

**LANGUAGE STYLES OF FAST FOOD
RESTAURANT'S SLOGANS**



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A Skripsi Submitted in Partial Fulfillment of the Requirements
For the Degree of Sarjana Sastra

**ENGLISH DEPARTMENT
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2011

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ABSTRAK

ADJI SAPUTRO, 2011. *Gaya Bahasa Dalam Slogan Restoran Siap Saji*. Skripsi, Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk mengkaji bagaimana gaya Bahasa Inggris dalam slogan restoran siap saji. Secara khusus, tujuan dari penelitian ini adalah untuk mengetahui penerapan perangkat stilistik—pola suara, citra, pemilihan leksikal dan majas—dalam konstruksi slogan restoran siap saji. Analisis isi kualitatif digunakan dalam penelitian ini untuk menganalisis data yang terdiri dari lima puluh slogan restoran siap saji. Akhirnya, hasil penelitian menunjukkan bahwa dari temuan pola suara, 37 dari 50 slogan mengikuti pola suara tertentu dalam pemilihan leksikalnya dengan pemunculan berulang asonansi sebanyak 58%. Penerapan pola suara dalam slogan dapat membuat slogan lebih enak dibaca serta lebih mudah diingat sehingga menempel di benak para pembaca. Sementara itu, dari temuan citra, citra penglihatan dan citra rasa menjadi yang paling sering muncul dalam pemilihan leksikalnya dengan persentase 60% dan 48%. Hal ini karena kedua citra tersebut dianggap sebagai citra yang lebih mengena dalam memunculkan gagasan makanan siap saji dalam benak para pembaca. Terakhir, dari temuan majas, yang paling sering digunakan dalam pemilihan leksikalnya adalah majas hiperbola dengan persentase 74% karena dianggap secara persuasif dapat menekankan apa yang restoran siap saji coba sampaikan. Dengan demikian, secara keseluruhan penulis berpendapat bahwa penerapan perangkat stilistik dalam periklanan menjadi suatu yang esensial dengan alasan bahwa perangkat tersebut tidak hanya membuat suatu iklan menjadi enak dibaca dan mudah diingat, tetapi juga membuatnya menjadi lebih persuasif dalam menyampaikan apa yang sang penjual ingin sampaikan mengenai produk mereka kepada para pembaca sehingga dapat menarik mereka untuk membeli produk yang ditawarkan.

Kata kunci: gaya bahasa, slogan, stylistik

ABSTRACT

ADJI SAPUTRO, 2011. *Language Styles of Fast Food Restaurant's Slogans*. A Thesis, English Department, Faculty of Language and Arts, State University of Jakarta.

This study aimed to examine how the styles of English Language in fast food restaurant's slogans are. Specifically, the purpose of this study was to investigate the application of stylistics devices—sound pattern, imagery, lexical selection and figure of speech—within the construction of fast food restaurant's slogans. Qualitative content analysis was utilized in this study to analyze the data which consisted of fifty fast food restaurant's slogans. Eventually, the result of the study revealed that of the sound pattern finding, 37 of 50 slogans followed certain sound pattern within their lexical selection with assonance turned to be the sound pattern that recurrently appeared with the percentage of 58%. The application of sound pattern in the slogan could make the slogan catchier so that it sticks in the readers' minds. Meanwhile, of the imagery finding, sight and taste imagery became the most frequently appeared within their lexical selection with the percentage of 60% and 48%. It is because those two imageries considered as imageries that could aptly present the notion of fast food within the minds of the readers. Lastly, of the figure of speech finding, the most frequently used within their lexical selection is overstatement with the percentage of 74% because it is considered could persuasively emphasize what the fast food restaurant trying to say. All in all, the writer considered the application of stylistics devices in advertisements is essential for the reason that it does not only make certain advertisement easy to learn and memorable, but also more persuasive in conveying what the sellers want to say about their products to the readers so that it can attract them to buy the product.

Keywords: language style, slogan, stylistics

ACKNOWLEDGMENT

Bismillahirrahmanirrahim. The accomplishment of this thesis is surely one of the greatest moments of my life. Without a doubt, I realize that this thesis would not have been possible without the guidance and the support of several people who contributed and extended their invaluable assistance in the accomplishment of this thesis. However, first and foremost, my utmost gratitude to Allah SWT for the blessing and all that you have given to me. I would also like to express my gratitude to my thesis advisor, *Mr. Ifan Iskandar, M.Hum* for his expertise and remarkable advice during the writing process of this thesis. Also, special thanks to all of my lecturers especially in English Department for the knowledge and philosophy shared to me.

Absolutely, huge thanks to my family (*Mama, Bapak, Mala and Metya*) for the never-ending love, prayer and support. I am also greatly grateful to all the following people: The Cuddles (NDA07) – *Alvi, Intan, Skar, Kiki, Dian, Tika, Eni, Mei, Listya, Tanti, Ana, Qori, Ester, Retno, Erik* and *Andri* for being marvelous classmates and those unforgettable glees we have together.

May Allah always blesses you all

Tangerang, January 2011

The Writer

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Chapter I

Introduction

1.1 Background of Study

Promotion plays an important role in the marketing process of a product. It is a tactic to charm the people to the product so they will buy it. There are four major devices that commonly used to promote a product: advertising, sales promotion, personal selling and publicity (Peter & Olson, 1987). These devices are capable to send information about the product to the people and motivate them to buy the product.

In order to attain the biggest result of product marketing, the product needs to catch a lot of people's attention. Obviously, the seller needs a promotion device which can cover large scale of areas. Promoting goods through advertisements is one common strategy used, because advertising is a powerful communication tool (Russell, Lane, & Kleppner, 1993, p. 23). Advertisement, therefore, become the most preferred promotion device as it can be in any layout and also can be spread either printed or electronically which makes it much easier to attract consumer's attention in large scale.

Advertising is an organized method of communicating information about a product or service which a company or individual wants to sell to the people (Vilaniyam & Varghese, 2004, p. 4). The advertisers, hence, use messages to persuade them to buy the product that is advertised. These messages, certainly, cannot be separated from language as the expression of the ideas. In order to

achieve effective advertisements, the advertisers have to pay attention not only to the format of the advertisements, but also to the language used. They have to make the words and sentences as parts of the language into a certain style which having the persuasive entity. Just persuasive is not enough to make a good advertisement. Simplicity is the single most common characteristic of great ads (Vonk & Kestin, 2005, p. 15). Based on the simplicity, advertisers often use slogan as the key to their successful promotion. Vilanilam and Varghese (2004) specified that *slogan* is a phrase or sentence used consistently to describe and sell a company's products or philosophy. Moreover, a slogan has characteristics such as it is a statement on the specialty of the product or service, it is worth repeating, it is important for the audience to remember it and it is easy to remember (Whitier, 1955). As a statement on the specialty of the product, a slogan needs to be repeated so that it keeps lingering in the mind and brings back memory and reminiscence about the product. Some of the slogans also demonstrate some characteristic such as brief, easily expressed, easy to understand, neat, compact, etc.

Obviously, with all those beneficial characteristics, numerous products advertisers including the fast food restaurants' advertisers use slogans to fill the image of their fast food products in the consumers' minds. *Fast food restaurant* is a specific type of restaurant characterized both by its fast food cuisine and by minimal table service (Wikipedia, 2010). Food provided in a fast food restaurant is usually the meat-sweet food which characterized by high consumptions of red meat, sugary desserts, high-fat foods, and refined grains. It also usually contains

high-fat dairy products, high-sugar drinks, and eggs. The development of fast food restaurants chains is growing in a rapid pace in developed country as well as in developing countries. As competition grew, so did the need for advertising and promotion. Various chains of fast food restaurant such as McDonald, Wendy's, Burger King, KFC, A&W, and so on become the writer's concern because their advertising are flooding that people will notice it everywhere on television, magazine, radio, websites, etc. Each of them designed their own slogans to hit the big market and defeat each other. Recently, there are also phenomena in which fast food has a huge contribution to the increasing number of people with obesity which also causing heart diseases and cancer. Consequently, creating an advertisement which is able to attract the consumers turns out to be a difficult task since now the consumers are aware of the health disadvantages of fast food consumption. This is where the slogans gain the attention of the fast food restaurants advertisers. Utilizing a simple, brief, easily expressed, easy to understand and memorable slogan as the technique of publicity possibly will appeal to the consumers and at the same time rapidly put it to the consumers' minds the convincing impression that fast food is proven delicious, fast-served, satisfying, safe, getting rid the unhealthy aspect of their minds. Since then the using of slogans as the advertisement device has become significant.

Clearly, the advertisers use the play of *language style* in creating unique, original, credible slogans which could attract consumers' attention. The style of the language used can be various from each other as each of them are trying to produce a good one. A very common view of style is that it is a matter of the

careful choice of exactly the right word or phrase, *le mot juste* (Hayness, 1995, p. 2). Thus, when style is involved, the study of stylistics also has to be covered.

Essentially, stylistics is a bridge between two disciplines. It can provide a way of mediating between language and literature (Widdowson, 1975). Therefore, stylistics can be applied not only in literary work, but also other text formats such as slogans used in advertisements. With the aim of finding a deeper comprehension of language style used in advertisements, definitely certain stylistics devices are needed. In their book, Wellek and Warren (1965) suggested that three stylistics devices—sound pattern, lexical choice and imagery—can be used to analyze the work. Correspondingly, there are also other devices known as figures of speech which can also be used to analyze language in advertisements as it often applied on them to give a supplementary idea, feeling or meaning which in turn will make the advertisements, especially slogans meaningful. Thus, the writer is interested on these four devices as the language styles which lead into this study.

1.2 Statement of the Problem

Based on the background discussion, the writer develops these two interesting questions:

1. What types of the stylistic devices—sound pattern, imagery, and figure of speech—are applied within the lexical selection of fast food restaurant's slogans?

2. How are the types of the stylistic devices—sound pattern, imagery, and figure of speech—applied within the lexical selection of fast food restaurant’s slogans?

1.3 Purpose and Scope of the Study

Based on the formulation of the problem above, this research attempts to find out how the styles of English Language in fast food restaurant’s slogans are by identifying the types of the stylistic devices—sound pattern, imagery, and figure of speech—which are applied within the lexical selection of fast food restaurant’s slogans along with the way how they are applied. Consequently, the scope of this study is fundamentally parts of the stylistics field.

1.4 Limitation of the Study

The writer limits the object of study which is focusing mainly on the four stylistics devices; therefore it is exactly about the analysis of sound pattern, lexical choice, imagery, and figure of speech of fast food restaurant’s slogans as parts of the English Language styles.

1.5 Significance of the Study

The conclusions of this study are intended to contribute a comprehension of language application in advertisements covering the correlation between stylistics and advertisement as non-literary text. Furthermore, the findings are also expected to be useful information in aiding those who are interested in the world

of advertisements especially the English Department students to further apprehend the art of slogan-making (copywriting).

1.6 Previous Related Study

Jarot Winarko wrote thesis entitled “The Language Used of Fast Food Advertisement” (2010). His thesis covers the textual metafunction analysis of fast food advertisement. Moreover, Deni Hutajulu wrote thesis entitled “Rhymes in Advertisements’ Slogans in English and Indonesian Magazines” (2009) which purposed to find out the rhymes that mostly appear in English and Indonesian advertisements. Also, Natalia Brilianti from Petra Christian University wrote a thesis titled “Some stylistics devices in female and male perfume advertisements” (2003). Her thesis encompasses the use of stylistics devices to analyze the female and male perfume advertisements.

Those previous study has contributed certain knowledge to the writer understanding of the advertisement study which raises the writer’s curiosity about the language style of fast food restaurant’s slogans and eventually leads the writer in doing this study.

Chapter II

Literature Review

2.1 Studies on Stylistics

Writing, especially in relation to the advertisement which required persuasive approach is not simple as it seems. It involves much more than simply putting words down in correct grammatical order. Advertisement has a purpose to gain the attention of consumers and influencing them to buy the product, thus it is style of the writing that determines its effectiveness. Style is also a matter of the verbal patterning of a text as a whole, and the stylistics unity to which this patterning gives rise (Haynes, 1995, p. 17).

Stylistics is a method of textual interpretation in which primacy of place is assigned to language (Simpsons, 2004, p. 2). Thus, when analyzing works related to language, stylistics become significant as various forms, patterns and levels of the text itself are what constitute the function of the text. Moreover, according to Thornborrow and Wareing (2005), stylistics analysis of a text allows the learners to examine the working of a text. The learners are able to analyze each component of the text on its own terms, and understand how it fits together with other components by breaking down the text into component parts. Also, when these parts of text are put back together again, into a sentence, or a set of sentences, the learners can see more clearly the relationship between them which will increase their comprehension and their appreciation of the text as a whole accordingly.

Widdowson (1975) suggested that stylistics plays the role of a mediator between discipline and discipline, subject and subject, along with discipline and subject. Therefore, stylistics does not belong to a certain discipline or subject. It stands between disciplines of linguistics and literary criticism or subjects of language and literature.

In analyzing a piece of work of literature, some stylistics forms could be used as ‘the knives’ to make the big cut in getting a deeper understanding; these devices are the sound pattern, lexical choice, and imagery (Wellek & Warren, 1965, p. 178). Thus, the writer utilizes these ‘knives’ as the devices in analyzing the non-literary works such as slogans used in advertisements. The writer also employs another stylistics device namely figure of speech.

2.1.1 Sound Pattern

Frequently, sound pattern is utilized to emphasize meaning. It concerns chiefly with the repetition and the rhyme found in the object. Sounds repetition could give structure and organization to the object in certain arrangements and combinations. Types of sound patterns are:

a. Assonance

Assonance is the term traditionally reserved for patterns of repetition between vowel sounds (Short, 1996, p. 11).

- The rhyme **a b a b**

For example: *lose, time, goose, lime*

- The rhyme **a a**

For example: *bribe, guide*

- The rhyme **a b a b c c**

For example: *love, tide, dove, bride, grasp, draft*

b. Alliteration

Alliteration mainly involves the repetition of the same consonant sounds (Short, 1996, p. 107).

- The initial sound /r-/

For example: *rose* and *ripe*

- The initial sound /l-/

For example: *lord* and *link*

- The initial sound /t-/

For example: *tyrant* and *torch*

c. Consonance

Consonance mainly involves the repetition of the final consonant sounds (Short, 1996).

- The final sound /-r/

For example: *water* and *thunder*

- The final sound /-θ/

For example: *earth* and *both*

2.1.2 Lexical Selection/ Diction

The style of writing or speaking which determined by the choice of the word or lexicon is called lexical selection. Obviously, it requires the right words in achieving precise, effective expressions. These right words are the outcome of the lexical selection and will exemplify accurately what the writer/the speaker wants to say (Joewono, 2002).

2.1.3 Imagery

Imagery is a topic which belongs both to psychology and literary studies. In psychology, the word 'image' means a mental reproduction, a memory, of a past sensational or perceptual experience, not necessarily visual (Wellek & Warren, 1965, p. 187).

Image is a description designed to evoke a mental image, a mental picture, something seen in the reader's mind's eye. It may represent:

- a. Sight imagery (visual).
- b. Sound imagery (auditory)
- c. Smell imagery (olfactory)
- d. Taste imagery (gustatory)
- e. Touch or tactile experience (hardness, wetness, coldness)
- f. Internal sensation/Organic imagery (hunger, thirst, passion, relaxation)
- g. Motion or tension in the muscles or joints/Kinesthetic imagery (movement)

Thus, imagery is the use of vivid, concrete, sensory details of sense experience through language to convey movement and suggest ideas to cause a mental reproduction of sensations (Wellek & Warren, 1965).

