

## **A Critical Analysis in McDonald's X BTS "THE BTS MEAL" Advertisements: A Multimodal Perspective**

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### **Abstrak**

Penelitian kualitatif ini bertujuan untuk menyelidiki elemen visual dan linguistik serta interaksinya yang diberikan dalam iklan makanan. Lima iklan terpilih terkait dengan McDonald's X BTS "THE BTS MEAL" dikumpulkan secara online dan dianalisis dengan menggunakan teori dari Cheong (2004) tentang Generic Structure Potential dan teori Visual Grammar yang dikemukakan oleh Kress dan Van Leeuwen (2006). Dari hasil penelitian diperoleh Lead, Display, dan Emblem merupakan elemen visual yang ada pada iklan, bersama dengan Primary Announcement, Secondary Announcement, Enhancer, dan Tag untuk elemen linguistik. Interaksi yang ditemukan dalam penelitian ini adalah Representation, Engagement, dan Processes. Representation disajikan tentang bagaimana BTS adalah sebuah model, dan warna adalah salah satu elemen visual yang memainkan peran penting dalam pembuatan makna. Dalam engagement ditunjukkan bagaimana pengiklan menarik perhatian pembeli potensial dengan menggunakan modalitas, tatapan, dan jarak sosial. Penempatan anggota BTS di bagian tengah yang sama dengan produk yang diiklankan sehingga memberikan nilai produk dan model yang setara dalam bentuk yang sama. Interaksi antara elemen-elemen tersebut dibuktikan dengan bagaimana semua aspek berkontribusi untuk meninggalkan kesan yang lebih besar terhadap audiens yang dituju dari produk BTS Meal.

**Kata Kunci:** BTS, BTS Meal, Iklan Makanan, McDonald's, Analisis Multimodal

### **Abstract**

This qualitative study aims to investigate the visual and linguistic elements and their interplay given in food advertisements. Five selected advertisements related to McDonald's X BTS "THE BTS MEAL" were collected online and analysed by using theory from Cheong (2004) on Generic Structure Potential and Visual Grammar theory proposed by Kress and Van Leeuwen (2006). From the research results obtained, Lead, Display, and Emblem are the visual elements existed in the advertisements, along with the Primary Announcement, Secondary Announcement, Enhancer, and Tag for linguistic elements. The interplays found in the study are representations, engagements, and processes. A representation is presented of how BTS is a model, and colour is one of the visual elements that play important part in meaning-making. In engagement, it is shown how the advertisers attract the attention of potential buyers by using modality, gaze, and the social distance. Placement of the BTS members in the same central part as the advertised products thereby provides an equal value of products and models in the same form. The interplay between those elements are evidenced of how all aspects contribute to leaving a greater impression towards the intended audience of the BTS Meal products.

**Keywords:** BTS, BTS Meal, Food Advertisement, McDonald's, Multimodal Analysis.

## **1. INTRODUCTION**

Advertising becomes an essential element that allows companies to spread the message and expect trust in return from the promotion, so that they can use that trust for their audience to consume their products. In achieving

this goal, discourse construction elements are needed. Discourse construction is given in various ways, including discourse construction by involving their idols. The visual images and verbal language are used in advertisements to convey messages. The multimodal semiotic resources provided in advertisements become a

strong element that makes their target buyers, namely fans, to buy the advertised goods.

The BTS Meal is a collaboration menu sold at McDonald's that includes the world's idol, BTS, as a model in the advertisement. The menu that includes ten pieces of Chicken McNuggets, medium Coke, Sweet Chilli Sauce, medium fries, and South Korean McDonald's Cajun dipping sauce. The BTS Meal was released on May 26, 2021 to June 20, 2021 in select countries in Asia, America, Africa, Australia, and Europe which eventually reached a total of fifty countries. With BTS being the advertising model, McDonald's produced many new advertisements used to promote the new menu of the BTS x McDonald collaboration, which provides a purple-themed menu which is the symbolic colour of the BTS fanbase.

