

Bringing Happiness into Family Circles in McDonald's Advertisements

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ABSTRACT

This study was conducted to analyze verbal and visual expressions used in McDonald's video advertisements. In the video advertisement, the writer focuses on how family circles create the idea of happiness through verbal and visual expressions. The writer observed using the multimodality theory by Paltridge (2012) and Gee (2004). The writer used the qualitative content approach in this study. The finding of this study shows that "Togetherness" is the main key to creating the idea of happiness in family circles from McDonald's advertisements. More studies involving other themes and semiotic elements are recommended for further study. The result of this study will show how verbal expressions will reveal the idea of happiness by stating all the keywords. At the same time, visual expressions will reveal how the idea of happiness can be seen with the help of some elements like color scheme, clothes, place, expressions, and gestures.

Keywords: verbal; visual; expressions; family; advertisement; happiness

INTRODUCTION

In this age of globalization, advertisements can be found almost anywhere. An advertisement is a tool marketers use to persuade and influence customers to purchase their products. This advertisement allows business owners to express their ideas and sell them to potential customers. When a company creates a product, the goal is to sell it and make money, but the product must meet the needs of the consumers. The goal of ads is to acquire the consumer's trust in order for them to consume their goods.

An advertisement is a tool marketers use to persuade and influence customers to purchase their products. The goal of ads is to acquire the consumer's trust in order for them to consume their goods. Many advertisements combine video with narratives to introduce the product or brand to potential consumers, making the advertisements more entertaining. This type of video is commonly referred to as a signature story. The fast-food business has been getting high lately, which has led to the culinary competition being known among customers.

The writer chose McDonald's because its name is widespread, especially in Indonesia. In Indonesia, McDonald's outlets will be almost 300 in 2020 (Sutrisno, 2020). Not only in Indonesia but McDonald's is also one of the most well-known fast food brands worldwide. The family circle in McDonald's commercials is fascinating as it reminds us of how important family is to us. This study investigates how McDonald's advertisements construct the meaning of happiness within the family circles to promote its product to prospective customers. The writer attempts to figure out how the messages of happiness in the video advertisements are pictured through visual and verbal expressions.

METHODS

The writer will examine the expressions of happiness through McDonald's food and family gestures using Paltridge's (2012) and Gee's (2001) theory of multimodality. The data for this study are utterances, gestures, expressions, clothes, color, and family as the main characters. Data will be derived from five chosen McDonald's adverts. This study is based on the multimodality theory by Paltridge (2012). The writer will use two tables to enlist both verbal and visual expressions. First of all, the writer watched five McDonald's advertisements. The writer watched the film about three times to fully get the story from the video commercials. Second, the writer created a transcript for each video advertising after re-watching it. Because of the significance of the scenario, the writer took a varying amount of screenshots of the video. The writer concentrated on a family circle and their problems. Following that, the writer re-watched the video after capturing many screenshots to ensure that there were no more key sequences. The writer then used the two theories to evaluate and observe the caption or transcription, place, cloth, color, gesture, and expressions.

FINDINGS AND DISCUSSION

Happiness is about sharing the same food and time with people we care about; therefore, happiness is shown to begin with a family gathering. The author analyzes her data in two sections: the first examines the concept of happiness in the family circle, while the second examines the findings and discussion of the concept in McDonald's video advertising.

A. The Idea of Happiness Being Revealed Through Verbal Expressions

This study used the Paltridge (2012) and Chandler (2007) ideas to investigate multimodal McDonald's video advertisements. By locating the verbal expressions that McDonald's shows in its video advertising focusing on the family circle, the study will show that the connected commercials give the desired message of happiness and warmth of the family circle in the video commercial. In this section, the author will discuss her findings regarding the concept of happiness as portrayed through linguistic expression in five McDonald's advertising. The table, based on table 3.1, and the movie screenshot will show how the data is examined and happiness is disclosed. The outcome will include how the material supports the concept of happiness in a family setting.



(1.3.A) Unforgettable happy moment.

In screenshot 1.3, the narrator states, "*Perjuangan jadi lebih bermakna bersama mereka,*" (Struggle is more meaningful with them). The narrator wants to convey that togetherness is the key to happiness. '*Perjuangan*' (struggle) is something that gives the mom and her daughter a hard time. It is more like an annoying thing to remember, like a past story. Then '*lebih bermakna bersama mereka*' (more meaningful with them) conveys that we do not have to fight

the struggle alone. There will be someone who accompanies us. In that scene, the daughter feels happy with her mom's attendance while eating. Some people do not like eating alone. They struggle to maintain their mood, but with other people's support, they feel like that is the best time ever. To conclude, attention from someone during their hard time is the key to happiness.



(4.5.A) **Stay longer.** *Stay with me through the day.*

The fourth McDonald's commercial has a song for the entire video. The video is about a big brother who has not come home for a long time and finally got time to spend with his little sister. Sadly, one day is not enough. The song is like, "Stay with me through the day." In scene 4.5.A the piece represents how they need each other to accompany. The story takes one day, so the little girl needs her brother to stay through the day, not days. In a different meaning, the song with the scene picture about twenty-four hours a day is not enough 'I need you to stay longer. That is why a butterfly sticker covers the father's watch. Like the other McDonald's commercial, happiness in this video is about togetherness. Another joy in this video is the unlimited time spent with family members.