2.1.4 Figure of Speech

Concise Oxford Dictionary of Literary Terms (2001) specified that figure of speech is an expression that departs from the accepted literal sense or from the normal order of words, or in which an emphasis is produced by patterns of sound. Hence, the function of figure speech is to give a supplementary idea, sense or meaning of a text. There are several types of figure of speech:

a. **Metaphor**

It is a figure of speech in which an expression that is typically used to denote one thing is used to denote another thing similar in some way to the first (Delahunty & Garvey, 2010, p. 271).

b. **Simile**

It is a figure of speech in which an explicit comparison between two different things, actions, or feelings, using the words 'as' or 'like' (Baldick, 2001, p. 237).

c. **Personification**

It is a figure of speech in which animals, abstract ideas, or inanimate things are referred to as if they were human (Baldick, 2001, p. 190).

d. Apostrophe

It is a figure of speech in which the speaker addresses a dead or absent person, or an abstraction or inanimate object (Baldick, 2001, p. 17)

e. Synecdoche

It is a figure of speech in which something is referred to indirectly, either by naming only some part or constituent of it (e.g. 'hands' for manual laborers) or—less often—by naming some more comprehensive entity of which it is a part (e.g. 'the law' for a police officer) (Baldick, 2001, p. 254).

f. Metonymy

It is a figure of speech that replaces the name of one thing with the name of something else closely associated with it, e.g. the bottle for alcoholic drink, the press for journalism, skirt for woman, Mozart for Mozart's music, the Oval Office for the US presidency (Baldick, 2001, p. 154).

g. Symbol

In the simplest sense it is anything that stands for or represents something else beyond it—usually an idea conventionally associated with it (Baldick, 2001, p. 251)

h. Allegory

It is a story or visual image with a second distinct meaning partially hidden behind its literal or visible meaning (Baldick, 2001, p. 5).

i. Paradox

It is a statement or expression so surprisingly self-contradictory as to provoke us into seeking another sense or context in which it would be true (although some paradoxes cannot be resolved into truths, remaining utterly self-contradictory, e.g. The fire burns inside the water) (Baldick, 2001, p. 183).

j. Overstatement or hyperbole

It is a figure of speech in which exaggeration is used for emphasis or effect; an extravagant statement (About, 2010, para. 1).

k. Understatement

It is a figure of speech in which something is referred to in terms less important than it really deserves (e.g. mortal wound is called as a 'scratch') (Baldick, 2001, p. 149)

l. Irony

It is a subtly humorous perception of inconsistency, in which an apparently straightforward statement or event is undermined by its context so as to give it a very different significance (Baldick, 2001, p. 130)

m. Rhetorical Question

It is a question asked for the aim of persuasive effect rather than as a genuine request for information, the speaker implying that the answer is too obvious to require a reply (Baldick, 2001, p. 218).

2.2 Studies on Advertisement

2.2.1 Principles of Language in Advertisement

The language of commercial advertising is remarkably a form of propaganda, planned to sell the idea of and appeal of the product the sponsor wants to sell (Pei, 1967). The language is fashioned in that way so as to be persuasive enough to arouse the desire of the consumer to buy certain products.

Persuasive means that the advertisements must be thoughtful in reaching the readers. In other words, the advertisements have to encourage a perception that the readers need the product and this product has certain benefits than any other same products. Moreover, in order to catch the targeted people's attention of the product being advertised, the content or the forms of the advertisement language also have to be closely related to their daily life so they will not feel somewhat unfamiliar with the content of the advertisement.

2.2.2 Psychology of Advertising

Russel & Lane (1999) stated that there are three psychological concepts of importance to consumer behavior; these are motivation, cognition, and learning. These three factors working within the framework of the societal environment create the psychological basis for consumer behavior. Hence, essentially, motivation brings up to the drives or desires that lead people to buy certain products; whereas cognition is the perception of people toward certain products; and learning refers to the alterations of people's behavior toward certain products in relation to the object that stimulate them.

According to Bovee and Arens (1989), there are many advertising appeals that can be used to persuade the readers, such as: appetite, taste, health, fear, humor, security, sex attraction, romance, social achievement, ambition, personal comfort, sympathy for others, devotion to others, guilt, pride of personal appearance, home comfort, entertainment, opportunity for more leisure time, pride of possessions, simplicity, sport or play or physical activity and cooperation. Thus, an appeal can be very useful in advertisement to reflect the behavior of the consumers. It can lead the consumers into some notion that the product is so related to their life. An appeal is something that makes the product particularly attractive or interesting to the consumer (Wells, Burnett, & Moriarty, 1997, p. 278). Furthermore, it can also create opinion on the consumers that when they buy the advertised product then they will belong into certain class or community.

2.2.3 Slogans in Advertisements

Vilaniyam and Varghese (2004) specified that slogan is a phrase or sentence used consistently to describe and sell a company's products or philosophy. Moreover, according to Whittier (1955) a slogan has characteristics such as it is a statement on the specialty of the product or service, it is worth repeating, it is important for the audience to remember it and it is easy to remember. As a speech on the specialty of the product, a slogan needs to be repeated so that it keeps lasting in the mind and brings back reminiscence about the product. Some of the slogans also show some characteristic such as brief, easily expressed, easy to understand, neat, compact, etc. Furthermore, Foster

(2001) added that a perfectly formed slogan should have certain characteristics such as it should include a key benefit, it should differentiate the brand, it should impart positive feelings for the brand, it should reflect the brand's personality, it should be strategic, it should be campaignable, it should be competitive, it should be original, it should be believable, it should help in ordering the brand, it should not be in current use by others, It should not be meaningless, It should not be complicated or clumsy, etc.

Slogans are used since they could provide continuity for a campaign and reduce a key theme or idea the company wants associated with its product on itself to be a brief, memorable, positioning statement (Bovee and Arens. 1986, p. 274). Thus, slogans become a quite significant for products companies in planting their images on the people's mind.

Chapter III

Theoretical Frameworks and Research Methodology

3.1 Theoretical Frameworks

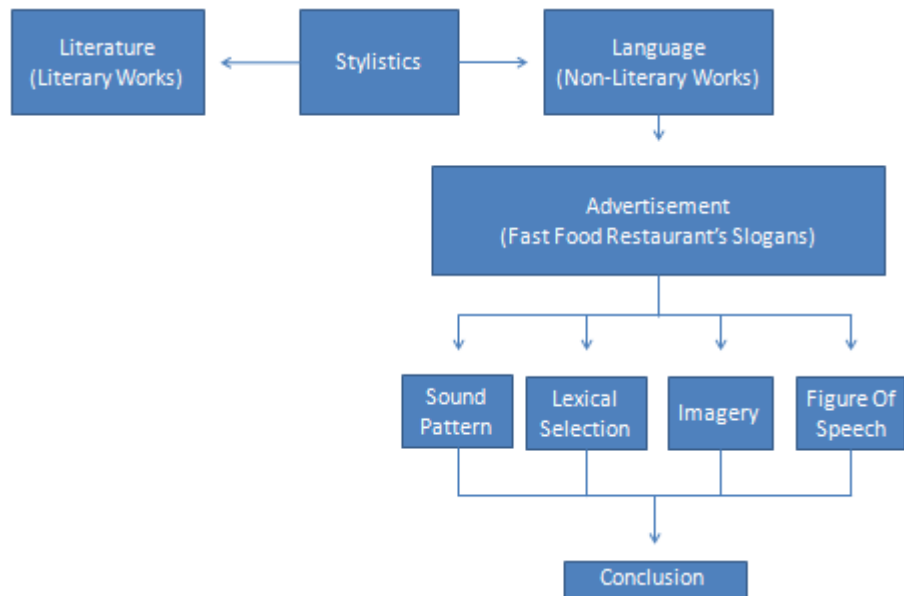


Figure 3.1. Theoretical Frameworks

As shown above, the writer designed the framework based on Widdowson theory that stylistics plays the role of mediator between linguistics and literary criticism or language and literature. Thus, the writer uses the three stylistics devices—sound pattern, lexical selection and imagery—suggested by Wellek & Warren with the additional stylistics device namely figure of speech to analyze the slogans of fast food restaurants as non-literary work. Furthermore, the analyses of the four stylistics devices enable the writer to draw conclusion which in turn provides the answers for the two problem statements.

3.2 Research Method

This research is using content analysis method since the study attempts to describe how the language styles of fast food restaurant's slogans are. Hsieh and Shannon (2005) defined the content analysis as "a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns" (p. 1278). Thus, content analysis method enables the writer to analyze the slogan by classifying the stylistics devices used as well as interpreting them in order to uncover the language styles of fast food restaurant's slogans.

3.3 Data Sources

The writer took the data which is 50 slogans of fast food restaurant in form of words, phrases and sentences from physical advertising (billboard, in-store ad, cup ad) and digital advertising (television commercial and online websites) sources.

3.4 Object of the Study

Obviously, this study concerns on fast food restaurant's advertisements, specifically the slogans. Thus, the writer solely focused on how the English Language styles of the slogans are.

3.5 Data Collection Technique

The writer collected the data according to the advertising sources it set by visiting official website of the fast food restaurant, watching videos of fast

food commercial, and observing the restaurant's drinking cup and the restaurant's billboard. After reading the selected 50 slogans from its setting, then the writer took notes of the slogans and finally put them on the table of analysis.

3.6 Data Analysis Technique

In order to answer the two specific questions, first of all the writer distinguished each type of stylistics devices applied in the fast food restaurant's slogans and at the same time the writer analyzed the devices on how they are applied. Obviously, the four analyses based on the theories as discussed on chapter 2. The writer started with the sound pattern. It encompasses whether or not the slogan follows a certain pattern of sounds as well as how it applied. Secondly, the writer analyzed the lexical selection of the slogan. It comprises of how the diction represents the product and the slogan's implication. Thirdly, the writer analyzed the imagery evoked by the slogans. He determined the kinds of images or senses carried by the slogans. The writer ended the analyses with the figure of speech. It deals with whether or not the slogan could be categorized into certain types of figure of speech and how it applied.

Finally, from those steps applied, the writer got the findings as well as the explanation that led the writer into the overall conclusion.

Chapter IV

Findings and Discussion

4.1 Data Description

The data of this study is the 50 slogans of fast food restaurants which is in form of words, phrases and sentences collected from random sources such as internet location (official website), TV commercial, fast food package, and restaurant's billboard. In this study, the data were analyzed to find out how the styles of English language in fast food restaurant's slogans are by identifying the four types of the stylistics devices applied in fast food restaurant's slogans along with the way how they are applied. Thus, the findings and discussion will be comprised of the analyses of sound pattern, lexical selection, imagery, and lastly, figure of speech.

4.2 Findings and Discussion

The data were analyzed firstly by classifying the sound pattern of each lexical selection of the slogan. Referring to the table of analysis, 37 slogans of the 50 of fast food restaurants' slogans indeed follow certain pattern of sound with the detail finding as seen in the doughnut chart below:

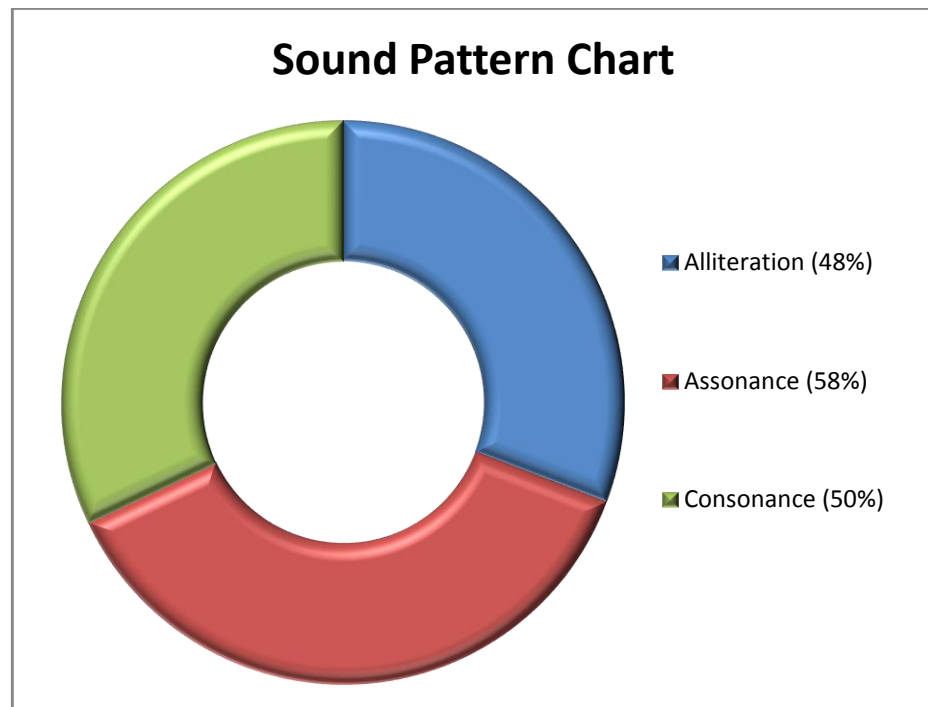


Figure 4.1. The Use of Sound Pattern in Fast Food Restaurants' Slogans

As shown in the chart above, we can see the pattern of sound that predominantly occurred is *assonance*. In fact, the entire sound pattern including *alliteration* and *consonance* has the same effect in a slogan that they could effectively emphasize the focus of the slogan and make the slogan catchier so that it sticks in the readers' minds. However, some advertisers of fast food restaurants' slogans tended to apply *assonance* possibly because it has the subtle effect which makes it less noticeable, yet it could establish the mood of the slogan well.

The next finding is concerning imagery that might be evoked through the lexical selection of the slogan. The detail of the imagery finding could be seen in the chart below:

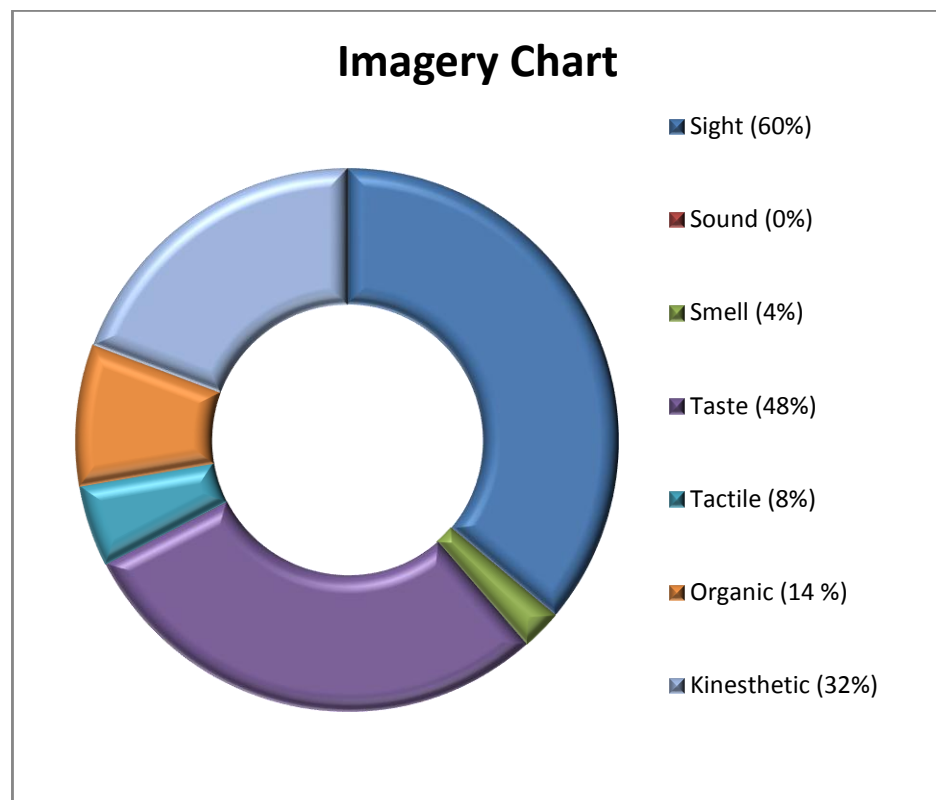


Figure 4.2. The Manifestations of Imagery in Fast Food Restaurants' Slogans

As shown in the chart above, it could be seen that the *sight imagery* becomes the majority of all with 60 % occurrences and the *taste imagery* emerged as the second majority with 48 % occurrences followed by kinesthetic (32%), organic (14%), tactile (8%), and smell (4%). The sight imagery developed could carry specific appearance of fast food proposed by the restaurant such as considerable portion, variation of menu, etc. Furthermore, the taste imagery developed could magnify the specific taste suggested by the restaurant such as tasty, fresh, etc. Moreover, kinesthetic imagery developed could carry the idea of how fast the restaurants serve and the way they cook the food, while organic imagery developed could present the effect of the fast food to the consumers such

as satisfied, happy, full, etc. Also, tactile imagery developed could give specific texture or temperature of the fast food and lastly, the smell imagery developed could give specific smell fast food such as beefy, fresh, appetizing, etc. Thus, the two predominantly evoked imageries are considered as imageries that could aptly present the notion of fast food within the readers' minds.