In the middle of 2021, "THE BTS MEAL" advertisement attracted a lot of attention and was quite viral. It is not because the ad is starring BTS, since not all ads starring BTS are viral, OTTOGI Jin Ramen, the instant noodle ad starring BTS member Jin, for instance. Even though BTS member Jin starred the ad, yet it did not attract a lot of attention, since it is known that the ramen contains pork, which is haram or prohibited for Muslim. Nor because of McDonald's popularity as an American multinational fast-food corporation. Back then, McDonald's also collaborated with many other celebrities to promote their products and reach a much wider audience worldwide. Some examples of other celebrity collaboration meals given by McDonald's are J Balvin, Travis Scott, and Saweetie. However, the collaborations was not as viral as "THE BTS MEAL". It can be concluded that 'popularity' is not enough to attract a lot of attention from the audience. It must be other factors or elements that can drag a lot of attention from the audience.

BTS is an idol group originating from South Korea consisting of RM (Kim Namjoon), Kim Seokjin, Suga (Min Yoongi), J-Hope (Jung Hoseok), Park Jimin, V (Kim Taehyung) dan Jeon Jung Kook had made a huge impact on the South Korean music industry in recent times. They have endured the years by breaking 18 Guinness World Records and taking home many awards, indicating their great role as world idols. BTS is from Big Hit Music which was rebranded to Hybe Corporation from South Korea. After its success, BTS has also become an idol with a brand that collaborates heavily on many promotional advertisements, some of the most famous of which are Seoul x BTS in 2017 until 2021, PUMA x BTS in 2015 and 2018, Fila x BTS in 2019 and 2020, COCA COLA x BTS in 2018 and 2019, DIOR x BTS in 2019, Lemona x BTS in 2020, Hyundai x BTS in 2018 and 2019, SAMSUNG GALAXY x BTS in 2020

and 2022, DOWNY x BTS in 2019, Louis Vuitton x BTS in 2021 so on and so forth, showing how BTS has become a brand that has attracted a lot of attention from advertisers because of its popularity. Its huge fandom, brought McDonald's attention to the phenomenon and brought BTS as one of the brands they work with. THE BTS MEAL package includes Cajun sauce as one of the additions to its menu, which is a sauce originating from South Korea's McDonald's to give a message of where BTS is from. In the BTS meal advertisement, complex meanings are presented, which causes the delivery of the food not only in the form of text, but also in visual means.

Multimodal analysis is a type of analysis that uses techniques or tools that take into account more than one mode of discourse in it, considering that there have been many combinations of tools in text to convey messages. Semiotic sources have many meaning-making processes that use more than one tool to project the meaning carried out by designers from advertisements so that they make the advertisements attractive and are used by them to gain trust and consume products. Many forms of communication and models provided by multimodal communication are divided into digital, musical, spatial and visual (Halliday, 1985; Ventola & Guijarro, 2009; Kress, 2011). There is a division of the sign system given within a source, each of which is combined to provide a meaning that is understood and recognized by the social collective. Multimodal analysis, hence the name, is a form of analysis that uses more than one collaborative mode of communication to find the meaning contained in a source whose meaning is not only compared using verbal activities, but also, sometimes, by using sound and visual images (Kress, 2011).

Systemic Functional Multimodal Discourse Analysis (SF-MDA) was first introduced by O'Halloran (2008) is a discourse analysis that uses theory and practice by including meanings that arise in data sources. O'Halloran (2008) mention that the data sources used are data sources that have semiotic elements in them which are sourced from written, electronic or printed texts or from real life. O'Halloran (2008) states that multimodal discourse analysis is a type of discourse that is used by including language and visual images in analysing his work. Thus, it involves visual forms and linguistic elements as well. That makes multimodality a study that collaborates several modes of communication to then construct the meaning that advertisers want to convey (Skyer, 2016). It can be seen that multimodality also involves understanding and analysing the relationship between visual and verbal elements in a unified view. According to O'Halloran (2008), the most important and first of his analyses of multimodal discourse is to

integrate systemic functional linguistics in it, so that it can be used to analyse the 'lyric' and the given visual context, for example, if it is an image or video, because each is a form and system of communication. He also emphasized that, a systematic approach is given to visual literacy and the existence of dominance in verbal communication modes is an element that is challenged by the visual model as a non-verbal mode in a data source that is or takes into account the meaning in it. Skyer (2016) add that several types of interactions given in the multimodal analysis include: cinematographic interactions (frame size and camera angle), kinetic feature interactions (movement, posture and gaze, and spoken language).

According to Kress and Van Leeuwen (2006), there are three levels of meaning given in an image when performing multimodal text analysis, each of which is as follows: representational (the existence of two elements: processes and participants), compositional (composition given to visual elements), and interpersonal (shown or existing relationship between writer-reader).

