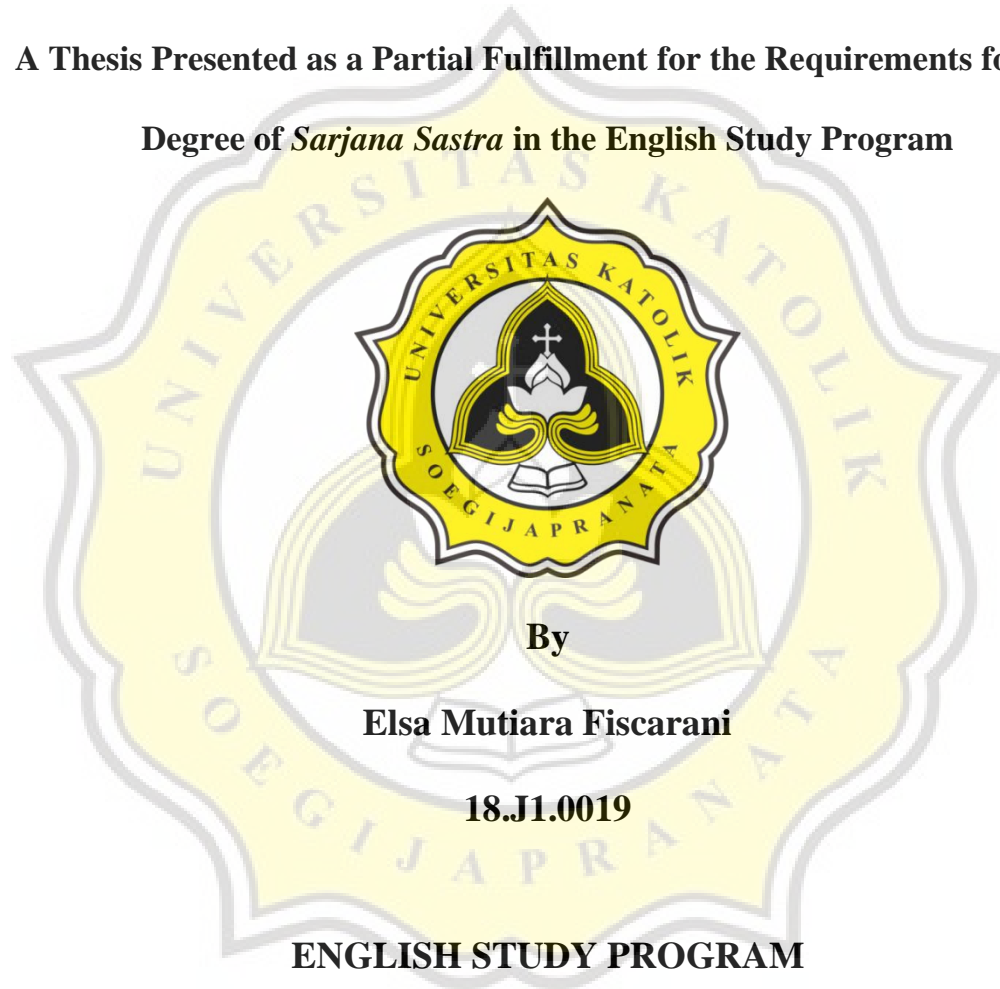


**CULTURAL VALUES IN MCDONALD'S *WUJUDKAN MOMEN*  
YANG TERLEWATI JADI LEBIH SPESIAL ADVERTISEMENT: A  
BARTHES' SEMIOTIC ANALYSIS**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the  
Degree of *Sarjana Sastra* in the English Study Program**