The last finding concerns on the occurrences of figures of speech within the lexical selection of the slogans of fast food restaurants with the detail below:

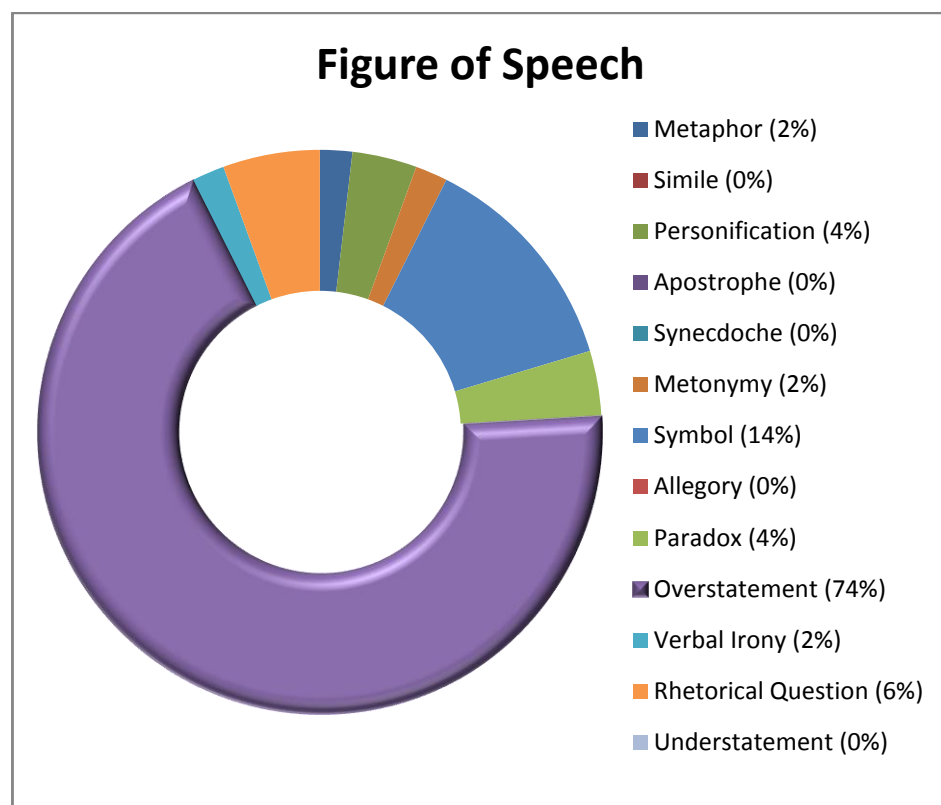


Figure 4.3. The Occurrences of Figures of Speech of Fast Food Restaurants' Slogans

As shown in the chart above, the use of *overstatement* is dominant in the slogans of fast food restaurants. The slogans of fast food restaurants have tendency to give exaggerated statement to the readers. One of the exaggerated

statement such as by claiming that their fast food products are better and even in certain case they claim that their products are the best of all. Thus, overstatement is used to give emphasis to what the slogan trying to imply.

The second most predominantly used figure of speech is *symbol*. In the slogan of fast food restaurant it is used to associate the restaurant or the product with certain figure considered as prominent.

The third predominantly used figure of speech is *rhetorical question* which used to ask the readers or listener of certain question related to certain topic of fast food for the aim of persuasive effect because in fact it does not need any reply from them.

The fourth predominantly used figures of speech are *paradox* and *personification*. Paradox is used to show specific characteristics of certain fast food restaurant's service or product which is contradictory, yet those contradictions become the selling point of the restaurant, while personification is used to endow certain human character or behavior to the restaurant or the product so that the slogan is pleasing and appealing to the readers or listeners.

The fifth mainly used figures of speech are metaphor, metonymy and verbal irony. Metaphor is mainly used to create image of fast food advertised so that readers or listeners may visualize the connection between two objects compared, while metonymy is used to represent certain characteristics of fast food with the term of something else associated so that it gains certain benefit from the term. Lastly, verbal irony is used to suggest an opposite meaning for the words used. It is humorously used as a satire to the competitors.

Furthermore, the writer did not find the occurrence of some figure of speech on the slogans such as simile, apostrophe, synecdoche, allegory, and understatement. This is possibly because those figures of speech are unusual to be used for slogans of fast food or less persuasive in delivering the message of the advertisers.

4.2.1 The Analysis of the Slogan of Windmill

A. Bigger! Better!

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. *Alliteration* and *consonance* could be discerned within words **bigger** and **better** simultaneously as there are repetition of initial consonant sound /b-/ and the repetition of final consonant sound /-r/.

2. Lexical Selection Analysis

Bigger is the comparative form of *big*. The word *big* is an adjective which literally means of considerable size, power or extent; larger than others of the same kind. The word *big* is also used frequently to denote some exciting, great interest or popularity. Thus, in the case of a fast food product the use of word *big* in Windmill's slogan is to imply the product of this company which is big in size and even bigger than any other companies' product.

The word **better** is the comparative form of good which literally means to be desired or approved of; pleasing; having the required qualities; of a high

standard and enjoyable or satisfying. It also has the meaning of having certain benefit or advantage. Hence, the company is trying to say that the quality of this product is higher than other company's product and also it will satisfy the people who buy the product.

3. Imagery Analysis

The lexical selection of *bigger* and *better* in the slogan implies a condition of an object, if its physical size perceived is considered bigger or larger then it will be always better. In the case of fast food products it evokes two kinds of imagery; they are *sight* and *taste imagery*. It associates the big size of a food perceived by the eyes of the imaginer. When it is big enough or even bigger than a person would think then the food will taste better. As human tends to crave for more thus it will lead into a notion that big size of food will eventually satisfy him or her appetite.

4. Figure of Speech Analysis

The slogan contains *overstatement* as it is trying to deliver exaggerated idea of something considered considerable in size will be higher in quality than others which in fact it does not really represents the whole matters. Such implication is magnified through the word *better*. Thus, while the slogan count heavily on the physical proportions of the fast food that *big is everything* and neglecting other qualities, it also tries to infer that the better entity comes from its size.

4.2.2 The Analysis of the Slogans of McDonald's

A. What You Want Is What You Get

1. Sound Pattern Analysis

The diction in the slogan apparently follows certain patterns of sound. The repetition of word *what* applies *alliteration*, *assonance* and *consonance* simultaneously as there are repetition of the same initial sound /w-/, the same vowel sound /-a-/ and the same final consonant sound /-t/. Also, the application of alliteration and assonance occurs simultaneously within repetition of word *you* because there are repetition of the same initial sound /j-/ and the same vowel sound /-u-/. Lastly, consonance also could be seen within the words *what*, *want* and *get* which clearly have the same final consonant sound /-t/.

2. Lexical Selection Analysis

The word *you* is a pronoun which used to refer to the person or people being spoken or written to. The likely reference of word *you* in the slogan is the ad reader itself who might be a customer of fast food or other people. The verb *want* literally means to desire a particular thing or plan of action. It often used to express a person's desire or what he or she needs. The word *get* in the slogan literally means to obtain, buy or earn something. All in all, the slogan tries to imply that in McDonald's restaurant, people indeed will get fast food they desire. Reasonably, the characteristic of people's desires would be such as considerable

size, variation of menu and definitely tasty. Thus, the slogan tries to say the McDonald's will fulfill all that kind of desire.

3. Imagery Analysis

The diction of the slogan apparently may evoke certain kind of imagery in the readers' minds. The word *want* that implies the customer or people's desire and the word *get* that implies what will be obtained or received by the customer could induce the internal sensation within their feelings. People obviously will reach their satisfaction for a while when they get what they want. Thus, the internal sensation such as the fulfillment of satisfaction might induce the *organic imagery* within.

4. Figure of Speech Analysis

The slogan apparently applied certain figure of speech. The presence of *overstatement* could be discerned from the exaggerated idea that in McDonald's, the customers will get whatever fast food according to their desires. In fact, the slogan is presented likely to magnify only the majority or the common desire of fast food customers such as considerable size, variation of menu and definitely tastiness.

B. Nothing Can Do It Like McDonald's

1. Sound Pattern Analysis

Apparently, the slogan does not follow a certain pattern of sound. It counts more on the other devices.

2. Lexical Selection Analysis

The word *nothing* in the slogan is a pronoun which means not anything. Moreover, the words *can do it* implies an ability to do something. In the end the slogan states the restaurant's name *McDonald's* with the conjunction *like* preceded it. Thus, the whole diction of the slogan tries to imply that there are no someone or something, in this case it refers to other fast food restaurants, that are able to serve or cook the fast food in the same way or manner as McDonald's. It also applies to the services and the products they have. At the same time it also implies that McDonald's is unique and have a better taste so there are no one could follow the way they do with their fast food.

3. Imagery Analysis

The diction of the slogan apparently evokes the kinesthetic imagery. The word *do* might raise a question "Do What?" in the readers minds. As stated on the lexical selection analysis, it much related to the way McDonald's serve their fast food products to their customers. Services includes the way they cook the ingredients of the food, the way they treats their customers, how quick they serve the order and so on. Those 'ways' of McDonald's clearly involved the movement of their workers and thus *kinesthetic imagery* might be arised as the result.

4. Figure of Speech Analysis

Apparently, the diction of this slogan contains *overstatement* as it tries to suggest that nobody, no one, not anything could serve consumers of fast food in the same way as McDonald's do. Such implication is magnified through the use of word *nothing* that McDonald's have different special things in detailed way which makes their services better and no other fast food restaurants could follow their style.

C. We Love To See You Smile

1. Sound Pattern Analysis

Clearly the diction of the slogan follows a certain pattern of sound. *Alliteration* could be discerned in the repetition of same initial sound /s-/ in the words *see* and *smile*. Moreover, there is also the occurrence of *Assonance* in the repetition of the vowel sound /i:/ in the words *we* and *see*. It is obvious the occurrences of those sound patterns will make the slogan catchy and easy to be uttered.

2. Lexical Selection Analysis

The word *love* in the slogan contains the meaning of a great interest and pleasure in something. Since it is a verb it also could mean to like or enjoy something very much. Then the word *see* literally means to perceive, to experience, or to witness something with eyes. Furthermore, the word *smile* as the last diction contains the meaning to form one's feature into a pleased, friendly, or

amused expression, with the corners of the mouth turned up. Thus, *we love to see you smile* might arouse a question of *we* and *you* in the readers mind. Obviously, the word *we* refers to the McDonald's as the one who provides the products and services, while *you* refers to their consumers who tries the products. Hence, the slogan might have an implication that McDonald's likes or enjoy with a great pleasure to see their customers' smiles as the sign of the customers' satisfaction of their services.

3. Imagery Analysis

The diction of this slogan might evoke two kinds of imagery. The word *love* may induce the *organic imagery* which stimulates the internal sensation of enjoy or like. A person somewhat might feel happy when there are other persons who like to see him or her smile. Furthermore, the *sight imagery* could be seen in the word *see* and *smile*. It is definitely when people want to see a smile they will have to use their sight sensory that is eyes. Thus, two imageries presented from the slogan might induce the visualization of smiles as the sign of customers' satisfactions and at the same time it is also a sign of McDonald's pleasure to be able to serve their customers well.

4. Figure of Speech Analysis

Clearly, the slogan contains figure of speech. It could be categorized as *symbol*. Symbol presents here in the presence of the word *smile*. Smile is often described as a symbol of happiness. Thus, as explained in the diction and imagery

analyses, *smile* in the slogan symbolize the satisfaction of McDonald's customers and the pleasure feeling of McDonald's itself to be able to treat their customers well.

D. Good Time Great Taste

1. Sound Pattern Analysis

The slogan obviously follows a certain pattern of sound. The application of *alliteration* could be discerned from the repetition of the same initial consonantal sound /g-/ in words *good* and *great*. Correspondingly, the application of alliteration could also be noticed in words *time* and *taste* in which the repetition of the same initial consonantal sound /t-/ occurs. Furthermore, the application of *consonance* could be discerned within words *great* and *taste* which repeats the final consonant sound /-t/

2. Lexical Selection Analysis

The word *good* is an adjective which literally means to be desired or approved of; pleasing. It also has the meaning of having the required qualities; of a high standard or appropriate. Meanwhile, *time* as the word which follows word *good* on the slogan is a noun which literally means the indefinite continued progress of existence and events in the past, present, and future, regarded as a whole. Furthermore, the two words combined also could mean the favorable or appropriate moment to do something. Thus, in association with the fast food

restaurant it could suggest an enjoyable or satisfying moment in the McDonalds Restaurant.

The word *great* in the slogan is an adjective which literally means of an extent, amount, or intensity considerably above average. It could also refer to the ability, quality or importance considerably above average. While the word *taste* in the slogan is a noun which literally means the sensation of flavor perceived in the mouth on contact with a substance. It also has the meaning of a person's liking for something. Hence, the association of *great taste* with the fast food restaurant is that McDonalds serves its customers with extraordinarily delicious fast food products.

3. Imagery Analysis

The diction of the slogan may evoke several images in the readers or customers' minds. *Organic imagery* which evoked by the words *good time* may suggest the relaxing or refreshing moment enjoyed by the person who visits the McDonalds Restaurant. When a person visits the McDonalds Restaurant, he or she will experience a good time by feeling the atmosphere of the restaurant, the services and definitely the delicious fast food which the company suggests. It may also lead the readers into the notion of a satisfying moment with the food of McDonalds. Furthermore, the words *great taste* may evoke the *taste imagery*. When the readers or customers read these words they may recall the experience of eating a mouthwatering or delicious fast food.

4. Figure of Speech Analysis

The slogan apparently applied certain figure of speech. The presence of overstatement could be discerned through the words *great taste* that intensifies the implication of the slogan. While the words suggest an extraordinarily delicious taste of McDonald's fast food, The words also has another notion that when a person eats at McDonalds then this person is considered as having the ability to discern what is of good quality or of a high standard. Moreover, it also tries to develop an image that McDonalds is a good quality fast food restaurant which asserted its customers as having a great taste in picking a place to eat.

E. Every Time A Good Time

1. Sound Pattern Analysis

The diction of this slogan apparently follows a certain pattern of sound. *Alliteration* occurs because there is repetition of the initial consonant sound /t-/ in the repetition of the word *time*. Furthermore, there is also the occurrence of *assonance* in which the vowel sound /-ai-/ is repeated in the the repetition of word *time*. Hence, this diction of the slogan obviously applies some patterns of sounds; these are *alliteration* and *assonance*.

2. Lexical Selection Analysis

The word *every* is categorized as a determiner which often used to refer to all the individual members of a set without exception; all possible; the utmost. It is also regularly used to indicate how often something happens. Similar to the

previous McDonalds slogan, the diction of this slogan also used the word *time*. As stated, the word *time* is a noun which literally means the indefinite continued progress of existence and events in the past, present, and future, regarded as a whole. Hence, when the two words combined as *every time*, the words refer to the moment in which it happens always or often. Identical with the previous McDonald slogan, this slogan once again used the word *good* which also combined with the word *time*. As described before, *good* is an adjective which literally means to be desired or approved of; pleasing. It also has the meaning of having the required qualities; of a high standard or appropriate. Thus, *good time* refers to the favorable or appropriate moment to do something. Moreover, in association with the fast food restaurant it might suggest an enjoyable or satisfying moment in the McDonalds Restaurant.

3. Imagery Analysis

Obviously, the lexical choice of the slogan provides a certain imagery representation of the product. The internal sensation coming from the diction may lead the reader into an enjoyable situation or condition which might induce the *organic imagery*. In relation to the restaurant, it could suggest the idea that when someone visits the McDonalds Fast Food Restaurant then he or she will experience a good, enjoyable and satisfying moment. The diction *every time* gives the suggestion that the enjoyable moment always happens no matter what the other bad situations are such as bad weather, bad time, bad mood, etc. Diction of *good time* also evokes the situation where the bad things happen to the person will

suddenly vanish when he or she comes to the McDonalds as the restaurant provides its customer with some sort of services and various fast food menus.

4. Figure of Speech.

Overstatement presents in the diction of the slogan as it tries to suggest the exaggerated idea magnified by the words *every time* that the good, enjoyable or satisfying moment will always be experienced by those who come to the McDonalds. As stated before on the previous McDonalds slogan, the quality of something, in this case the moment or time can only be determined by the customers themselves. In fact, the slogan tries to make an image in the customers' mind that with all the good services and delicious fast food product served; the good time will always be created and so the customers will feel it every time they visit the McDonalds Restaurant which in reality such things will be concerned differently by each customer of McDonalds.

F. Have You Had Your Break Today?

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain patterns of sound. *Alliteration* could be discerned from the repetition of initial consonant sound /h-/ in the words *have* and *had* which at the same time *assonance* also presents on those words where the repetition of vowel sound /-ae-/ occurs. Moreover, *alliteration* and *assonance* could also be seen simultaneously in the repetition of

initial consonant sound /y-/ and the repetition of vowel sound /-ʊ-/ in the words *you* and *your*.