Representational meaning is how the analyser tries to get a given representation of reality from the types of processes, participants and circumstances in the visualization (Kress & Van Leeuwen, 2006). Compositional meaning is a meaning in which the interpreter includes and packs interpersonal and ideational meanings so that it allows the interpreter to be understood by many people (Kress & Van Leeuwen, 2006) which is different from textual meaning which focuses on the interpreter sensibly taking into account the context of how he or she is trying to communicate that meaning. Interactive meaning is a type that includes meaning that can be found in the relationship shown by the viewer and the text. It includes the way in which the interpreter tries to exchange the value of one element for another and allows solidarity and power to have a constructed relationship (Kress & Van Leeuwen, 2006).

Verbal text and visualization given in a print advertisement is a deliberate act because they are meant to be collaborated so that meaning can be created in it. Hasan in Cheong (2004) states that print advertising has a general structure which is stated as: Capture^Focus^Justification. It is known as a structure that allows components and each one to be defined which is brought about by almost all advertisements that include verbal text and visualizations in it. Cheong (2004) mentions that the structure mentioned by Hasan is a structure that still needs to be improved, especially regarding the relationship between verbal texts and visualization in advertisements. Advertising has a structure that is divided into two types: the Visual and the Linguistic; where, the visual part is divided into three

types: the Lead, the Display and the Emblem. The linguistic part is divided into Announcement, Enhancer, Tag and Call-and-Visit Information.

The Lead is the visual element represented by a print ad. It includes the most extraordinary items given by an ad. It plays an important role in print advertising and is what catches the reader's attention. Cheong (2004) (2004) divides each type into: the Locus of Attention (LoA) and Complement to the Locus of Attention (Comp. LoA). The first type is the Locus of Attention (LoA) which is used as the most obvious part. Complementary Locus of Attention (Comp.LoA), on the other hand, is the item that forms the background of the LoA and is part of the support or complement of the LoA. The Display is part of the product that is given in an explicit and tangible form. It includes images that are divided into 4 types which are classified as follows: Explicit, Implicit, Congruent, and Incongruent or Metaphorical. Nugroho (2009) states that display becomes an explicit part when the product shown in the advertisement is a tangible product or can be seen. The Emblem is a logo shown by advertisements which generally come from the company. It can also be shown in their product form (Cheong, 2004). Emblem becomes a type that gives status to a product and has an independent position in an advertisement. Emblem is mentioned as a mandatory aspect given in a print advertisement. It is implemented to give identity on the product and knowing who or what company the product belongs to.

Halliday (1985) states that the context of the situation in the analysis of a text or semiotic source is how it relates to the social processes of the actual environment. This explains how the register becomes a language variation that exists in a social society. It relates to speech, language variations and how to identify them. There are three variables assigned by the register: field, mode and tenor. The field is what is going on, the tenor is about who is taking part and the mode is the language in which it is used. It can be seen that each of them can provide information about who, what topic and what kind of language is used. In the concept of metafunction, Halliday (1985) specifically divides it into the ideational metafunction, the interpersonal metafunction and the textual metafunction.

In analysing the advertisement, this study employs Multimodal Analysis. There are several previous studies that have included Multimodal Analysis in their research. Rosa (2014) investigated the use of multimodal resources in Sunsilk Nutrien Shampoo, as well as how those resources were integrated in the meaning-making process of a good advertisement using five resources. Suprakrisno (2015) performed multimodal analysis to study Indomie, a well-known instant noodle in Indonesia.

The study discussed how linguistics, visual, audio, gestural, and spatial aspects were used in advertisements. Juliana and Arafah (2018) uses systemic functional linguistic approach to analysed Tolak Angin Sidomuncul advertisements. The results showed that the use of multimodal elements in Tolak Angin Sidomuncul Ads are interconnected each other to convey the meaning and message which aims to attract the attention of audience to buy Tolak Angin Sidomuncul products. Kuswandini (2018) uses multimodal to examined the advertisements for three well-known cars. The results showed that an advertisement's distinctiveness and best concept help to convey its message and accurately represent its items. Amatullah et al. (2019) uses multimodal to analysed beauty product advertisements. The result shows that the ads' verbal and visual elements work together harmoniously to convey a complete message to the viewer. Harti (2019) uses SF-MDA to research perfume advertisements that include masculinity in it, so that visual and linguistic analysis focuses on that. Another study is Chasanah (2020) which includes cigarette advertisements in it. Ruswardiningsih and Djohan (2020) employed multimodal discourse analysis to analysed AQUA advertisement starring Raisa. The result shows that the AQUA advertisement has a multimodal semiotic system that includes linguistic, visual, audio, gestural, and spatial features. Dania and Sari (2020) examined a commercial video on Geprek Bensu's Instagram account using multimodal analysis. The analysis discovered that the video contained and integrated all of five semiotic systems; linguistics, visual, audio, gestural, and spatial. All of the multimodal resources employed in the video contributes to the overall meaning and reinforces the overall mood. Sonia and Harti (2022) also performed multimodal discourse analysis to investigated the ideational and representational meaning in Kim Jong-Hyun's suicide report from South Korea and United Kingdom's online articles.