(4.6.A) **Time spending.**

In the fourth video, the narrator says, "*Wujudkan momen yang terlewat.*" (Make Missed Moments Happen). People in general, love to spend their time wisely, the same is true for this little girl in scene 4.6.A. She does not want to waste time without her brother. As we can see from the scene, they are realizing their dream, which is together. In other words, as a busy family, they are not spending time together. That is why they try to make their missed moments happen at that time by eating together. While they spend their time together, they feel happy. In the end, the idea of happiness is about togetherness.

To wrap up, in this section, words turn into expressions of ideas. The idea of happiness from a McDonald's video commercial is revealed by the word 'Togetherness'.

B. The Idea of Happiness Being Revealed Through Visual Expressions

This part will go over the writer's discovery of happiness as represented orally and visually in five McDonald's commercials. Paltridge's (2012) idea is employed in this study to evaluate multimodals in a McDonald's video promo. The study will demonstrate that the associated

advertisements give the desired message of happiness and warmth of the family circle in the video commercial by identifying the visual expressions that McDonald's depicts in its video advertising emphasize the family circle. The conclusion discusses how context, clothes, colors, gestures, and facial expressions all contribute to the concept of pleasure in the context of a family.



(2.1.A) **Waiting for father.**



(2.2.B) **Family ritual.**

In 2.1.B, we can see only five people in the scene, which means they are missing one figure, the father. The confused little girl asks her family member about her father's appearance. Their expressions are like they do not know where the father is. In the next scene, 2.2.B, we can see the complete version where the father has already come. When the family is whole, they look happy. The smile on the family member's face with warm tone color makes the scene look so delighted and heartwarming. Not only that, we can also see that they are happy to be a complete family and praying for it together. The clothes they wear in this scene create 'home' feelings. They are worn not too fancy or extra, a simple t-shirt or polo shirt with warm tone color. This scene represents the idea of happiness, gathering with complete family members.

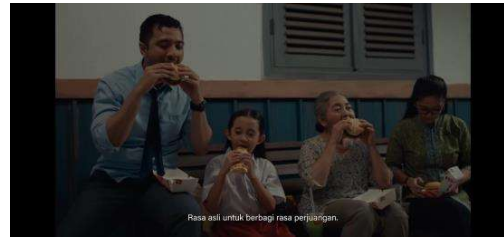
(3.1.B) **Forgiveness.**

(3.4.B) **Precious things.**

The third video commercial (3.1) is about a precious thing. In the video, the grandma has a



memorable plane from her kid or the kid's dad. One day the kid accidentally played with it and broke it. To make up, in scene 3.1.B, he points to the food on his grandma's lap as his favorite food the way he apologizes. After that, his grandma gives him her plane, and they finally eat together, as seen in the 3.4.B scene. In this story, a precious thing that both grandma and kid have is each other. Even though they are from different generations, which means they have different opinions and points of view, they still have the same idea of how to make each other happy. They willingly give each other their precious things like food and planes. The outfit they used awakened a home-like feel, especially the clothes with warm and cool tones. The color scheme in the 3.1.B friendly, but warm and cool tones mixed when in is 3.4.B scene. The mixed color of tone can be interpreted as mixed emotion. The kid looks happy while giving the food, while grandma seems happy to receive. The idea of happiness in this video is about sacrifice.

(5.1.B) **Busy.** In the morning, to start the(5.1.B) **Busy.**(5.3.B) **Accompany.**(5.4.A) **Relieved.**(5.8.A) **Late feast.**

In the fifth video, the story is about a busy day, where everyone has their own business to take care of. The girl has to go to school, the mother and father have to work, and the grandma has to make sure everyone is ok. Because of the busy day, the father was late to pick up his daughter. The girl is waiting while drawing scene 5.1.B, because she knows that her father is working hard for her and family. The grandma and mom finally come to pick her up in scene 5.3.B, but they refuse to leave. Family must be together after all, that is what the family thinks. In the scene 5.4.A the father comes and 5.8.B they eat happily in the school together.

In this scene we can see from the start it uses a cool tone (bluish color). The atmosphere that build is like sad, because they cannot spend their time for nothing or family time. In the last scene, the bluish color means that they are relieved after a long day when they finally get back together at night time. The outfit they wore show us that they do not have time to go back home, they do not want to waste their time to eat together first in order to create happy family. That is why we see they are still wearing uniform and work outfit while eating. The place shows that they have to take a rest, so it does not matter if it is the daughter's school. Eating while family gathering after work makes food more delicious. In summary, togetherness is the main idea of happiness.

CONCLUSION

This study is about how the idea of happiness in a family circle is revealed through verbal and visual expressions in McDonald's video advertisements. The writer used the theory of multimodality from Paltridge (2012) to analyze verbal (word, caption, or song lyric) and visual (image, gesture, expressions, object) elements of semiotic resources. Furthermore, words turn into expressions of ideas. The idea of happiness from a McDonald's video commercial is revealed verbally by the word 'Togetherness'. The place can be anywhere but mostly home to build more warm happiness. The color scheme McDonald's uses to construct the mood depends on the story.

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