2. Lexical Selection Analysis

The diction of *have you had* has the intention to ask somebody. It sounds as if the utterer of the diction really wants to know whether a person asked have done what is asked. *Break* in the slogan means a stop or a pause so as to have a rest or holiday. Meanwhile, *today* is used to indicate the present day. Thus, the slogan tries to offer the reader something. It tries to imply that when someone goes to McDonald's he or she indirectly has a break. Break where this person can be relax and take a rest for a while from his or her activity.

3. Imagery Analysis

The diction of the slogan apparently might evoke certain imagery in the readers' minds.. The word *break* in the slogan could somehow suggest the reader about an event where he or she could rest for a while and relax. This break is expected to be a point where he or she could refresh their mind and body. Thus, such internal sensation of relaxing might induce the *organic imagery*.

4. Figure of Speech Analysis

Apparently the diction of the slogan applied certain figure of speech. The slogan could be categorized as the *rhetorical question* since the answer of the

slogan -have you had your break today?- is not expected as the readers themselves who will respond it in their own way.

G. I'm Lovin' It

1. Sound Pattern Analysis

The diction of the slogan apparently does not follow certain pattern as there are not any kinds of repetition of the same initial consonant sound, vowel sound or the final consonant sound.

2. Lexical Selection Analysis

I'm is the short form of *I am*. This kind of short form usually is used in informal occurrence. *Lovin'* is the slang written form of *Loving* derived from *Love* which literally means an intense feeling of deep affection; a deep romantic attachment to someone. It also means to like or enjoy something very much. Meanwhile, *It* as the last word on the slogan is often used to refer to a thing previously mentioned or easily identified. Thus, in association with fast food restaurant, the slogan could be said tries to imply that the product of McDonalds is the favorite of all people by indirectly states I'm Lovin' It as the words which supposed to be uttered by the customers themselves. Furthermore, the slogan somehow tries to be the testimonial words of McDonald's customers which state their love or like to the fast food products.

Additionally, *I'm Lovin' It* is not grammatically correct. The words should be *I Love It* since *love* is a state verbal which could not be used in

progressive form such as *loving*. Obviously, the slogan makers have their own intention by using this kind of words. In fact, the use of *i'm lovin' it* is common in the daily informal conversation. The popularity of the words has made it into some kind of common term which used daily. The sentence often used to state *one's extreme likes toward something*.

3. Imagery Analysis

Despite the simplicity of the diction, the slogan apparently induces *organic imagery*. The word *lovin'* which essentially derived from *love* suggests an internal sensation of one's love or like toward something. As stated in the previous analysis the whole sentence *i'm lovin' it* is often to express an extreme likes toward something. Thus, the slogan might be implied as representative words from the customers about how well they like the McDonald's fast food.

4. Figure of Speech Analysis

The diction of the slogan could be discerned as having an *overstatement*. As stated above that *i'm lovin' it* is often to express an extreme likes toward something, thus the slogan tries to imply that McDonald's fast food product is the most favorite of all. Aside from the suggestion of testimonial words from McDonald's customers, the words also have an implication that *i'm lovin' it* is also testimonial words from McDonald's that they extremely like or love to serve their customers with their fast food products.

4.2.3 The Analysis of the Slogans of Wendy's

A. Quality Is Our Recipe

1. Sound Pattern Analysis

The slogan apparently does not follow certain pattern of sound as there is not any kind of sound repetition.

2. Lexical Selection Analysis

The word *quality* literally means the standard of something as measured against other things of a similar kind. It also means the general excellence. Meanwhile, the word *recipe* is very familiar in the world of cooking or food. It literally means a set of instruction for preparing a dish. Moreover, it also has the meaning of something likely to lead to a particular outcome: high. Thus, from that diction, the slogan is implying that Wendy's restaurant uses ingredients which have standard quality or even higher than the others. It also applied to the person or chef who cooks. It might imply that Wendy's restaurant have the qualified cooking person. The combination of good quality ingredients and qualified cooking person will result in delicious fast food and this is what the slogan tries to say to the readers.

3. Imagery Analysis

Apparently the word *quality* and *recipe* might evoke the *taste imagery* in the readers' minds. It might induce the visualization of good and fresh ingredients. Thus, as stated in diction analysis above, the combination of good quality

ingredients and qualified cooking person might result in a delicious menu of fast food. Obviously, the deliciousness of a food could only be perceived by the tongue as the taste sensory.

4. Figure of Speech Analysis

The diction of the slogan apparently applied some figures of speech. *Metonymy* which characterized by substitution of a term naming an object closely associated with the word itself presents here in which the good and fresh ingredients and the qualified cooking person are substituted by the word *quality*. Furthermore, the slogan also contains *overstatement* because it tries to suggest to the readers the exaggerated idea that the recipe of Wendy's fast food products is the quality itself.

B. It's Better Here

1. Sound Pattern Analysis

The diction of the slogan clearly follow certain pattern of sound namely *consonance*. It could be discerned from the repetition of final consonant sound /-r/ in words *better* and *here*.

2. Lexical Selection Analysis

The word *better* is the comparative form of good which acts as an adjective. It has the meaning of a higher standard, or more suitable, pleasing or effective than other things or people. The slogan also includes the word *here*

following the word ***better*** which likely refers to the Wendy's fast food restaurant itself. Thus, the slogan might imply that Wendy's restaurant serves the fast food and services in a more pleasing or favored way than the other restaurant.

3. Imagery Analysis

Apparently, the word ***better*** in association with the fast food restaurant likely related with the fast food itself as the main product. Thus, the word ***better*** might induce the *taste imagery*. The readers might have a conception that the taste of fast food in Wendy's is more delicious than the other restaurants.

4. Figure of Speech Analysis

Overstatement could be discerned in the diction of the slogan. It tries to suggest the exaggerated idea that Wendy's has the ***better*** fast food products and services than the other restaurants. In fact, it is the customers themselves who can determine whether the restaurant is better or not.

C. Where's The Beef?

1. Sound Pattern Analysis

The diction of the slogan apparently does not follow certain pattern of sound.

2. Lexical Selection Analysis

The slogan contains the words *where's* which sound as if it asks for something. Moreover, it also sounds as if it searches for something. Meanwhile, the word *beef* literally means the flesh of cattle which is eaten. Beef is a common main ingredient of burger which is a main product in almost every fast food restaurants. Thus, *Where's The Beef?* slogan tries to imply that the slogan itself is a complaining statement from fast food customers especially burger consumers who often feel dissatisfied because the size of the beef inside the burger is small or unlike what is expected. Moreover, the slogan also implies that the Wendy's offers their customers with larger beef unlike the other fast food restaurants.

3. Imagery Analysis

The diction of the slogans might evoke several imageries in the readers' minds. The word *beef* obviously might evoke *sight imagery* in which readers could visualize the size of the beef. They might imagine that they will see smaller size of beef in other fast food restaurant except Wendy's. *Smell imagery* could also be aroused in which the readers might think that they will not find the delicious smell of the beef in their burgers if they eat in other fast food restaurants except Wendy's because they provide smaller beef. Furthermore, the diction might suggest to the readers that they will not taste enough beef on their tongues because of the smaller size of the beef in other restaurants except in Wendy's. Thus, it might evoke the *taste imagery*.

4. Figure of Speech Analysis

Apparently, the diction of the slogan applied several figures of speech. *Verbal irony* could be discerned in which there is a suggestion that other fast food restaurants except Wendy's do not put the beef on their burger products. It could be seen from the *where is the beef?* which sounds as if the utterers could not find beef in their burgers while in fact there is sure beef in the burgers. Also, from the explanation, *overstatement* could be discerned as the slogan tries to suggest the exaggerated idea that other fast food restaurants except Wendy's put a very small beef in their burgers. The beef is so small that it could not be seen by the customers. Furthermore the slogan also could be categorized as *rhetorical question* as the answer is not expected and the readers themselves know what happens in the reality.

D. Do What Tastes Right

1. Sound Pattern Analysis

Obviously the slogan follows a certain pattern of sound namely *consonance*. It occurs because there is a repetition of final consonant sound /-t/ in words *what* and *right*.

2. Lexical Selection Analysis

Do is a verb which literally means to act or take action. It likely refers to the way or the process of cooking of Wendy's. Then, *taste* in the slogan has the meaning to have a particular flavor. With *right* follows the *taste*, then it likely means to have a delicious or the expected flavor. Thus, the slogan might have

implication that Wendy's restaurant serves delicious fast food which is exactly what the customers expect.

3. Imagery Analysis

Apparently, the diction of the slogan might evoke several imageries in the readers' minds. It is obvious the word *tastes* evokes the *taste imagery* in which readers might imagine the delicious flavor of Wendy's fast food by their tongues. Moreover, *kinesthetic imagery* also presents in which the readers might be curious about the way Wendy's cooking person make the delicious fast food. It clearly involves their movements in cooking the fast food.

4. Figure of Speech Analysis

The diction of the slogan apparently applied some figure of speech namely *overstatement*. It tries to suggest the exaggerated idea that Wendy's restaurant always serves fast food menu which taste *right* (delicious). Moreover, it suggests that fast food menu served by Wendy is cooked in certain way that it has the exact taste expected by the customers.

4.2.4 The Analysis of the Slogans of Burger King

A. Have It Your Way

1. Sound pattern Analysis

The diction of the slogan apparently does not follow a specific pattern of sound.

2. Lexical Selection Analysis

The diction of the slogan obviously refers to several things. *It* in the slogan might likely refer to the fast food itself, while *your* in the slogan likely refers to the readers of the advertisements. *Way* in the slogan has the context of a particular aspect of something or a specified condition or state. Thus, the slogan has implication that Burger King as the fast food restaurant will serve the fast food in the way the customers want it to be. Obviously, customers want to eat fast food which is delicious and in the considerable portion, and so Burger King will realizes it for them. That is what the slogan likely to say.

3. Imagery Analysis

The diction of the slogan might induce *organic imagery* in the readers' minds. As the diction implied that Burger King as the fast food restaurant will serve the fast food in the way the customers want it to be, hence the readers could have a notion that Burger King will give the fast food in their favored or desired way. This favorite or desired fast food menu obviously occurs as an internal sensation within their feeling.

4. Figure of Speech Analysis

The diction of the slogan might be simple. However, it is apparently has a figure of speech applied namely *overstatement* which make the slogan meaningful in the readers' minds. It shows its presence in the diction as it tries to

suggest an exaggerated idea that Burger King will serve anything or whatever the customers want the fast food to be. In fact, the likely what the slogan might really say is that Burger King have a variation of fast food menu which is delicious and in the considerable portion.

B. You're The Boss

1. Sound pattern Analysis

The diction of the slogan apparently does not follow a specific pattern of sound.

2. Lexical Selection Analysis

The diction of the slogan might arise a question “*who is the boss*”? **Boss** literally means the person who is in charge of an organization and who tells others what to do, while **you're** in the slogan refers likely to the customers of Burger King Restaurant. Thus, the slogan tries to imply that every customers of Burger King is the boss. As a boss, customers should be treated well. Consequently, Burger King acts as the submissive subordinate of the customers who should treat them well and serve them the best fast food they have or what the customers might want.

3. Imagery Analysis

The diction of the slogan might evoke several imageries in the readers or customers' minds. The word **boss** might induce the *imagery of sight* in which it

could present the visualization of a boss. Furthermore, it might induce the *organic imagery* in which the readers could have the internal sensation of being a boss who has control toward something and can tell others what to do. Thus, readers are suggested that they will be treated as a boss if they come to Burger King Restaurant.

4. Figure of Speech Analysis

Apparently, the diction of the slogan contains certain figure of speech namely *overstatement*. The presence could be discerned as it tries to put forward the exaggerated impression that the customers of Burger King will be treated as a boss. Moreover, it gives an idea that Burger King has good services and fast food menu which are indeed a package for bosses. Thus, whoever the customers of Burger King are, they will get services which are supposed to be deserved by bosses.

C. The Fire's Ready

1. Sound pattern Analysis

The diction of the slogan apparently does not follow a specific pattern of sound.

2. Lexical Selection Analysis

In the context of fast food restaurant, *the fire* refers likely to the collection of fuel burnt in a stove for heating or cooking, while *ready* as the

adjective following it has the meaning in a suitable state and available for immediate use. Thus, the implication of the slogan is that the fast food served in Burger King is “hot from the oven” means they do not served fast food which is recooked or reheated. As customers of fast food likely prefer something fresh, thus the slogan tries to imply the cooking persons of Burger King do not cook the fast food before their customers order it to keep it fresh and in a good condition.

3. Imagery Analysis

The diction of the slogan apparently might evoke several imageries in the readers’ mind. **Fire** in the slogan clearly evoke the *sight imagery* in which the readers could have a visualization of fire in cooking process which burns from the air and give out bright light and smoke. At the same time, the heat felt from the fire also could induce the *tactile imagery* in which the readers could have an imagination of ready-cooked fast food up on stove which is hot.

4. Figure of Speech Analysis

Apparently, the diction of the slogan could be discerned as having a figure of speech namely *symbol*. **Fire** often used to symbolize a burning sensation, passionate emotion or enthusiasm. Thus, aside from the notion of fresh, no recooked or reheated fast food, the slogan is also implying that Burger King have a great passion and enthusiasm in serving the fast food to their customers. Something worked with passion or great enthusiasm often results in what is expected and so Burger King expects their customers satisfied.

D. Your Way, Right Away

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sound. *Assonance* occurs in which there is a repetition of vowel sound /-ei-/ in words *away* and *way*.

2. Lexical Selection Analysis

The word *way* in the slogan literally has the meaning of a particular aspect of something or a specified condition or state, while *your* in the slogan likely refers to the readers of the advertisements. Thus, *your way* might imply the menu of fast food in the condition expected or desired by the readers or customers. Furthermore, the words *right away* in the slogan mean *immediately* or *at once*. Hence, the whole implication from the slogan is that Burger King will serve any fast food desired or expected by customers at once or immediately shortly after they order it. The slogan tries to emphasize the notion of fast food which supposed to be delivered fast or instant.

3. Imagery Analysis

The diction of the slogan might evoke two kinds of imagery. *Your way* might induce the *organic imagery* in which the readers could have an impression that Burger King Restaurant will serve the fast food in the desired or favored way of the customers. Clearly, the internal sensation of having favorite fast food might be aroused. Furthermore, *right away* that emphasizes the notion of immediate

action or movement of the cooking person or workers of Burger King in serving their customers might induce the *imagery of kinesthetic*.

4. Figure of Speech Analysis

The diction of the slogan apparently could be discerned as having figure of speech namely *overstatement*. It tries to suggest the exaggerated idea that Burger King with all the skill they have will serve any fast food in the way their customers desired immediately. In fact, this impression might be realized, however the diction make it as if the process could be done in the blink of an eye which is likely impossible.

E. Best Food For Fast Times

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sounds. *Alliteration* could be discerned because there is repetition of initial consonant sound /f-/ in the words ***food, for*** and ***fast***. Another kind of sound pattern namely *consonance* could also be discerned in the words ***best*** and ***fast*** in which there is repetition of final consonant sound /-t/.

2. Lexical Selection Analysis

Food literally means something that people and animal eats, or plants absorb, to keep them alive, while ***best*** as an adjective preceded it has the meaning of the highest quality, or being most suitable, pleasing or effective type of thing or

person. Thus, *best food* refers likely to the fast food product of Burger King which has the qualities to satisfy their customers. These qualities might be the delicious taste, considerable portion and or variation of menu.

Times in the slogan is a noun which literally means the indefinite continued progress of existence and events in the past, present, and future, regarded as a whole. Meanwhile, *Fast* which is an adjective preceded the word *times* has the meaning of moving or capable of moving at high speed; taking place or acting rapidly. Hence, the likely meaning of *fast times* is the moment when people have to move quickly because of their busy activities or they have only short time to spend something.

Therefore, the implication of the diction in the slogan is that Burger King serves satisfying fast food menu which is quickly processed so that their customers will not have to worry about running out of time or late in doing their activities.

3. Imagery Analysis

The diction of the slogan might evoke several imageries in the readers' mind. The first imagery which might present is the *taste imagery*. Obviously, *best food* might produce an impression of delicious fast food of Burger King. When food is talked about, tongue as the taste sensory definitely involved. The second imagery which might present is the *kinesthetic imagery*. *Fast times* which refers to the moment when people have to move quickly because of their busy activities or they have only short time to spend something clearly could develop a notion of

the movement of Burger King which is fast so that they could serve it on time for those people in hurry.

4. Figure of Speech Analysis

The diction of the slogan apparently applied some figure of speech. *Overstatement* could be discerned in the slogan as it tries to suggest the exaggerated idea that Burger King serves the fast food product which they claim to be the best for people in hurry or not having the time to spend which in turn it also emphasizes the fast movement of Burger King workers in processing the food so that it can be delivered instantly.