Among these previous studies, there has been no previous research that has included idols. Specifically for promotional food advertisements provide visual and textual meanings that might give strong meaning to their fans, by looking at what elements or components such as colour, logo, etc that are involved in the advertisement, either implicitly or explicitly. Thus, the researchers are interested in using BTS Meal as a data source by including visual and linguistic elements in it.

Based on the phenomena that have been described regarding BTS collaboration with McDonald's, researchers are interested in conducting further corpus-based research by analysing visual and linguistic elements as well as the interactions between them which

are classified into two problem formulations which are divided as follows:

1. What visual and linguistic elements are employed in the selected "THE BTS MEAL" advertisements?
2. How does the interplay between linguistic and visual elements create a coherent meaning-making system in the advertisement?

## **METHOD**

This study includes qualitative research methods as research methods, by describing and analysing qualitative data. According to in Ningsih et al. (2014), a qualitative method is a method used to analyse data that does not have statistical elements in it and is a non-experimental method, which means that the analysis carried out is based on interpretive analysis. In using the interpretive method, the researchers carries out the process of interpreting the data after the data has been collected and analysed so that, from there, the researchers can draw a conclusion that can be given to their research (Kress & Van Leeuwen, 2002). This research uses a qualitative method which begins with several processes, including: collecting data from advertisements, analysing data from advertisements, collecting information and interpreting data. The data used in this study were taken from the linguistic and visual elements in the five selected advertisements related to McDonald's X BTS "THE BTS MEAL" published around May to June in 2021 during the promotion period. Thus, qualitative methods can be used to analyse qualitative data as well, namely verbal language and non-verbal language in advertisements. This qualitative descriptive method will be given under two points of evaluation, including 1) the employment of visual and linguistic elements, and 2) the interplay between the elements in creating a coherent meaning-making system in the advertisement.

The researchers collected data from McDonald's official social media accounts from several countries and analysed using the theory from Cheong (2004) about Generic Structure Potential and Visual Grammar theory proposed by Kress and Van Leeuwen (2006). The ads come from several countries namely Malaysia, Indonesia, the United States of America, Mexico, and India, where McDonald's X BTS "THE BTS MEAL" was being distributed. The selected ads were taken to investigate the performance and delivery of the meaning of each ad tailored to the country's context. Some advertisements also include the language of each country from which the advertisements originate, so that it can be seen the difference in the use of language in advertisements which becomes an interesting element to analyse and know its

meaning. Following is a list of where each ad source were taken from:

1. mcdonaldsmalaysia (Instagram)  
<https://www.instagram.com/p/CPcHhcgqJU/>
2. ThePhrase.id (online news portal)  
<https://thephrase.id/bts-meal-naikkan-penjualan-mcdonalds-hingga-rp-85-4-triliun/>
3. mcdonalds (Instagram)  
<https://www.instagram.com/p/CN2TSkipzou/>
4. Pinterest  
<https://id.pinterest.com/pin/102245854030410779/>
5. mcdonalds\_india (Instagram)  
<https://www.instagram.com/p/CQqN8Glr0Ug/>

## RESULT AND DISCUSSION

To find out the answer to the research questions, this study used multimodal system proposed by Cheong (2004) about Generic Structure Potential and Visual Grammar theory proposed by Kress and Van Leeuwen (2006) in analysing McDonald's X BTS "THE BTS MEAL" advertisements. Details on the analysis of the ads can be found in appendices.

### 1. Visual and Linguistics Elements in the Advertisements

#### 1.1 Visual Elements

Following Cheong's classification of visual elements (2004), the generic structure potential of print advertisement is composed by Lead, Display, and Emblem. From the five advertisements, Lead, Display and Emblem are found, each of which is an element of the visualization given.