**By**

**Elsa Mutiara Fiscarani**

**18.J1.0019**

**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

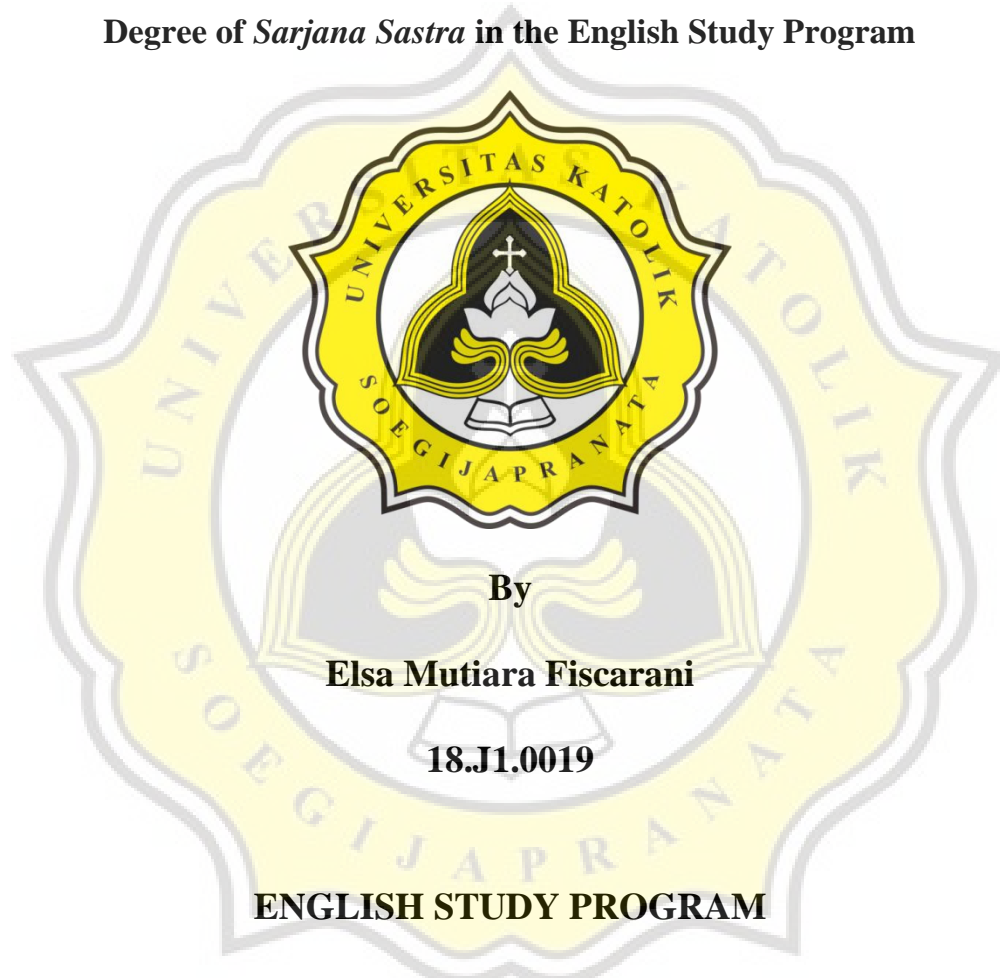
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**A THESIS APPROVAL**

**Cultural Values in McDonald's *Wujudkan Momen yang Terlewati Jadi***

***Lebih Spesial* Advertisement: A Barthes' Semiotic Analysis**

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Semarang, July 12, 2022

Elsa Mutiara Fiscarani

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## ABSTRACT

Some advertisements represent the cultural values and traditions that develop in the country where the advertisements are aired. The writer aims to reveal the cultural values of Indonesia both in the visual images and narratives found in the advertisement. One of them is an advertisement by McDonald's Indonesia with the title "Wujudkan Momen yang Terlewati Jadi Lebih Spesial" that was uploaded in McDonald's ID YouTube channel. The type of this research is descriptive qualitative. The theories used are Roland Barthes' semiotics, Devi (2015), Fuad (2011), as well as Reisinger and Turner (1997). Interpretation is made by analyzing visual images and narrative containing the cultural values of the Indonesians that appear in the advertisement. The results of the study show that there are two Indonesian cultural values found in the advertisement, namely 1) collectivist culture, which is then divided into eight elements, and 2) going back to hometown or mudik. The eight elements of collectivist culture found in the advertisement are having time commitments to superior and family, having acceptable physical contacts, saving time for a quality of life, showing respect to other family members by using proper addressing terms and having proper physical contacts, representing patriarchal culture, representing family-oriented value, showing the strong relationship among family members, and having dinner together. The writer found that the cultural representation of collectivism does not only occur in human activities but also in the three pictures, such as a picture of a swan and five cygnets, a picture of a bus, and a picture of scenery of the village on the downhill, as well as in the things, in this case, the watches.

## ABSTRAK

Beberapa iklan merepresentasikan nilai-nilai budaya dan tradisi yang berkembang di negara tempat iklan tersebut disebarkan. Penulis ingin mengungkapkan nilai-nilai budaya Indonesia, baik dalam gambar visual maupun narasi, yang terkandung dalam iklan terpilih. Salah satunya adalah iklan McDonald's Indonesia dengan judul "Wujudkan Momen yang Terlewat Jadi Lebih Spesial" yang diunggah di kanal YouTube McDonald's ID. Penelitian ini menggunakan metode deskriptif kualitatif. Teori yang digunakan adalah semiotika Roland Barthes (1972), Devi (2015), Fuad (2011), serta Reisinger dan Turner (1997). Interpretasi dilakukan dengan menganalisa citra visual dan naratif yang muncul dalam iklan dengan data yang terkait dengan nilai-nilai budaya bangsa Indonesia. Hasil penelitian menyatakan bahwa terdapat dua nilai budaya Indonesia yang terkandung dalam iklan terpilih, yaitu 1) budaya kolektivis, yang kemudian dibagi menjadi delapan unsur dan 2) budaya pulang kampung atau mudik. Delapan elemen budaya kolektivis yang ditemukan dalam iklan adalah memberikan komitmen waktu untuk atasan dan keluarga, melakukan kontak fisik yang wajar, menyediakan banyak waktu untuk menjalin kebersamaan, menunjukkan rasa hormat kepada anggota keluarga lainnya dengan memakai panggilan yang tepat dan memiliki kontak fisik yang sewajarnya, menggambarkan budaya patriarki, mewakili orientasi keluarga, menunjukkan hubungan yang kuat antar anggota keluarga, serta makan malam bersama. Penulis menemukan bahwa representasi budaya kolektivisme tidak hanya terjadi pada aktivitas manusia, tetapi juga pada tiga gambar yang muncul, seperti gambar angsa dan lima anaknya, gambar bus, dan gambar pemandangan desa di bawah pegunungan, serta pada benda yaitu jam.