F. Wake Up With The King

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain patterns of sound. *Alliteration* could be discerned in the slogan as there is repetition of initial consonant sound /w-/ in the words **wake** and **with**. Furthermore, there is also the presence of *assonance* in which the repetition of vowel sound /-i-/ occurs involving the words **with** and **king**.

2. Lexical Selection Analysis

Wake up literally means to emerge or cause to emerge from state of sleep; stop sleeping. Meanwhile, **king** literally means the male ruler of an independent state, especially one who inherits the position by right of birth. It

could also mean a person or thing regarded as the finest or most important in its sphere or group. Thus, the term king here likely refers to the Burger King as the name suggest, specifically its fast food menu. Therefore, the slogan might imply that Burger King fast food menu has the quality of a king which make anyone who eats it will like it. It also suggests when someone wakes up with Burger King fast food menu as breakfast then he or she will feel as if he or she wakes up with a king. The quality of king in association with fast food menu could be the taste of the fast food itself which should be delicious and clearly the large portion of the fast food.

3. Imagery Analysis

The diction of the slogan might evoke several imageries in the readers' minds. The word **king** might induce an image or visualization of a king with his entire features applied, but in this case it refers to the king of fast food which has the finest flavor and large portion. Thus, it might induce the *sight imagery*. Moreover, **wake up** in the slogan might induce the *kinesthetic imagery* in which the readers could have a suggestion of waking up movement from sleeping.

4. Figure of Speech Analysis

The diction of the slogan apparently applied several figures of speech. Firstly, *symbol* could be discerned from the word **king**. King often used as a symbol of greatness and importance. Thus, the diction tries to imply that Burger King has a quality of king which could make people considers it as the desired

product than other fast food restaurant. Furthermore, the diction of the slogan also contains *overstatement* as it tries to suggest the exaggerated idea when someone wakes up with Burger King fast food menu as breakfast then he or she will feel as if he or she wakes up with a king.

G. We Do It Like You'd Do It

1. Sound Pattern Analysis

The diction of the slogan obviously follows certain patterns of sound. The occurrence of *alliteration* could be discerned as there is repetition of words **do** which repeats the initial consonant sound /d-/. Furthermore, *assonance* could be seen because there is repetition of vowel sound /-I-/ in the words **it**. Assonance could also be discerned from the repetition of words **do** with word **you** as there is repetition of vowel sound /-u-/. Lastly, the application of *consonance* could be distinguished because there is repetition of final consonant sound /-t/ in the repetition of words **it**.

2. Lexical Selection Analysis

The word **we** in the slogan refer likely to the Burger King restaurant. Furthermore, words **do it** which follows word **we** might refer likely to the way Burger King make or cook the fast food. The words **you'd** which is the short form of **you would** refer likely to the readers of the advertisement. There are also words **do it** following the words **you'd** which refers likely to the way the readers make the fast food. Thus, the whole implication of the slogan is that Burger King

always makes or cooks its fast food menu in the same manner or way of its customers. It also might give suggestion that Burger King always pay attention to what the customers want so that the restaurant will make the fast food according to the customers' desire. These wants or desires might include the taste which is delicious and the considerable portion of the fast food.

3. Imagery Analysis

The diction of the slogan, especially the word *do* which imply the way Burger King make or cook its fast food menu might induce the *kinesthetic imagery*. The diction might lead the readers into some imagination of how the cooking person fries the beef, how they bake the bun and so on. It somewhat involves the movement area of them in cooking.

4. Figure of Speech Analysis

The diction of the slogan apparently apply a figure of speech namely *overstatement*. The presence could be discerned as it tries to give an exaggerated impression of Burger King Restaurant which makes the fast food menu exactly in the similar way their customers would make it. As stated in the diction analysis, it also might suggest indirectly that Burger King will serve whatever the customers want the fast food to be.

H. It Takes Two Hands To Hold A Whopper

1. Sound Pattern Analysis

The diction of the slogan apparently follows the three patterns of sound. *Alliteration* could be discerned from the repetition of initial consonant sound /t-/ involving the words *takes*, *two* and *to*. The words *two* and *to* also could be discerned as following a sound pattern namely *assonance* in which there is repetition of vowel sound /-u-/. Furthermore, the repetition of final consonant sound /-s/ involving the words *takes* and *hands* could be categorized as *consonance*.

2. Lexical Selection Analysis

The keywords of the slogan are *takes*, *two hands*, *hold*, and *whopper*. The word *take* has the meaning of *to require* or *use up*. It also could mean *to need*. The word *hold* literally means to *grasp*, *carry* or *support*. Lastly, *whopper* is often used as a humorous informal term which means something that is surprising because it is so much bigger than the usual size. In this case, *whopper* is also one of Burger King's menu products. Thus, the slogan has an implication that a *Whopper*, the fast food menu of Burger King is extremely big in size so that it needs two hands to hold it just one. It also gives suggestion that since the fast food menu is in large portion then customers will be satisfied and never have the feeling of "not enough".

3. Imagery Analysis

The diction of the slogan apparently might evoke several imageries in the readers' minds. *Sight imagery* might be induced from the word *whopper*. The

readers might be curious on how whopper looks like. Since the slogan implies that whopper is big and also the name suggests so, the readers might have imagination of an unusual big beef burger. The diction also might induce the *tactile* and *kinesthetic imageries* at the same time in which the word **hold** has suggestion of grasping or carrying a whopper with two hands. Obviously, it involves the skin as the touch sensory and also the movement of the hands in carrying the food.

4. Figure of Speech Analysis

The diction of the slogan apparently applied some figure of speech namely *overstatement*. Its presence could be discerned as it tries to give the exaggerated idea that the fast food product of Burger King namely **Whopper** is extremely big in size so that a person needs his or her two hands to hold it just one.

4.2.5 The Analysis of the Slogans of Kentucky Fried Chicken

A. There's Fast Food, Then There's KFC

1. Sound Pattern Analysis

The diction of the slogan apparently follows all of the three sound patterns. *Alliteration* could be distinguished in the repetition of initial consonant sound /t-/ in the words **there's**, and **then**. It also could be seen in the words **fast** and **food** in which there is repetition of initial consonant sound /f-/. Another sound pattern namely *assonance* also occurs in the repetition of word **there's** which at

the same time it also could be categorized as *consonance* because there is repetition of final consonant sound /-s/.

2. Lexical Selection Analysis

There's is the short form of *there is* used to refer to someplace anywhere. *Fast food* as the words following it literally means hot food such as a burger that is quick to cook or is already cooked and is therefore served very quickly in a restaurant. Thus, the slogan tries to imply that KFC give its presence in anywhere or anyplace fast food is served. It suggests that the fame of the KFC has spread anywhere fast food is served which in turn trying to say that the branch of KFC is everywhere so that customers or fast food consumers do not have to worry they cannot find one.

3. Imagery Analysis

The diction of the slogan might evoke the *sight imagery*. *There's* in the slogan might sounds as if the utterer of the words see the thing the utterer refers to which in this case, it refers to fast food. The diction also might make the readers visualize a place where fast food is served then it must be KFC.

4. Figure of Speech Analysis

The diction of the slogan apparently could be discerned as having figure of speech namely *overstatement* as it tries to give the exaggerated impression that fast food is always identical with KFC so that when a person see a restaurant with

fast food served then it must be KFC. In fact, the notion that the slogan likely to develop is that KFC branches spread widely all over cities or countries.

B. We Do Chicken Right.

1. Sound Pattern Analysis

The diction of the slogan apparently does not follow certain pattern of sound.

2. Lexical Selection Analysis

The word *we* in the slogan act as a representative pronoun of KFC as the one who states the slogan. Meanwhile, the word *do* in the slogan refers likely to the way KFC cooking person cooks the *chicken* which is the main ingredient of fast food menu in KFC restaurant. The last word of the slogan is *right* which means suitable or desirable, or as it should be. Thus, the whole implication of the slogan is that KFC serves delicious menu of chicken because its cooking person cooks it in the right or appropriate way.

3. Imagery Analysis

The diction of the slogan might evoke several imageries in the minds of the readers. The word *chicken* itself might induce the *sight imagery* in which the readers might have visualization or imagination about chicken such as fried chicken. Moreover, it might also induce the *taste imagery* in which the readers could imagine the experience of eating a fried chicken. Lastly, the word *do* which

imply the way KFC cooking person cooks the chicken might induce the *kinesthetic imagery*. The readers might develop imagination of how the cooking person marinate the chicken, how they fry it and so on

4. Figure of Speech Analysis

The diction of the slogan apparently applied some figure of speech. *Overstatement* could be discerned from the slogan as it tries to give the exaggerated impression that KFC always cook the chicken in the appropriate way with statement that they *do it right*. The applied figure of speech also indirectly suggests that KFC fast food menu, especially chicken menu has the most suitable or desirable taste. In fact, the thing that happens might be different as consumers of fast food have different taste

C. Finger Lickin' Good

1. Sound Pattern Analysis

The diction of the slogan apparently does not follow certain pattern of sound.

2. Lexical Selection Analysis

The word *finger* in the slogan is a noun which literally means any of the long thin separate parts of the hand, especially those which are not thumbs. In association with fast food, people often used their fingers to grab the food, therefore, some parts of the chicken which is the main fast food of KFC somehow

sticks in their fingers. Moreover, the word *lickin'* is a contraction of *licking* which is a noun derived from the verb *lick* means to pass the tongue over (something) in order to taste, moisten, or clean it. Thus, *finger lickin'* in the slogan refers to the movement when people use their tongue over their fingers covered with the chicken flavor to taste and clean it. The last word of the slogan is *good* which means to be desired or approved of or pleasing. Hence, the whole implication of the slogan is that the action of finger licking is good because the fingers are covered by the flavor of Kentucky Fried Chicken which is delicious.

3. Imagery Analysis

The diction of the slogan might evoke several imageries in the minds of the readers. The word *finger* might induce the *sight imagery* in which the readers could make visualization of finger covered with the flavor of fried chicken. The *taste imagery* could also be induced from the word *lickin'* in which there is the involvement of tongue as the taste sensory. At the same time, *kinesthetic imagery* might be evoked as the licking action involves the movement of the tongue over the finger.

4. Figure of Speech Analysis

The diction of the slogan apparently applied a figure of speech namely *overstatement*. Its presence could be discerned as the slogan tries to give the exaggerated impression that the action of finger licking is good or desired which usually some people consider the action as non-proper action or disgusting. The

slogan tries to emphasize that the Kentucky Fried Chicken is delicious so that people will not think twice to lick their fingers as to taste and clean it until there is no residue of the fried chicken in their fingers.

D. Nobody Does Chicken Like KFC

1. Sound Pattern Analysis

The diction of the slogan apparently does not follow certain pattern of sound.

2. Lexical Selection Analysis

Nobody in the slogan is a pronoun which means no person or no one. The following word *does* means to perform or carry out an action. Thus, *does chicken* in the slogan refers likely to the chicken cooking process. All in all, the likely implication of the slogan is that no person or no one, especially in the other fast food restaurant could cook the menu of chicken in the same way as KFC does which at the same time it is suggesting that KFC's menu of chicken is delicious as the result of their cooking process others could not follow.

3. Imagery Analysis

The diction of the slogan apparently might induce several imageries in the minds of the readers. Similar to the other KFC's slogan which using word *chicken*, the diction might evoke the *imagery of sight* in which the readers might develop imagination of chicken such as fried chicken within their thoughts.

Furthermore, the word *does* which implies the KFC's cooking process might evoke the *kinesthetic imagery* in which the readers might be curious and think about how KFC's cooking persons marinate the chicken, fry it and so on which clearly involves their movement area.

4. Figure of Speech Analysis

Apparently, the diction of the slogan applied a figure of speech. It could be categorized as *overstatement* since the slogan tries to suggest the exaggerated idea that the Kentucky Fried Chicken is delicious as the result of their cooking process which other restaurant could not do the same. In other words, it implies that the cooking process of KFC has the outcome of better taste of chicken menu than any other fast food restaurants.

E. Buy A Bucket Of Chicken And Have A Barrel Of Fun

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. *Alliteration* could be distinguished from the slogan as there is repetition of initial consonant sound /b-/ in words *buy*, *bucket*, and, *barrel*. Furthermore, from the repetition of words *a* and *of* the sound pattern of *assonance* recognized as there is repetition of vowel sounds /-ə-/ and /-ɑ-/. *Assonance* could also be discerned in the words *and*, *have* which repeats the same vowel sound /-ae-/. Lastly, the application of *consonance* could be discerned from the words *chicken* and *fun* which repeats the final consonant sound /-n/.

2. Lexical Selection Analysis

The word *buy* literally means to obtain something by paying money for it. *A bucket of chicken* in the slogan refers to pieces of fried chicken which are put in a small bucket as the container. The next diction, *barrel of fun* refers to the pleasure, enjoyment or amusement in the amount of a barrel which is usually a large container, made of wood, metal or plastic with a flat top and bottom and curved sides that make it fatter in the middle. Thus, the slogan might have implication that when people buy only a small bucket of Kentucky fried chicken then they will feel great pleasure as denoted by a barrel of fun. It also suggests that Kentucky fried chicken has delicious taste which could result in pleasure for people who eats it.

3. Imagery Analysis

The diction of the slogan indeed might evoke several imageries in the readers' minds. The words *a bucket of chicken* might suggest to the readers visualization fast food menu such as crispy fried chicken put in a bucket. This visualization categorized as *sight imagery*. Those words could also induce the *taste imagery*. When people see certain fast food in this case fried chicken, they might also curious how the fried chicken tastes like. Lastly, the *organic imagery* of pleasure might be induced from the diction *a barrel of fun*. The readers might have a notion about great enjoyment from eating fried chicken.

4. Figure of Speech Analysis

The diction of the slogan obviously applied certain figure of speech. *Overstatement* could be discerned from the slogan as it tries to give the exaggerated impression that when people buy only a bucket of Kentucky fried chicken and eat them they will somehow feel great pleasure or satisfaction which is emphasized by *a barrel of fun*.

4.2.6 The Analysis of the Slogans of Jack In The Box

A. We Don't Make It Until You Order It.

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. *Assonance* could be discerned from the slogan as there is repetition of vowel sound /-I-/ in words *it*. The word *don't* and the repetition of the word *it* in the slogan also could be categorized as *consonance* because there is repetition of final consonant sound /-t/.

2. Lexical Selection Analysis

The pronoun *we* refers likely to the Jack in the Box Restaurant as the one who states the slogan. The word *make* in the slogan refers likely to the process of producing something using a particular substance or material, while *it* in the slogan refers likely to the fast food menu Jack in the Box offers to the customers. The next diction, *order* literally means to ask for something to be made, supplied or delivered especially in a restaurant or shop. Thus, the whole implication of the

slogan is that Jack in the Box Restaurant always serves freshly cooked fast food to their customers. Moreover, it implies that the restaurant does not recook or reheat their fast food menu which often practiced by other fast food restaurant.

3. Imagery Analysis

The diction of the slogan might evoke some imagery in the readers' minds. The word *make it* in the slogan which refers to the process of producing fast food using particular ingredient indeed might make the readers curious about the way of Jack In The Box's cooking persons in making the fast food. The readers might have impression that the cooking persons indeed have fast speed so they could serve the fast food on time shortly after their customers order it. Thus, the *kinesthetic imagery* might be induced from such impression.

4. Figure of Speech Analysis

The slogan apparently applied certain figure of speech namely *overstatement* as it tries to give the exaggerated suggestion that Jack in the Box really does not make the fast food until the customers order it. In fact, such idea is possible, but the reality could be somewhat different from what is stated.

B. Jack's Back

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sound. *Assonance* could be discerned from the slogan as there is repetition of vowel sound /-ae-/ in words **Jack's** and **back**.

2. Lexical Selection Analysis

The word **Jack's** is the short form of **Jack is**. Then, **Jack** in the slogan refers likely to the Jack in the Box fast food restaurant itself. The word **back** which follows has the meaning of in, into or towards a previous place or condition, or an earlier time. Thus, the implication of the slogan is that the Jack in the Box fast food restaurant returns from its fall. Bankruptcy was imminent to the restaurant because of the E. coli epidemic in 1993. Four children died and others became ill after eating unhygienic meat from Jack in the Box. The sales and revenue of the restaurant was highly decreasing as the consequence. Hence, the restaurant tries to increase the brand awareness and reach popularity again after the disaster through the slogan that the Jack in the Box is now back offering new menu item and better sanitation.