#### Lead

In advertisements 1 and 5, the Lead is shown from the BTS Meal picture which shows Coca Cola, french fries, chicken McNuggets, and Cajun sauce which are each food and drink that will be obtained if the target market or consumer orders a BTS Meal. It is rendered as the largest image in the ad and it is positioned where it has the largest size as well as takes up almost all the space of the ad, indicating that it is the main point and main purpose of the visualization of all ads. This is one of the requirements of a Lead in ad. In the ad, it shows how the Lead is located in the middle of the advertisement showing how it is the most important, central and related to the main meaning that the advertisers expect to convey to the audience. It can be concluded that the product from BTS Meal becomes the Lead as well as the main actor in the advertisement, indicating that the promotional advertisement is in fact dedicated to advertising the Lead. It is also rendered in shades of red which stand out in

stark contrast to the back colour which is purple. Red is McDonald's signature colour and purple is BTS's fandom colour.

In advertisement 2, the Lead is the entire BTS member where they spend almost the entire frame filled with their being. However, the most obvious lead is RM, who is the leader as well as the middle member who is an English speaker which makes him a member who is placed at the very centre and gives leads to other members and consumers to buy BTS Meal. He is the lead of all the BTS members and how his position in the middle makes him the most attention-grabbing member and plays an important role in advertisements.

In advertisement 3, the Lead is shown from a cut from french fries which indicates the 'M' logo on one side and the BTS logo on the other. That explains the collaboration given to McDonald and BTS. It is shown from how the french fries to indicate the logo is located in the middle of the advertisement and takes up almost a large part of the advertisement in its placement and size, thus making french fries as the logo of each company to be the Lead in the advertisement shown by the company.

In advertisement 4, the Lead is shown from the cartoon of french fries. The cartoon from french fries is given in the middle of the advertisement and becomes the centre of attention, indicating that it is the main actor in the advertisement. It is rendered in red which is the symbolic colour of McDonald's and a contrasting colour when compared to the purple background which is the fandom colour of BTS. Each colour is given as a representation of each brand and the colours are known to be used in the many products of each brand and the distinctive colours of each brand.

#### Display

In advertisements 1 and 4, the effect given is that those who order BTS Meal will get Cajun Sauce which is a signature sauce from McDonald's South Korea, the place or country where BTS comes from and makes customers feel the typical South Korean sauce that usually can only be found in South Korean McDonald's restaurant. The sauce is given in the margin of the advertisement, which implies that it is a complementary part of the advertisement and also a package of BTS Meal.

#### Emblem

In advertisement 1, the emblem is shown from the large 'M' logo plastered on the french fries package which is one of the foods in the BTS Meal package. The logo is not given separately, but embedded into the product, to explain explicitly that these products belong to McDonald's.

In advertisement 2, the emblem is shown on the back and is barely visible. It is presented as the ‘M’ logo which comes from the word McDonald where it is shown like when someone walks into a McDonald’s restaurant and they can see the logo on the glass of the restaurant. This part of the logo is given in an implicit form by the company, but it is ensured to be visible and able to give a sign that it is an advertisement originating from their company.

In advertisement 3, the emblem is shown of how the BTS logo and McDonald’s logo are presented at the bottom of the Lead. It indicates an explanation of the logo on the left which is the logo for BTS in the form of french fries and the logo on the right which is the logo for McDonald’s in the form of french fries. The logo is given directly, centred, explicitly and includes both logos of both companies or brands. It is rendered in its own distinctive form and stands alone as a logo, not placed in the product section or integrated into the product, making it different from some of the previous advertisements.

In advertisement 4, the emblem is shown from how the BTS logo and McDonald’s logo are given side by side on the french fries product. Each logo is given as a symbol of the product, and it is given as one part of the product rather than given separately. The logo section also indicates that the product is the property of BTS and McDonald’s, where they collaborated on the release of the product in which french fries became a product.

In advertisement 5, the emblem is shown at the top right corner of the ad. It became a common logo placement used by companies including what was found in advertisements in this study. In the ad, the logo given is the logo of the BTS brand which is a symbol of their fandom and the McDonald’s logo which is given with the letter ‘M’ accompanied by the words McDelivery. Each logo is aligned to indicate that the product is issued by two companies or two brands that are collaborating. In this case, the logo is also given on the body of the product, but it is more formal given the two shown at the end of the ad.

