

Semiotika dalam Lima Iklan Digital Restoran Fast Food di Belanda = Semiotics in Five Digital Advertisements for Fast Food Restaurants in the Netherlands

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Abstrak

Di tengah pandemi Covid-19, beberapa restoran fast food di Belanda melakukan berbagai macam promosi iklan untuk tetap menjaga eksistensi dan meningkatkan penjualan produk terkait dampak krisis korona. McDonald's, Domino's dan KFC mempromosikan restorannya di kanal Youtube mereka dengan konsep iklan yang berbeda-beda untuk menarik pelanggan. Penelitian ini mencoba memaparkan makna yang terdapat di dalam iklan tersebut melalui indeks, ikon, simbol yang muncul. Dalam penelitian ini, digunakan pendekatan kualitatif untuk menganalisis iklan tersebut dengan teori Charles Sanders Peirce. Hasil penelitian ini menunjukkan bahwa unsur indeks, ikon, dan simbol memiliki peran penting dalam membangun makna iklan untuk menekankan pesan positif dan membangun citra perusahaan yang baik. KFC membuat sebuah kampanye dalam iklannya dengan menekankan slogan United by The Bucket yang berarti KFC dapat menyatukan semua orang dari beragam latar belakang dan tidak membedakan kalangan apapun. McDonald's menonjolkan kepeduliannya kepada konsumen dan karyawannya di masa pandemi, sementara Domino's menekankan pesan protokol kesehatan dan dukungannya pada restoran lain.

.....During the Covid-19 pandemic, several fast-food restaurants in the Netherlands launched advertisements to maintain their existence and to increase sales which were affected by the corona crisis. McDonald's, Domino's and KFC promote their restaurants on their Youtube channels with different advertising concepts to attract customers. This research investigates the meaning of the advertisements through the index, icon, and symbol appeared. A qualitative approach was used to analyze the advertisements with Charles Sanders Peirce's theory. The results indicate that index, icon, symbol have an important role in building the meaning of advertising to emphasize positive message and build a good corporate image. KFC made a campaign in its advertisement by emphasizing its slogan United by The Bucket which means KFC can unite all people from various backgrounds and not discriminate against any group. McDonald's is concerned for their consumers and employees during the pandemic, and Domino's emphasizes the message about the health protocol being implemented and its support for other restaurants.