3. Imagery Analysis

The diction of the slogan indeed might evoke several imageries in the minds of the readers. The diction might induce the *sight imagery*. When someone says “something” is back, then he or she clearly witnesses with eyes that this “something” returns to the previous place it belongs. The diction of the slogan also might evoke the *kinesthetic imagery* in which the readers could have

conception of **back**. The imagination of someone or something is moving back to the place it used to be.

4. Figure of Speech Analysis

The slogan apparently applied some figure of speech namely *personification*. The Jack in the Box restaurant represented by the name **Jack** in the slogan is an inanimate object which is endowed with the word **back**. Thus, the diction of the slogan sounds as if Jack as human walks or moves back to the previous place he belongs. Such endowment of human feature to some inanimate object could be categorized as personification.

4.2.7 The Analysis of the Slogan of Carl's Jr

A. If It Doesn't Get All Over The Place, It Doesn't Belong In Your Face

1. Sound Pattern Analysis

The diction of the slogan indeed follows all the three patterns of sound. *Alliteration* could be discerned from the slogan as there is repetition of initial consonant sound /d-/ in the repetition of word **doesn't** which at the same time it also could be categorized as *assonance* because of the repetition of same vowel sound. Also, *assonance* occurs within words **if**, **it** and **in** which repeats the vowel sound /i-/. Furthermore, the application of *assonance* and *consonance* could be discerned within words **place** and **face** simultaneously because there are repetition of the same vowel sound /-ei-/ and repetition of final consonant sound /-s/. Moreover, the repetition of final consonant sound /-t/ within words **it**, **doesn't**, and

get shows the application of *consonance*. Likewise, *consonance* occurs in which there is repetition of final consonant sound /-r/ within words *over* and *your*.

2. Lexical Selection Analysis

In the slogan, the pronoun *it* is used to refer to the fast food product. Meanwhile, the phrasal verb *get all over the place* refers to an action which fully occupies the place it stands in because of the performer's extremely big size. The word *belong* literally means to be in the right or suitable place. Thus, the slogan implies that if fast food such as burger served is not big enough, then it does not deserve to be looked at or even to be eaten. The slogan tries to give such suggestion to the readers as well as implying that Carl's Jr fast food product has considerable size which makes it belong in the customers' face.

3. Imagery Analysis

The diction of the slogan apparently might evoke some imagery in the readers' minds. The suggestion that Carl's Jr fast food product has considerable size which makes it belong in the customers' face might develop some visualization of Carl's Jr fast food product itself which gets all over the place. The readers might imagine themselves seeing a very big burger that occupies places around so that the space becomes narrow. Thus, such impression might induce the *sight imagery*.

4. Figure of Speech Analysis

The slogan apparently applied some figure of speech. *Overstatement* could be discerned in the slogan because it tries to give the exaggerated impression that if a restaurant serves fast food which considered small or not big enough, then it does not deserve to be looked at or even to be eaten. Such impression reflected in the diction slogan.

4.2.8 The Analysis of the Slogans of Subway

A. Eat Fresh Everyday

1. Sound Pattern Analysis

The diction of the slogan apparently does not follow certain pattern of sound.

2. Lexical Selection Analysis

The word *eat* is a verb which literally means to put or take food into the mouth, chew it, and swallow it. The following word *fresh* in the slogan means new, recently made, done and especially not yet changed by time. Lastly, the word *everyday* means daily, typical or usual. Thus, the implication of the slogan is that Subway Restaurant always serves or offers fresh fast food which is new, recently made and the characteristics of the fast food is not yet changed by the time. At the same time, it also suggests that Subway does not recook or reheat its fast food product considering the quality of the fast food will decrease.

3. Imagery Analysis

The diction of the slogan indeed might induce several imageries in the minds of the readers. The word *eat* might develop the imagination of the activity of eating which includes putting or taking food into the mouth, chewing it, and swallowing it. Such activity clearly involves the movement of the mouth with every detail on it such as movements of jaw, teeth, tongue and etc. Thus, *kinesthetic imagery* might be developed. Furthermore, *taste imagery* might also be evoked in the sense that people might imagine themselves eating fresh fast food. As stated above, eating process involves tongue which functioned as the taste sensory. Also, from the notion of *fresh* fast food, one could develop some *sight imagery* in which he or she could spontaneously illustrate the fresh appearance of fast food which is not changed by the time.

4. Figure of Speech Analysis

The application of figure of speech apparently could be discerned from the slogan. The exaggerated idea of *fresh* fast food *everyday* which is always new, recently made and not changed even a little by the time might be categorized as *overstatement*.

B. The Way A Sandwich Should Be

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sound. The application of *alliteration* could be discerned in the slogan in which there is repetition of initial consonant sound /s-/ within words *sandwich* and *should*.

Furthermore, the repetition of vowel sound /-ə-/ within words **the** and **a** could be distinguished as *assonance*.

2. Lexical Selection Analysis

The word **way** in the slogan is a noun which literally means a particular choice, opinion, belief or action, especially from among several possibilities. Meanwhile, the word **sandwich** refers to an item of food consisting of two pieces of bread with a filling between them. Sandwich is a typical of fast food which is served in fast food restaurant, especially Subway which offers it as the main menu. Lastly, the diction of **should** is a modal verb used to show when something is likely or expected. Hence, the implication of the slogan is that Subway Restaurant serves a menu of sandwich which is the ideal kind of sandwich. The suggestion of ideal sandwich also implies that the taste of Subway's Sandwich is indeed delicious, so delicious until the maker of the sandwich itself suggests to other restaurant that this is how the sandwich supposed to be.

3. Imagery Analysis

Apparently, the diction of the slogan might evoke several imageries in the readers' minds. The word **sandwich** itself might induce three kinds of imagery. Firstly, it might induce the *sight imagery* in which the readers might have some visualization of an ideal sandwich. People could have imagination of how the sandwich is supposed to look like which involves the appearance of the sandwich perceived by the eyes. Secondly, the readers might also imagine how

the smell of the ideal sandwich should be. They might think about appetizing or mouthwatering smell of a sandwich perceived by their noses which induce their *smell imagery*. Lastly, the readers might be curious about the ideal sandwich taste like. They might think any taste according to their desires, thus it might induce the *taste imagery*.

4. Figure of Speech Analysis

The slogan apparently applied some figure of speech. The slogan tries to give the exaggerated impression that Subway's Sandwich is *the way a sandwich should be* or the ideal sandwich which is indeed tasty so that it becomes the most favored of all. Thus, such impression could be discerned as *overstatement*.

4.2.9 The Analysis of the Slogans of Taco Bell

A. Think Outside The Bun

1. Sound Pattern Analysis

The diction of the slogan apparently does not follow certain pattern of sound.

2. Lexical Selection Analysis

The word *think* is a verb which literally means to use one's mind actively to form connected ideas about something and then the word *outside* in the slogan refers to something situated or moving beyond the boundaries. The last word of the slogan is *bun* which means a small round loaf of bread, especially one

which is cut horizontally and holds a burger. Thus, the implication of the slogan is that Taco Bell offers fast food which is original and different from the other fast food restaurant. In fact, the slogan copies the phrase of *think outside the box* which means to have ideas that are original or creative, but Taco Bell change the word *box* into *bun* as substitution so as to associate the idea with fast food. Bun is predominantly used in the industry of fast food as the main ingredient of fast food such as burgers. Thus, Taco Bell tries to say that they have variation of menu which is not always about bun.

3. Imagery Analysis

The diction of the slogan indeed might evoke some imagery in the minds of the readers. The *sight imagery* might be induced from the word *bun* in the way that the readers might have visualization of the burgers ingredients mostly used, bun. Additionally, the word *outside* give another impression perceived by eyes that Taco Bell offers variation menu outside of the burgers, thus it might make the readers curious about what the restaurant offers which emerges other fast food in their minds such as tacos, burritos, etc.

4. Figure of Speech Analysis

Apparently, the meaningful diction of the slogan could be discerned as having some figure of speech namely *metaphor*. As stated in the diction analysis, the slogan copying the phrase *think outside the box* with the word *bun* as the replacement of the word *box*. Thus, it indirectly compares the characteristic of a

box to a bun. Box in the actual phrase denotes the boundary which limits a person to think new or creative idea, while bun in the slogan denotes a condition where fast food is always symbolized by bun. Thus, Taco Bell tries to get rid the conservative idea by pushing the boundary that fast food is not always bun, bun and bun which in turn it implies that Taco Bell has a variation menu instead of just fast food be made of bun. Moreover, it suggests that traditional food such as tacos could also be served as fast food.

B. Make A Run For The Border

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sound. *Assonance* could be discerned in the slogan as there is repetition of vowel sound /ə-/ within words *a* and *the*. Furthermore, *consonance* occurs because there is repetition of final consonant sound /-r/ within words *for* and *border*.

2. Lexical Selection Analysis

Almost the same with the previous Taco Bell slogan which using part of a phrase, this slogan using idiom of *make a run for it* as their slogan with the words *the border* as the replacement of the word *it*. *Make a run for it* means attempting to escape someone or something by running away, while *border* in the slogan refers likely to the line that divides something from another. Thus, the implication of the slogan is that Taco Bell attempts to escape from the conservative border in the world of fast food that fast food is always identical with

bun such as burgers. Through the slogan, Taco Bell wants to emphasize the notion that traditional food such as tacos which is the main menu of Taco Bell could also be served quickly as fast food. Additionally, the slogan also suggests that Taco Bell offers something new which is different from the other fast food restaurant.

3. Imagery Analysis

The diction of the slogan indeed might evoke some imagery in the minds of the readers. The word *run* clearly might develop some imagination of a movement at a speed faster than a walk, never having both or all feet on the ground at the same time. Thus, it might induce the *kinesthetic imagery* in the readers' minds

4. Figure of Speech Analysis

Apparently, the diction of the slogan contains some figure of speech. *Symbol* could be discerned in the diction of *border*. Border pejoratively often used to symbolize a boundary which limits someone or something from doing certain ideas or action. It also might symbolize a prison which traps. Thus, As stated in diction analysis, Taco Bell implies it attempts to break free from the boundary that fast food is always identical with bun by offering traditional food, tacos as the main menu which proven could also be served as fast food.

4.2.10 The Analysis of the Slogans of White Castle

A. White Castle. What You Crave

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sound. *Alliteration* could be discerned in the slogan because there is repetition of initial consonant sound /w-/ within words ***white*** and ***what*** which at the same time it also applies *consonance* because there is repetition of final consonant sound /-t/. Also, *alliteration* could be recognized from the repetition of initial consonant sound /k-/ within words ***castle*** and ***crave***.

2. Lexical Selection Analysis

The slogan includes the fast food restaurant name, ***White Castle*** as reference to the fast food menu it offers. Meanwhile, the word ***crave*** literally means to feel a powerful desire for. Thus, the implication of the slogan is that the fast food menu offered by White Castle is the most favored or desired fast food of the readers which is denoted by the word ***you*** in the slogan. Additionally, it indirectly suggest that there some qualities which makes the White Castle fast food product become the most favorite of the readers. These qualities might come from the taste, appearance, etc.

3. Imagery Analysis

The diction of the slogan indeed might evoke some imagery in the minds of the readers. The word ***crave*** might develop some notion of a powerful passion;

crave for fast food within the internal sensation. The craving is so intense that the person does not want any other fast food product except White Castle fast food menu. Thus, it might induce the *organic imagery*.

4. Figure of Speech Analysis

Apparently, the diction of the slogan applied some figure of speech namely *overstatement*. Its presence could be discerned as the slogan tries to give the exaggerated impression that White Castle fast food product is the most preferred or favored one. Such impression is built through the word *crave* which suggesting powerful desires.

4.2.11 The Analysis of the Slogans of Arby's

A. Now That Your Tastes Have Grown Up!

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. *Assonance* could be discerned from the repetition of vowel sound /-ae-/ within words *that* and *have*.

2. Lexical Selection Analysis

The word *now* in the slogan literally means at the present time, not in the past or future. Meanwhile, the word *tastes* in the slogan refers to the ability to discern what is of good quality. It also could means a person's liking for something. Lastly, the words *grown up* have the meaning to progress to maturity

or adulthood. Maturity often described as having careful or thorough manner. Hence, the implication of the slogan is that when people decide to eat Arby's fast food product, then they considered as having great taste of fast food. The words ***grown up*** might give suggestion that since the tastes have reached the maturity, it could really differ what is good or not. Such impression might lead into the idea that Arby's fast food is indeed tasty and good in quality because people who eat it have matured tastes which is reliable.

3. Imagery Analysis

The diction of the slogan apparently might evoke some imagery in the minds of the readers. Obviously, the word ***tastes*** itself might induce the *taste imagery*. As stated in the lexical selection analysis, the grown up or matured taste might give implication that Arby's fast food is indeed tasty and good in quality because the matured taste can really differ what is good or not. Thus, the readers might be inquisitive about the taste of Arby's fast food.

4. The Figure of Speech Analysis

Apparently, the diction of the slogan applied some figure of speech. *Personification* could be discerned from the slogan as there is an endowment of human attribute to an abstraction. The word ***tastes*** is indeed an abstraction of ability to discern what is of good quality or not which in the slogan has the human attribute of grown up. Thus, the taste is personified as if it were human that have grown up.

B. What Are You Eating Today?

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. *Assonance* could be discerned in the slogan because there is repetition of vowel sound /-a-/ within words **what** and **are**.

2. Lexical Selection Analysis

The slogan is in form of a question. It sounds as if it asks the reader of the slogan. The word **what** is used to ask for information about people or things. Meanwhile, the word **you** in the slogan refers likely to the readers of the slogan. Moreover, the word **eat** literally means to put or take food into the mouth, chew it, and swallow it. It might refer to the breakfast, lunch or dinner. Lastly, the word **today** refers to on or in the course of this present day. Hence, the implication of the slogan is that if a person does not eat Arby's fast food at the present day, then he or she is considered not having meal (breakfast or lunch or dinner). The slogan indirectly implies that Arby's fast food is indeed a must when someone is going to eat breakfast, or lunch, or dinner. The slogan also could persuasively emerge Arby's fast food in the minds of the readers.

3. Imagery Analysis

The diction of the slogan apparently might evoke several imageries in the minds of the readers. The word eating might induce the *taste imagery* in which

it could suggest the imagination of putting food on one's mouth, chew it and swallow it. That process of eating clearly uses the tongue as the taste sensory. At the same time, *kinesthetic imagery* might also present in the minds of the readers for it could develop imagination of eating process which involves the movement of the jaw, tongue, teeth and so on.

4. Figure of Speech Analysis

Apparently, the slogan applied certain figure of speech. It could be categorized as *rhetorical question* as answer is not expected. The readers are made as if they know what to respond.

4.2.12 The Analysis of the Slogans of Qdoba Mexican Grill

A. Not Just Big Burritos. Big Flavors.

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. The repetition of the initial consonant sound /b-/ within words **big** and **burritos** could be distinguished as *alliteration*. Furthermore, *assonance* could be seen within repetition of word **big** which repeats the same vowel sound /-i-/. The repetition of word **big** also could be distinguished as *consonance* because there is repetition of final consonant sound /-g/. Lastly, *consonance* also occurs within words **burritos** and **flavors** which repeats the final consonant sound /-s/.

2. Lexical Selection Analysis

The word **big** which precedes the word **burritos** has the meaning of considerable size, power, or extent, while *burrito* itself is the main menu of Qdoba Mexican Grill which is a type of Mexican food made by folding a tortilla (thin round bread) and putting meat, beans and cheese inside it. Furthermore, the word **flavor** in the slogan means the distinctive taste of a food or drink. Thus, the slogan implies that Qdoba Mexican Grill does not serve only burritos with the considerable portion or size, but also delicious. Also, the words **big flavors** implies that Qdoba Mexican Grill have variation menu of burritos with different flavors.

3. Imagery Analysis

The diction of the slogan indeed might evoke several imageries within the minds of the readers. The *sight imagery* might come up in the sense that the words **big burritos** could give visualization of burritos which is indeed in the considerable size. Eyes as the sight sensory clearly involved in perceiving the form or shape of something big. Meanwhile, the words **big flavors** which imply the tastiness and distinctive variation tastes of burritos might induce the *taste imagery*. The readers might have imagination of tasting kinds of burrito with different flavors using their taste sensory, for example: beef burrito, chicken burrito, and spicy burrito, etc.

4. Figure of Speech Analysis

Apparently, the slogan applied some figure of speech namely *overstatement*. Its presence might be discerned as the slogan tries to give the exaggerated impression using the words **big** that indeed Qdoba Mexican Grill offers considerable size of burritos with different variation of flavors. The word **big** preceded the word *flavors* itself is used to denote the variation of flavors, yet somehow, the word **big** is slightly less precise with the notion of variation. Thus, there is tendency to show something varied in characteristic using the word **big** which at a glance amplifies the notion.