## 1.2 Linguistics Elements

Based on Cheong’s classification of linguistic elements (2004), the generic structure potential of print advertisement is composed by Announcement, Enhancer, Tag and Call-and-Visit Information. However, Call-and-Visit Information element is absent in all advertisements.

### Announcement

The announcement in this study can be seen on advertisements 1 and 5 that published in Malaysia and India. There are two types of Announcement: Primary and Secondary Announcements.

**Table 1**

<i>Limited Time Collab:</i>	<i>The BTS Meal</i>
Circumstances	Actor

The primary announcement consists of the phrases in the big front, as well as the surrounding words or phrases that form and unite. There are two clauses shown in the primary announcement in advertisement 1, which are divided into: circumstances and actors. In the circumstances section, it describes the ad’s state, in which case the “Limited Time Collab” explains that the ad and the collaboration are in a state where they are limited and temporary. It focuses on the word ‘limited’ to emphasize it. The second is the actor part which is “The BTS Meal” that can be seen on advertisement 5 as well. This shows that The BTS Meal is the main subject in the ad and is what the ad is selling. It became a primary announcement indicating that the main message to be conveyed in linguistic form was presented in the form of the actor directly, namely The BTS Meal. It is the main subject and becomes the basis of the advertisement, showing the greatest power announcement compared to other linguistic elements.

**Table 2**

<i>New Sweet Chilli Cajun Sauce</i>
Actor

The secondary announcement, as seen on advertisement 1, has an interpersonal meaning, and the phrase is shorter than primary announcement. In this case, the secondary announcement becomes a supporting actor, which is shown in the “New Sweet Chilli Cajun Sauce” section which indicates that, when consumers get or consume the BTS Meal, they will also get New Sweet Chilli Cajun Sauce which is a typical South Korean sauce. New Sweet Chilli Cajun Sauce plays an actor in the announcement. It can be concluded that both primary and secondary announcements include actors in their advertisements to emphasize the main purpose in the ad.

**Table 3**

<i>Use</i>	<i>Code GOFREE</i>	<i>For Free Delivery</i>
Material Process	Actor	Circumstances

In advertisement 5, three clauses are given which indicate the message to be conveyed in each role. “Use” becomes a material process that shows that that is what consumers should do. In this case, “Code GOFREE” becomes the

actor in the secondary announcement which is the actor of what consumers should use. The last is the circumstances that indicate under what conditions the actor can be used in the material process. The condition given in the Circumstances section is “For Free Delivery” which means that the code given as actor used as a material process can be used for free delivery.

### Enhancer

Enhancer is a word or phrase that contains persuasive and is the most powerful in marketing a product or service.

**Table 4**

<i>Products shown as</i>	<i>for illustration purposes only</i>
Actor	Circumstances

In advertisement 1, it is shown that the enhancer is introduced from how the actor i.e. “products shown” provides circumstances that require him to be “for illustration purposes only” providing a situation to ensure that the target audience of the ad does not get misunderstood because they do not get all the products in the form which is most exactly the same as the picture shown. The actor in the ad is a product shown which means that it refers to the BTS Meal and the circumstances are that it may be different because it's intended for advertising purposes only than it actually looks like that.

### Tag

The tag is printed in a small font that does not appear grammatically and is usually recognised as non-finite.

**Table 5**

<i>DIJAMIN HALAL</i>
Circumstances

In advertisement 1, there is a tag that says “DIJAMIN HALAL” which describes the circumstances given to the product. “Dijamin halal” in English is referred to as “Guaranteed Halal” which explains that the product is free from raw materials that are prohibited in Islam, considering that the advertisement was obtained from McDonald's Instagram which is specifically for Malaysia which is a country where almost the entire population is Muslim. Cajun sauce is a popular dipping sauce among South Koreans. It is originally made from White Wine which contains alcohol and it is prohibited for Muslims. However, the Cajun sauce in BTS Meal has been adjusted to make it halal. This indicates that advertisers have great respect for Muslims. Even though BTS, the model in this advertisement, is non-Muslim and

McDonald's is not a company that produces explicitly halal fast food, yet they still use ingredients that are safe for consumption by people from various religious backgrounds. This is done solely out of respect for Muslims and Hindus so that they can also enjoy this special limited edition meal. This is why the tag is needed to ensure the condition of the product, explaining that the product has a state where it can be confirmed halal. The advertiser stick to use in Malay instead of English to represents the country from which the ad was published since Malaysia's first language is Malay.

