pragmatics is, something nice that the readers should have. While according to the context, this is a fast food advertisement, so the words mean a delicious meal in the advertisement that is good to be enjoyed with the reader's closest friends. The words can also have another meaning depending on where it is. For example, if the advertisements are put in the playground, the words has meaning, it is good for the kids to play around the playground.

Table 6.1 Pragmatics meaning context of data 6

The Advertisement words: "Sure is good to have around."	
Pragmatics Context	A delicious meal that is good to be enjoyed with close friends

From the text above, the words "sure is good to have around" in pragmatics context means that the food in the advertisement is delicious and is good to be enjoyed with close friends.

Data 7 :

Table 7 data 7

The advertisement words: "Talking can wait."	
--	--

This advertisement is from one of the famous fast food chicken restaurants. In this advertisement, there is a hand holding the chicken, and this shows that the chicken is ready to eat. This company uses bright and smooth colour combinations that aim to make people who see it interested in this product. The colours used are also a distinct advantage so that the chicken looks so delicious. In this advertisement there is a fairly large word "talking can wait" placed in the middle of the chicken's position. This is with the aim of making it easier to read and interesting to look at. At the bottom, there is also the call to action under the main sentence, "Food Freedom". The text in the advertisement contains :

Analysis data 7 :

As seen in data 7, the words "talking can wait" mean in pragmatics, the readers should do something before talking to each other. While according to this fast food advertisement, the context has a meaning, do not let distractions get in the way of enjoying the food. The text can have different meanings according to where it is. For example, if the words are put inside the class during the final exam, it could mean the students should focus on their test instead of talking to each other.

Table 7.1 Pragmatics meaning context of data 7

The Advertisement words: "talking can wait"	
Pragmatics Context	Do not let the distractions while enjoying the food.

From the text above, the words “talking can wait” in pragmatics context means for the reader to not let distractions get in the way of enjoying the food.

Data 8 :

Table 8 data 8

The Advertisement words: “Look its waving at you
--

This advertisement is from a well-known fast food restaurant with a burger as its ace menu. In this advertisement, there is a white background which serves to clarify the text “Look, its waving at you” and the food displayed, which is a burger. The text is written in quite large with black colour, and this is intended so that buyers can easily understand the advertisements delivered by the company. Then in this advertisement there is a visual image of the restaurant, which is a burger, that it is easy for buyers to remember with its authenticity, such as the size of a large bun sprinkled with sesame seeds, the layers of meat, sauce and vegetables. In terms of colour, the combination of white background, big black written words, brown bread, bright vegetable, and dark meat colour is one that attracts those who see it. The colour used is a logical reason for people who see it to feel like eating the burger. At the bottom, there is a call to action "WHOOOPER Go on, say it" This sentence aims to call customers to buy this product because having a call to action will increase the interest of people who read and see this advertisement. The text contained :

Analysis 8 :

As seen in data 8, the words “Look its waving at you” in pragmatics means that somebody is waving to the readers. While according to the fast food context, this advertisement means the food is tempting for the reader to buy it. It does not mean the food is truly waving to the readers. As we know, these words could have different meaning according to where it is and what context it is. If the words are put in the grocery store and on the discount product, it means inviting readers to buy some discount product.

Table 8.1 Pragmatics meaning context of data 8

The Advertisement words: “Look its waving at you.”	
Pragmatics Context	The food is tempting to buy

From the text above, the words “look its waving at you” in pragmatics context means the food in the advertisement is tempting the reader to buy it.

CONCLUSION

From the analysis that has been carried out on eight fast food restaurant advertisements, the researchers have found eight fast food advertisements as follows: 'call your own time-out', 'it'll blow your mind', 'get fully charged', 'think outside the bucket', 'Happy hour', 'Sure is good to have around', 'talking can wait', 'look its waving at you' have pragmatic context meaning. Each of the eight advertisements has a different meaning depending on the context. The first advertisement means 'Spend your time enjoying the meals in the advertisement'. The second advertisement means 'you will be surprised at the size of the food in the advertisement'. The third advertisement means 'The food in the advertisement will satisfy the reader'. The fourth advertisement means 'Ordered food outside the package in the menu'. The fifth advertisement means '20% discount from the restaurant, in a certain period'. The sixth advertisement means 'A delicious meal that is good to be enjoyed with close friends'. The seventh advertisement means 'Do not let the distractions get while enjoying food'. The eighth advertisement means 'The food is tempting to buy'. The meaning of pragmatic context can be seen from the relationship between language and context, which underlies the explanation or the real meaning in the context.

From this analysis, researchers can conclude that the meaning of the words depends on the context as well as advertisement. Advertisement has an implied meaning, and the meaning of advertisement can be adjusted by the context.

REFERENCES

- Ashari, H. "A Pragmatics Analysis of the Slogans in Tv Commercial Advertisement Products". 2009.
- Chemmel and Phillipe. The role of pragmatics in cross-cultural. *Linguistics and Culture Review*, 2(1), 45-59. 2018. DOI:10.37028/lingcure.v2n1.11.
- Dwivedi, et al. *Social Media Marketing and Advertising*. School of Management, Swansea University, UK. Vol. 15 (3), 289-309, 2015.
- Haryani. "A Pragmatic Analysis Of English Advertisements A Case Study". Vol. 3, No. 2, 2017.
- Jane Ema. "Food Advertising to Children and its Effects on Diet: Review of Recent Prevalence and Impact Data" 2015. <https://doi.org/10.1111/pedi.12278>.
- Khalis Hamdi. "Speech Acts Of Written Texts In Fast Food Online Advertisements". Universitas Islam Antara bangsa Selangor. 2017.
- Laurence and Gregory. "The handbook of pragmatics". Blackwell: USA 2004.
- Liu Fang. "A Study of Principle of Conversation in Advertising Language". *Theory and Practice in Language Studies*, Vol. 2, No. 12. 2012. ISSN 1799-2591.
- Li Yi. "Food Advertisement and its Influence on Childhood Obesity". School of Sargent, Boston University, Boston, MA. 2022. DOI: 10.54097/hset.v11i.1377.
- Omari. "Fast Food in Ghana's Restaurants: Prevalence, characteristics, and Relevance: an Interdisciplinary Perspective. 2014.
- Prawiranatha. Verbal and Visual Signs of Advertisement in National Geographic Traveller Magazine. *Journal Humanis, Fakultas Ilmu Budaya Unud* Vol. 22. 4. 1029. 2018. DOI:10.24843/JH.2018.v22.i04.p26.
- Recanati. "The Pragmatics of What is Said". *Mind and Language*, Vol 6, No. 4, 1989.
- Scott Kate. "Language and Digital Media: Pragmatics Online" Routledge: New York 2022.
- Settri Boloria. "The influence of internet communication media on the behavior of children in public elementary school 040454 Peceren in 2020/2021. Brastagi Quality University" 2021.
- Shu Xiaoyang. Promoting Pragmatic Competence in Teaching English as a Foreign Language. *Open Access Library Journal* Vol. 5. 1. 2018. DOI:10.4236/OALIB.1104398.
- Valoka. "History of Fast Food and Junk Food". Universitas Pasundan. 2017