4.2.13 The Analysis of the Slogans of Hardee's

A. Where The Food's The Star

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain patterns of sound. *Alliteration* could be discerned within repetition of word **the** which repeats the initial consonant sound /d-/ and at the same time it also applies *assonance* because it repeats the vowel sound /-ə-/. Furthermore, the repetition of final consonant sound /-r/ within the words **where** and **star** could be distinguished as *consonance*.

2. Lexical Selection Analysis

The keywords of the slogan are **food** and **star**. Food literally means any nutritious substance that people or animals eat or drink to maintain life and growth which in the slogan it refers to the fast food served by Hardee's. Meanwhile, the word star in the slogan literally means a very famous, successful

and important person. It also used to indicate a category of excellence. Thus, the implication of the slogan is that the fast food product of Hardee's is good in quality and definitely tasty so that it becomes the one who attracts people as if it is a star. The notion of star might develop the suggestion that indeed star is idolized or adored by people as it has the quality which is outstanding and this is what the restaurant tries to say through the slogan.

3. Imagery Analysis

The diction of the slogan indeed might evoke some imagery in the minds of the readers. The *sight imagery* could be induced from the word *star*. The visualization of star which is famous, adored and outstanding might rise within the readers imagery perceived by eyes. The readers might imagine as if they are witnessing with their sight that Hardee's fast food indeed a star of fast food with all the excellent quality of a fast food such as appetizing in its appearance.

4. Figure of Speech Analysis

The slogan apparently applied certain figure of speech in the process. *Overstatement* could be discerned as it tries to give the exaggerated impression that Hardee's fast food has the outstanding quality of fast food so that it becomes the *star* in the restaurant. The word *star* indeed amplifies what the Hardee's restaurant trying to say about its menu. From the figure of speech applied, some indirect implication might also come up that Hardee's is paying extra attention to its fast food since it is the selling point.

B. Come On Home.

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sound. *Consonance* could be discerned because there is repetition of final consonant sound /-m/ within words *come* and *home*.

2. Lexical Selection Analysis

The word *come* in the slogan literally means to move or travel towards or into a place near or familiar to the speaker. Meanwhile, the word *home* in the slogan refers to someone's or something's place of origin, or the place where a person feels they belong. Thus, the implication of the slogan is that when people visit and eat at the Hardee's Restaurant somehow they will feel as if they are coming to the place they feel they belong. Moreover, it might suggest another implication that Hardee's has the atmosphere of someone's home which he or she might feel safe, comfort and full of memories. Such feelings might be developed by Hardee's through its fast food menu, services, decoration and so on.

3. Imagery Analysis

The diction of the slogan apparently might induce certain imagery in the minds of the readers. The word *home* might develop some visualization of the place where someone belongs to within the readers mind. The diction might make the readers feel as if they perceive by their eyes the imagination of home, the

place where they grow up with their parents, and the place where they spends their childhood. Some people might still have the desire to feel the reminiscence. Thus, such impression might induce the *sight imagery*.

4. Figure of Speech Analysis

The slogan apparently could be discerned as having certain figure of speech. *Symbol* presents in the slogan from the word **home**. The word **home** often symbolized as the place which could give a protection to the one who lives inside. Home is the place where one feels secure or at peace. Thus, Hardee tries to build such impression that the food served, the services, decoration and the atmosphere could make its customers to feel as comfortable as in their own home.

4.2.14 The Analysis of the Slogans of A&W

A. All American Food

1. Sound Pattern Analysis

The diction of the slogan apparently does not follow certain patterns of sound because there is not any repetition of sound such as vowel sound, initial and final consonant sounds.

2. Lexical Selection Analysis

The word **all American** or **all-American** is an adjective which literally means having or showing the values that are typical of Americans, or made up completely of the best American things or people. Meanwhile, the word **food**

literally means any nutritious substance that people or animals eat or drink to maintain life and growth which in the slogan it refers to the fast food served by A&W restaurant. Hence, the implication of the slogan is that fast food served by A&W restaurant are the typical of American food which made up completely of the best American fast food. The word *American* might raise the notion of the United States ideals, such as honesty and industriousness. Thus, the slogan tries to give the impression that the fast food served are made up with all the good things of America which results in good quality fast food. Such notion is inseparable from the certain idea or suggestion that America especially US is a superpower country so that everything comes from the country likely to have outstanding quality.

3. Imagery Analysis

The diction of the slogan apparently might carry certain senses so that the readers may come up with particular kinds of imagery. The word *food* might induce the readers by a kind of *sight imagery* regarding the characteristic or visualization of fast food. They may freely illustrate all kinds of food considered as fast food. Furthermore, with the addition of the words *all American*, the readers may have conception of the American typical fast food such as burgers, French fries, fried chicken, hot dog, etc. At the same time, the diction might also induce the readers with the *taste imagery*. The readers might be curious about how the taste of the American typical fast food is. Thus, they might come up with certain flavor of fast food within their minds.

4. Figure of Speech Analysis

The diction of the slogan apparently presents certain figure of speech. The presence of *symbol* could be discerned from the words *all American*. As described in the lexical selection analysis that *all-American* literally means having or showing the values that are typical of Americans, or made up completely of the best American things or people. Thus, the slogan tries to relate the food with the quality of America, specifically US that it is a superpower which globally influences the other nations. With such feature then the readers might have conception that anything derived from America is superb in quality and thus it applied to A&W fast food product.

In addition, it might also raise another implication especially to the non-American people that when some people eat A&W fast food, then they somehow seem as if they become parts of ‘America’ with all the values patterned.

4.2.15 The Analysis of the Slogans of Bumpers Drive-in

A. America's Favorite Foods

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sound. The pattern of *alliteration* could be discerned in the repetition of initial consonant sound /f-/ within words *favorite* and *foods*. Meanwhile, the application of *consonance* could be seen from the repetition of final consonant sound /-s/ within words *America's* and *foods*.

2. Lexical Selection Analysis

The word *America's* in the slogan refers to the United States as the origin country of the Bumpers Drive-in Restaurant. Meanwhile, the word *favorite* literally means the preferred to all others of the same kind. The last word in the slogan, *foods*, literary means any nutritious substance that people or animals eat or drink to maintain life and growth which in the slogan it refers to the fast food served by Bumpers Drive-in restaurant. Therefore, the implication of the slogan is that fast food served by Bumpers Drive-in restaurant becomes the most preferred fast food of American or US people. At the same time, the implication also give suggestion that the fast food product offered by Bumpers Drive-in indeed has something special which makes America favors it and this something special could be the tastiness and or the appetizing appearance of the fast food itself.

3. Imagery Analysis

The diction of the slogan apparently might evoke certain imagery because it carries particular senses on the process. The word *foods* in the slogan could induce the readers with a kind of *sight imagery* regarding particular visualization of fast food. The readers may spontaneously illustrate kinds of fast food. Moreover, the words *America's favorite* which preceded the word *foods* could amplify the curiosity of the readers about the preferred kind of fast food of American. While they could freely imagine what kind of the claimed America's

favorite food, they could also imagine how the taste likes in the similar way. Thus, indeed the diction could also evoke the *taste imagery*.

4. Figure of Speech Analysis

The slogan apparently applied certain figures of speech. The presence of *symbol* could be discerned from the word *America's*. For some people, America specifically United States reflects one of superpower which indeed is a developed country with its influence to other nations. Thus, for the readers especially the non-American people might develop some impression that there is no way most people of American pick the wrong choice for their preference of fast food so there must be certain good reason why they choose Bumpers Drive-in Restaurant.

The diction of the slogan also could be discerned as having *overstatement* as it tries to give the exaggerated impression that the fast food product of Bumpers Drive-in Restaurant is the preferred food of America. Such impression is amplified through the word *favorite* which denotes best liked or most enjoyed. Furthermore, the word *America's* in the slogan could intensifies the customers or consumers of Bumpers Drive-in Restaurant. It implies as if the whole people of America makes Bumpers Drive-in fast food as their favorite food.

4.2.16 The Analysis of the Slogans of Papa John's Pizza

A. Better Ingredients. Better Pizza.

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain patterns of sound. The repetition of word *better* indeed applied all of the three patterns of sound simultaneously. *Alliteration* could be distinguished as there is repetition of initial consonant sound /b-/. Meanwhile, the repetition of same vowel sound makes it categorized as *assonance*. *Consonance* could be discerned as there is repetition of final consonant sound /-r/.

2. Lexical Selection Analysis

The word *better* in the slogan is the comparative form of good which literally means of a higher standard, or more suitable, pleasing or effective than other things or people. Meanwhile, the word *ingredient* literally means a food that is used with other foods in the preparation of a particular dish. The last word of the slogan, *pizza*, is a large circle of flat bread baked with cheese, tomatoes, and sometimes meat and vegetables spread on top. Hence, the implication of the slogan is that Papa John's uses higher quality of pizza ingredients so that it results in a more delicious or tasty pizza.

3. Imagery Analysis

The diction of the slogan apparently might carry certain senses which might evoke certain imageries in the minds of the readers. The *sight imagery* and *taste imagery* simultaneously might be induced from the word *pizza*. When people read or hear the word, they might spontaneously illustrate the appearance and the

taste of pizza within their thoughts. Additionally, the word **better** magnifies the notion of pizza which has an appetizing appearance and delicious.

4. Figure of Speech Analysis

The slogan apparently applied some figure of speech. *Overstatement* could be discerned because it tries to give the exaggerated idea that Papa John's uses higher quality of pizza ingredients so that it results in a more delicious pizza than any other restaurants' pizza product. The word **better** intensify the implication so that it could be categorized as overstatement.

4.2.17 The Analysis of the Slogans of Zero Subs

A. We're Hot And On A Roll.

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain patterns of sound. *Assonance* could be discerned in the slogan because there is repetition of vowel sound /-ɑ-/ within words **hot** and **on**.

2. Lexical Selection Analysis

The words **we're** in the slogan refer likely to Zero Subs Restaurant as the one who states the slogan. Meanwhile, the word **hot** in the slogan literally means completely new or fresh. The last word of the slogan which is **roll** refers likely to a thick, round type of bread, served as a single portion such as bun. Thus, the implication of the slogan is that Zero Subs always serves freshly cooked fast food

menu. The slogan tries to get rid the suggestion that fast food restaurant is identical with recooked or reheated fast food and so Zero Subs is not that kind of fast food restaurant

3. Imagery Analysis

The diction of the slogan apparently might evoke certain imageries in the mind of the readers. The word *hot* in the slogan might induce the *sight*, *taste*, and *tactile imagery* simultaneously. The readers might have visualization of freshly cooked fast food which the appearance is not yet changed by the time. Moreover, they might spontaneously illustrate the taste of freshly cooked fast food within their minds which is indeed different from recooked or reheated food. Also, people could tell that something is hot by touching it by their skin as the tactile sensory. Additionally, the word *on a roll* might be interpreted within the readers' minds of the Zero Subs cooking person in making a roll, food made by wrapping a flat sheet of pastry, cake, meat or fish round a filling. It obviously involves the movement area of the chef which might induce the *kinesthetic imagery* within the readers' mind.

4. Figure of Speech Analysis

Apparently the slogan applied certain figure of speech. The presence of *overstatement* in the slogan could be discerned from the words *on a roll* which informally is a phrase means experiencing a prolonged spell of success or good

luck. Thus, such exaggerated impression might have another implication in the process.

4.2.18 The Analysis of the Slogans of Long John Silver's

A. You're Going To Get Your Wish. Go Fish

1. Sound Pattern Analysis

The diction of the slogan apparently follows all of the three kinds of sound pattern. *Alliteration* could be discerned as there is repetition of initial consonant sound /g-/ within words **going**, **get** and **go**. *Alliteration*, *assonance* and *consonance* could be distinguished simultaneously within words **you're** and **your** as there is repetition of initial consonant sound /y-/, the repetition of vowel sound /-u-/ and the repetition of the final consonant sound /-r/. Moreover, there is repetition of the same vowel sound /-i-/ within words **wish** and **fish** which could be categorized as *assonance* and at the same time it applies *consonance* as there is repetition of final consonant sound /-f-/.

2. Lexical Selection Analysis

The word **you** within the words **you're** and **your** in the slogan refers likely to the readers of the slogan. Meanwhile, the word **get** literally means come to have or hold; receive. It also could mean succeed in attaining achieving, or experiencing or obtain. The word **wish** in the slogan literally means a desire or hope, or an expression of this. Meanwhile, the word **fish** in the slogan literally means a limbless cold-blooded vertebrate animal with gills and fins, living wholly

in water which refers to the main menu of Long John Silver's. Thus, the slogan implies that when some people visits Long John Silver's, then they will get what they desire for. The people's desires refer to the fast food which is obviously tasty and eventually could satisfy them.

3. Imagery Analysis

The diction of the slogan apparently might evoke certain imagery within the readers' minds. The word *wish* in the slogan might carry the sense of passion about something. In this case, the desire of delicious and enough portion of fast food is indeed what people could feel within their minds. Such impression clearly developed inside the internal sensation, thus the *organic imagery* might be induced. Meanwhile, the word *fish* in the slogan could induce the appearance and characteristics of fish as fast food within the readers' imagination. Such visualization obviously perceived by the eyes, thus it might evoke the *sight imagery* inside.

4. Figure of Speech Analysis

The slogan could be discerned as having figure of speech of *overstatement* as it tries to suggest the exaggerated impression that people will *get* their *wishes* by visiting Long John Silver's. In fact, the likely implication is that Long John Silver's serves fish-fast food which is tasty and this is what the customers indeed want.

4.2.19 The Analysis of the Slogans of Little Caesars

A. **Pizza! Pizza!**

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. In fact, the slogan applied all of the three kinds of sound pattern simultaneously. The repetition of the word *pizza* certainly could be categorized as *alliteration* as there is repetition of initial consonant sound /p-/. Furthermore, the repetition also repeats the same vowel sound which distinguished as *assonance*. Meanwhile, the application of *consonance* could be discerned because there is repetition of final consonant sound /-s/.

2. Lexical Selection Analysis

Pizza is the main menu of Little Caesars. It is a large circle of flat bread baked with cheese, tomatoes, and sometimes meat and vegetables spread on top. The insertion of the exclamation mark (!) makes the slogan sounds as if it is the words that come out directly from the mouth of the seller of the pizza itself. Such way of selling refers to the traditional technique of selling which uses sound as the mean to draw attention of people.

3. Imagery Analysis

The diction of the slogan apparently might induce the *sight* and *taste imagery* simultaneously within the minds of the readers. The word *pizza* might carry visualization of a pizza characteristics and appearance. The readers could

freely illustrate the pizza according to their impression. At the same time, while imagining the image of pizza, the readers could also spontaneously think about the taste of it. The readers might have their preference taste of pizza.

4. Figure of Speech Analysis

The diction of the slogan apparently does not apply certain figure of speech. The diction is clearly a repetition of word pizza with the insertion of the exclamation mark which indeed acts as persuasive statement of Little Caesars.

4.2.20 The Analysis of the Slogans of Hungry Jack's

A. The Burgers Are Better At Hungry Jack's

1. Sound Pattern Analysis

The diction of the slogan apparently follows certain pattern of sound. *Alliteration* could be seen within words **burgers** and **better** as there is repetition of initial consonant sound /b-/. Meanwhile, *assonance* could be distinguished within words **at** and **Jack's** which repeats the vowel sound /-ae-/. Furthermore, the repetition of final consonant sound /-r/ within words **are** and **better** could be categorized as *consonance*.

2. Lexical Selection Analysis

The keywords of the slogan are the word **burgers** and **better**. In the world of fast food, burger becomes the most common kind of fast food. Burger is a cooked ground beef patty, usually served as a sandwich or other such as

hamburger, fishburger, etc. Meanwhile, better literally means of a higher standard, or more suitable, pleasing or effective than other things. Thus, the implication of the slogan is that Hungry Jack's serves burgers that are higher in the quality than other restaurants' burgers.

3. Imagery Analysis

The diction of the slogan apparently might evoke certain imagery inside the minds of the readers. The words *burgers* could carry particular visualization or picture of a burger within their thought. Thus, it might induce the *sight imagery*. Additionally, with the word *better* the readers might spontaneously have certain taste of a higher quality of burger inside their minds which is indeed should be delicious. Hence, *taste imagery* could also be induced from it.

4. Figure of Speech Analysis

The slogan apparently applied certain figure of speech. *Overstatement* could be discerned as it tries to give the exaggerated impression using the word *better* that indeed Hungry Jack's offers higher quality of burgers than any other restaurants.