**Table 6**

<i>Get</i>	<i>The BTS Meal</i>	<i>At McDonald's</i>
Material Process	Actor	Location

In advertisement 2, a tag is shown of how RM as the lead of the ad mentions the tag to invite consumers or the target audience to buy or carry out consumption activities from the BTS Meal. “Get” becomes a material process because it is something that must be done or an action that must be given to the audience. “The BTS Meal” acts as an actor in the tag which is what the audience should be getting. The last is the location where it shows “at McDonald's” explaining explicitly that the location from where the BTS Meal can be obtained is to buy it at McDonald's as a sales location.

**Table 7**

<i>Meal</i>	<i>at ₹350</i>
Actor	Circumstances

In advertisement 5, a tag is shown which refers to the price given to the BTS Meal. In the tag, it is known that there is an actor shown, namely “Meal” which is the main actor in the ad and plays the main role in the ad. In addition, there are circumstances given to the actor which he can receive by paying 350 which indicates that, a person with the condition to have ₹350 money, then they can purchase the BTS Meal package shown in the ad to be enjoyed or consumed. The advertiser stick to use in Indian Rupee instead of Dollar to represents the country from which the ad was published since Indian's currency is Rupee.

## 2. The Interplay between Elements in the Advertisements

In this section, an explanation of the interplay that exist between the linguistic elements and verbal elements given in the advertisement is given. The interactions given in the two elements are classified into three parts:

representations, engagements, and compositions that are reflected in the advertisement.

### **Representations**

Representation includes an ideational metafunction in a text that is multimodal. It relates to the *participants*, *process* and *circumstances* in the roles each of them assigns in an advertisement. In an advertisement given to food, namely BTS Meal, it is shown how each product or food obtained in the package is described in a tantalizing, attractive, and brightly coloured form and image (in all selected advertisements). It is even made in the form of colours that are symbols of each brand, where the background is given in purple and products from McDonald's are given in red (advertisements 1, 4, 5). Most of the products are supplied in a form similar to the product found in the package. The advertisers provide symbolic processes in representing the visual elements given in the advertisement. It shows how the participant in the advertisement defines himself and identifies himself. The male model given in one of the advertisements (advertisement 2) represents a brand that collaborates with McDonald's, namely they are members of BTS. The advertised product, on the other hand, is Carrier, namely the "BTS Meal" where many male models, namely BTS members, project the value or identity of the BTS Meal that comes from them.

In addition, the Processes material is also shown in various advertisements where it is reflected in how the actor is an important part in each advertisement where it refers to the products sold in the advertisement which is the effect of where they like BTS by buying the product, namely BTS Meal. It can be concluded that the visual image given by the product represents the symbol given in the form of colour and from the model given in the advertisement, namely BTS members to advertise BTS Meal. The advertisements actively represent the collaboration as obtainable through various offers. For example through a discount code provided or the price mentioned in advertisement 5. Yet, they also brand themselves as exclusive as they make use of the expression "limited" in the advertisement. This indicates that the given model describes the identity of a given brand which is of great concern which shows how the identity of the brand provides greater advertising value.

### **Engagements**

The advertisers attract the attention of buyers by using *modality*, *gaze* and *the social distance*. In using this modality, the visual elements show red and purple to represent the symbol of each brand and catch the eye with bright contrasting colours. The advertisers strive to provide personal and intimate communication to ensure

that consumers are emotionally touched as seen in how McDonald's changed its identity by switching the red colour, which is McDonald's signature colour, to purple for the sake of collaboration with BTS. The colour red is a reference to the symbolic colour of McDonald's. On the other hand, purple is the colour symbol for the BTS brand. It is shown in almost all advertisements (advertisements 1, 4, 5). In other advertisements, it is shown in the form of giving the yellow colour given in the 'M' logo i.e. the McDonald's logo which is where it is given in showing the logo, providing a contrasting colour as well. In advertisement 3, it is shown that the yellow colour is not in the logo, but in the picture of french fries. It gives the BTS fandom logo which symbolises the colour of the 'M' logo, which is yellow. It is also the yellow colour of the M logo. On the other hand, in the linguistic element, it is given an element of modality which is quite a bit so that it provides an element without coercion so that it can provide communication in a more informal and personal form. It will provide the target market or consumers and the model of BTS Meal as if they are connected and communicate directly, where BTS and McDonald's provide communication to buy products and consumers understand it. This will provide an affirmative concept to the audience to buy the product.