4.2.21 The Analysis of the Slogans of Tim Hortons

A. Always Fresh. Always Tim Hortons

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. The repetition of the word *always* could be categorized as *assonance* and *consonance* simultaneously because there is repetition of the same vowel sound as well as the repetition of the final consonant sound /-z/

2. Lexical Selection Analysis

The word *always* in the slogan is an adverb which denotes every time, all the time or forever. Meanwhile, the word *fresh* in the slogan refers to the food that is recently made or obtained, not tinned, frozen, or otherwise preserved. Thus, the slogan is implying that Tim Hortons as fast food restaurant uses the fresh ingredients (not tinned, frozen, or preserved) in making its fast food product. Another implication might occur that Tim Hortons always serves newly cooked fast food which gets rid the notion that its fast food is recooked or reheated.

3. Imagery Analysis

The diction of the slogan apparently might evoke certain imagery in the readers' minds. When people read or hear the word *fresh* in association with fast food, some could come up with certain visualization of a newly cooked fast food such as hot, appetizing in its appearance. Furthermore, the readers might also spontaneously imagine certain taste that the restaurant claimed to be fresh such as delicious, not containing nauseating smell from it. Thus, the slogan might induce the *sight imagery* as well as the *taste imagery*.

4. Figure of Speech Analysis

Apparently, the slogan applied certain figure of speech in the process. *Overstatement* could be discerned as it tries to give the exaggerated impression that Tim Hortons serves freshly cooked fast food to the customers all the time through the word *always*.

4.2.22 The Analysis of the Slogans of Dairy Queen

A. Hot Eats, Cool Treats

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. *Assonance* could be seen within words *eats* and *treats* which repeats the same vowel sound /-i:-/ which at the same time it also applies *consonance* as there is repetition of final consonant sound /-s/.

2. Lexical Selection Analysis

The word *eats* in the slogan informally means food, while the word *hot* which precedes it literally means completely new or fresh. Furthermore, the word *treats* in the slogan refers likely to a surprise gift, event, etc. that gives great pleasure, while the word *cool* informally means fashionably attractive or impressive or excellent. Thus, the implication of the slogan is that Dairy Queen serves freshly cooked fast food that will give great pleasure as a surprise. Such implication might suggest that the food is indeed tasty so that it surprises the consumer.

3. Imagery Analysis

The words *hot eats* which means freshly cooked food might induce the *sight* and *taste imagery* simultaneously. The readers could spontaneously illustrate fast food which is recently made such as billowing steam fill on it. Moreover, the readers could also recall the experience of tasting fresh food which is indeed different from stale food. Furthermore, the *tactile imagery* could also be developed through the words *hot* and *cold*. People could tell that something is hot or cold by touching it through the skin.

4. Figure of Speech Analysis

The slogan apparently applied certain figure of speech. The use of words *hot* and *cold* in the slogan could present the *paradox* as these words contain opposite characteristic. The terms are used paradoxically to give suggestion that from hot fast food could emerge a cool or great pleasure within the consumers' feeling which in fact hot and cold could not appear at the same time.

4.2.23 The Analysis of the Slogans of Checkers Drive-In

A. Little Place, Big Taste

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. *Assonance* could be discerned from the repetition of vowel sound /-ei-/ within words *place* and *taste*.

2. Lexical Selection Analysis

The word *place* literally means a particular position or point in space. It also could mean an area or building. In the slogan, the word *little* refers to the Checkers Drive-In which using the concept of drive-thru fast food vendor that is usually less smaller than common fast food restaurant. Meanwhile, the word *big* in the slogan is used to add emphasis to the word *taste* as a unity which means delicious and also rich in flavors. Hence, the slogan tries to imply that although Checkers Drive-In is a small drive-thru fast food restaurant, it has variation of fast food menu which is delicious.

3. Imagery Analysis

The diction of the slogan apparently might evoke certain imagery in the minds of the readers. The word *little place* could spontaneously emerge visualization of small size restaurant within their thoughts. An image of small area of fast food restaurant with all the limitation it has. Thus, it might induce the *sight imagery*. Meanwhile, the word *big taste* might carry the sense of taste in which the readers may freely interpret it as tasty in their tongues as well as rich in flavors. Hence, it might induce the *taste imagery*.

4. Figure of Speech Analysis

The slogan apparently applied certain figure of speech. The presence of *paradox* could be discerned through the words *little* and *big*. The paradoxical

implication of the terms emphasizes the impression that Checkers Drive In is indeed small yet big at the same time because of the certain quality.

4.2.24 The Analysis of the Slogans of IHOP

A. Come Hungry. Leave Happy

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. *Alliteration* could be seen from the repetition of initial consonant sound /h-/ within words *hungry* and *happy*. At the same time those words also applies the *assonance* as there is repetition of the same vowel sound.

2. Lexical Selection Analysis

The word *come* in the slogan literally means to get to a particular place, while the word *hungry* has the meaning of feeling, showing or causing hunger. Meanwhile, the word *leave* in the slogan literally means to go away from, while the word *happy* in the slogan has the meaning of feeling or showing pleasure or contentment. Thus, the implication of the slogan is that hungry people who visit the IHOP restaurant will not just feel satiated after eating, but also feel happy. Such implication might suggest logically that IHOP indeed serves tasty fast food so that people feel happy.

3. Imagery Analysis

The diction of the slogan apparently might induce certain imagery within the readers' minds. The words *hungry* and *happy* indeed could induce the *organic imagery* simultaneously in different ways. The internal sensation of the feeling someone has when he or she needs to eat obviously evoked through the word *hungry*. Meanwhile, the word *happy* might carry the sense of feeling pleasure or satisfaction within the readers' internal sensation.

4. Figure of Speech Analysis

The slogan apparently applied certain figure of speech. *Overstatement* could be discerned because it tries to give the exaggerated impression that whoever comes to the IHOP restaurant with hunger will not just leave the restaurant satiated as the result of eating, but also happy.

4.2.25 The Analysis of the Slogans of Whataburger

A. Just Like You Like It

1. Sound Pattern Analysis

The diction of the slogan indeed follows certain pattern of sound. The repetition of word *like* clearly could be categorized as *alliteration*, *assonance* and *consonance* simultaneously as there are repetition of initial consonant sound /l-/, the repetition of the vowel sound /-ai-/, and the repetition of final consonant sound /-k/. Also, the application of consonance could be discerned within words just and it which repeats the final consonant sound /-t/.

2. Lexical Selection Analysis

The word *just* in the slogan is an adverb which means exactly or equally while the word *like* followed it means similar to or in the same way or manner as. In the slogan, the word *you* refers to the readers of the slogan while the word *like* following it means to enjoy or approve of something. The last word of the slogan, *it* refers to the fast food. Hence, the slogan implies that fast food served by Whataburger is made exactly the same as the readers or customers want or enjoy.

3. Imagery Analysis

The diction of the slogan apparently might evoke certain imagery within the readers' minds. The word *like* in the slogan which means to enjoy could carry certain sense of someone who is to find pleasure in something. Thus, such internal sensation of pleasure could induce the *organic imagery*.

4. Figure of Speech Analysis

Apparently the slogan applied certain figure of speech. The presence of *overstatement* could be discerned as the slogan tries to give the exaggerated suggestion that fast food served by Whataburger is made exactly the same as the readers or customers want or enjoy. Such implication is intensified through the words *just like*.

4.3 Weaknesses of The Study

The writer's limitation in certain areas such as the limited knowledge or comprehension of the related subject, limitation of book sources, and the limited time in conducting this study indeed became the weaknesses of the study.

Chapter V

Conclusion and Suggestion

5.1 Conclusion

Based on the data findings and discussion in the previous chapter, from the 50 slogans of fast food restaurants, the stylistic devices—sound pattern, imagery, figure of speech—are applied within the lexical selection of the slogans.

Of the sound pattern finding, 37 of 50 slogans indeed followed certain sound pattern with assonance turned to be the sound pattern that recurrently appeared with the percentage of 58%. The application of sound pattern, especially assonance in the slogan could make the slogan catchier so that it sticks in the readers' minds.

Meanwhile, of the imagery interpretation finding in the slogan of fast food restaurant, sight and taste imagery becomes the most frequently appeared with the percentage of 60% and 48% followed by kinesthetic (32%), organic (14%), tactile (8%), and smell (4%). It is because those two predominant imageries are considered as imageries that could aptly present the notion of fast food within the minds of the readers than the other imageries.

Lastly, of the figure of speech finding in the slogan of fast food restaurant, the most frequently used is overstatement with the percentage of 74% followed by symbol (14%), rhetorical question (6%), personification and paradox (4%), metaphor, metonymy and verbal irony (2%). The use of overstatement is dominant in the slogans of fast food restaurants because it is considered could

persuasively emphasize what the fast food restaurant trying to say. Moreover, the writer the writer did not find the occurrence of other figure of speech on the slogans such as apostrophe, synecdoche, allegory, and understatement. This could be because those figures of speech are unusual to be used for slogans of fast food or less persuasive in delivering the message of the advertisers.

All in all, from the findings and discussion it shown that stylistics devices are not only essentially functioned within the area of literary works, but also could be implanted in non-literary works exactly like the one on this study that is slogan as parts of advertisement. Thus, the writer considers that the application of stylistics devices in advertisements is essential for the reason that it does not only make certain advertisement easy to learn and memorable, but also more persuasive in conveying what the sellers want to say about their products to the readers so that it can attract them to buy the product.

5.2 Recommendation

For those who are interested in studying the language of advertisement, especially English Department students, it is expected that this study could make a contribution for the future study of the related topic. Since, this study concerns on the slogan of a specific product that is fast food, the writer recommends doing the research on other kinds of product which in turn could brighten up the use of stylistic devices in advertisements. Also, the writer recommends conducting the stylistics study on other parts of advertisement such as headline, subhead, body copy and so on to see the relation between them.

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Appendix 1. Table of Data

No.	Fast Food Restaurant	Slogan
1.	Windmill	Bigger! Better!
2.	McDonald	What You Want Is What You Get Good Time Great Taste Nothing Can Do It Like McDonald's We Love To See You Smile Every Time A Good Time Have You Had Your Break Today? I'm Lovin' It
3.	Wendy's	Wendy's. Quality Is Our Recipe It's Better Here Where's The Beef? Do What Tastes Right
4.	Burger King	Have It Your Way You're The Boss The Fire's Ready Your Way, Right Away Best Food For Fast Times Wake Up With The King We Do It Like You'd Do It It Takes Two Hands To Hold A Whopper
5.	Kentucky Fried Chicken	There's Fast Food, Then There's KFC We Do Chicken Right. Finger Lickin' Good Nobody Does Chicken Like KFC Buy A Bucket Of Chicken And Have A Barrel Of Fun
6.	Jack In The Box	We Don't Make It Until You Order It. Jack's Back
7.	Carl's Jr.	If It Doesn't Get All Over The Place, It Doesn't Belong In Your Face

8.	Subway	Eat Fresh Everyday The Way A Sandwich Should Be
9.	Taco Bell	Think Outside The Bun Make A Run For The Border
10.	White Castle	White Castle. What You Crave
11.	Arby's	Arby's. Now That Your Tastes Have Grown Up! What Are You Eating Today?
12.	Qdoba Mexican Grill	Qdoba. Not Just Big Burritos. Big Flavors.
13.	Hardee's	Where The Food's The Star Hardee's. Come On Home.
14.	A&W	A&W. All American Food
15.	Bumpers Drive-In	America's Favorite Foods
16.	Papa John's Pizza	Better Ingredients. Better Pizza.
17.	Zero's Subs	Zero's Subs. We're Hot And On A Roll.
18.	Long John Silver's	You're Going To Get Your Wish. Go Fish
19.	Little Caesars Restaurants	Pizza! Pizza!
20.	Hungry Jack's	The Burgers Are Better At Hungry Jack's
21.	Tim Hortons	Always Fresh. Always Tim Hortons
22.	Dairy Queen	Hot Eats, Cool Treats
23.	Checkers Drive-In Restaurants	Little Place, <i>Big</i> Taste
24.	IHOP	Come Hungry. Leave Happy
25.	Whataburger	Just Like You Like It

Appendix 2. Table of Analysis

Stylistic Devices		Slogans							
		Lexical Selection	What You Want Is What You Get	Good Time Great Taste	Nothing Can Do It Like McDonald's	We Love To See You Smile	Every Time A Good Time	Have You Had Your Break Today?	I'm Lovin' It
Sound Patterns	Alliteration	0	0		0	0	0		
	Assonance	0			0	0	0		
	Consonance	0	0						
Imageries	Sight				0				0
	Sound								
	Smell								
	Taste		0						
	Tactile								
	Organic	0	0		0	0	0	0	
	Kinesthetic			0					0
Figures of Speech	Metaphor								
	Simile								
	Personification								
	Apostrophe								
	Synecdoche								
	Metonymy								
	Symbol					0			
	Allegory								
	Paradox								
	Overstatement	0	0	0		0		0	0
	Understatement								
	Verbal Irony								
	Rhetorical Question						0		

Lexical Selection		Slogans							
		Wendy's. Quality Is Our Recipe	It's Better Here	Do what tastes right	Where's The Beef?	Have It Your Way	You're The Boss	The Fire's Ready	Your Way, Right Away
Sound Patterns	Alliteration								
	Assonance								O
	Consonance		O	O					
Imageries	Sight				O		O	O	
	Sound								
	Smell				O				
	Taste	O	O	O	O				
	Tactile							O	
	Organic					O	O		O
	Kinesthetic			O					O
Figures of Speech	Metaphor								
	Simile								
	Personification								
	Apostrophe								
	Synecdoche								
	Metonymy	O							
	Symbol							O	
	Allegory								
	Paradox								
	Overstatement	O	O	O	O	O	O		O
	Understatement								
	Verbal Irony				O				
Rhetorical Question				O					

		Slogans						
		Jack's Back	If It Doesn't Get All Over The Place, It Doesn't Belong In Your Face	Eat Fresh Everyday	The Way A Sandwich Should Be	Think Outside The Bun	Make A Run For The Border	White Castle. What You Crave
Sound Patterns	Alliteration		O		O		O	
	Assonance	O	O		O		O	O
	Consonance		O				O	O
Imageries	Sight	O	O	O	O	O		
	Sound							
	Smell				O			
	Taste			O	O			O
	Tactile							
	Organic						O	
	Kinesthetic	O		O			O	
Figures of Speech	Metaphor					O		
	Simile							
	Personification	O						O
	Apostrophe							
	Synecdoche							
	Metonymy							
	Symbol						O	
	Allegory							
	Paradox							
	Overstatement		O	O	O			O
	Understatement							
	Verbal Irony							
Rhetorical Question								



CRAVERS

FOOD

COMPANY

PROMOTIONS

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by bballchico via Flickr



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by WhiteCastleOfficial via Flickr



Features

*Valentine's Day
at White Castle
Do you have reservations?*

Chatter

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White Castle on
Facebook

Like

210,563 people like White Castle



Vanessa



Darryl



Dakota



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Launched in 1967, Zero's Subs embarked on a mission to create hot, mouth-watering, over-baked sandwiches made to order with quality ingredients and to serve them in a friendly



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NEW!

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NO SUCH THING AS TOO MUCH CRUNCH.

GET YOURS NOW.



NEW! GIFT CARDS IN STORES NOW!

GET ONE (OR TWO)



WATCH EPISODE 4 EVERYBODY'S DOING IT.

WATCH NOW



NEW! GET READY FOR SOME FOOTBALL!

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New Muffin
Whole Grain Carrot Orange

New Muffin

Made with whole grains and is a source of fibre. We bake throughout the day so they're always fresh.

Happy Hamuary!
New Breakfast Sandwich

Happy Hamuary!

A seasoned egg patty, hickory smoked ham and a slice of processed cheese, served on a toasted English muffin.

Tap at Tim Hortons
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Tap your Canadian Tire Options MasterCard® with PayPass™ at Tim Hortons from Jan. 14 to Feb. 13, 2011 for a chance to win.

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we love to see you smile™



Come hungry. IHOP RESTAURANT Leave happy.™



Wendy's Wendy's Wendy's
Wendy's Wendy's Wendy's
Wendy's Wendy's
Wendy's Wendy's

Wendy's
OLD FASHIONED
HAMBURGERS

Do what tastes right™

ity. Because you can't
eat food that's
right, right when you are
anything less than the
freshest ingredients
wrong, especially if you
do **what tastes right**





Every time a good time



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A SANDWICH
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ONLY IN CINEMAS
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WATCH HJ'S LATEST TV AD!

KIDS CLUB MEAL
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STORE LOCATOR

Search by postcode or suburb:

SEARCH

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FIND OUT MORE

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