### **Compositions**

Compositions are elements which relate to the layout, position, salience and information value provided in the advertisement. It indicates the placement of the information in the multimodal text, especially in the placement given in the middle position. In advertisements, most of the BTS Meal products become symbolic attributes where they provide a direct demonstration of the value of the product (advertisements 1, 3, 4, 5). On the other hand, BTS members as models are also positioned in the middle where it carries the value of the product or the identity of the product where the product comes from them as world idols. This shows that the central position is a position that is the main concern in an advertisement. In addition, the ad also provides a contrasting colour of the product that is placed in the middle which makes the red colour of the product contrast from the background where it is rendered in purple. In this case, it shows how the advertisers deliver the product in its positioning and the colour play shows that it is intentionally providing the product value and attractiveness of the given product to the reader. In advertisements 1, 3, 4, and 5, the BTS Meal product is shown which is placed in the middle in its position. It also relates to the positioning of the BTS and McDonald's logos as seen in advertisements 3 and 4, where the BTS logo is in the left side while the



McDonald's logo is in the right side. This indicates that the advertiser implicitly tells the audience that the BTS logo on the left side refers to the french fries as a given menu. In contrast, the McDonald's logo on the right side refers to the Sweet Chili Sauce and Cajun Sauce as new menu in McDonald's. On the other hand, the positioning logos in advertisement 5, shows how the advertiser implicitly tells the reader that the positioning of the McDonald's logo on the left side refers to the tagline "McDelivery" at the bottom of the "M" logo as given services by McDonald's. In contrast, the positioning of the BTS logo on the right side refers to the collaboration menu which is "THE BTS MEAL" as a new menu in McDonald's. It indicates that McDonald's as a well-known brand wants to introduce the collaboration menu with BTS as a new commodity to the audience. In advertisement 2, BTS members are shown who are placed in the same central part, thereby providing an equal value of products and models in the same form.

## CONCLUSION AND SUGGESTION

### Conclusion

From the research results obtained, Lead, Display and Emblem are the visual elements existed in the advertisements, along with the Primary Announcement, Secondary Announcement, Enhancer, and Tag for linguistic elements. Of the five ads analysed, it can be concluded that, from all the visual elements found, the Lead and the Emblem were the most frequently found visual elements in the study and the Display was the least found in the study. The Lead can be found in all advertisements, indicating that the Lead is divided into the BTS Meal product and the BTS group itself. In addition, the Emblem is also a part that is quite often found in research findings. On the other hand, of all the linguistic elements found, the Tag was the most found linguistic element, and the Enhancer was the least found. Meanwhile, the interplays found in the study are representations, engagements, and processes through the BTS as the model, representing the brand's identity. In engagement, it is shown how the advertisers attract the attention of buyers by using modality, gaze, and social distance. The advertisers strive to provide personal and intimate communication to ensure that consumers are emotionally touched. The process whereby BTS members are shown in the same central part provides an equal value of products and models in the same form. This shows that the central position is a position that is the main concern in an advertisement. Furthermore, the interplay between those elements are evidenced of how all aspects contribute to leaving a greater impression towards the intended audience of the BTS Meal product.

### Suggestion

Further, this study is expected to be helpful and useful for people interested in the analysis of Linguistics field, especially Multimodal Analysis in researching an advertisement that contains visual and linguistic elements in it, and the data may be used as a reference for future studies.

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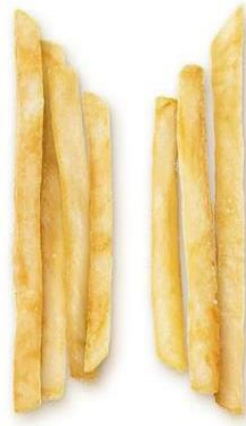
## APPENDICES



Advertisement 1 (source: <https://www.instagram.com/p/CPcHhcgqJU/> mcdonaldsmalaysia)



Advertisement 2 (source: <https://thephrase.id/bts-meal-naikkan-penjualan-mcdonalds-hingga-rp-85-4-triliun/> ThePhrase.id)



Lead

Emblem

**BTS** 

Advertisement 3 (source: <https://www.instagram.com/p/CN2TSkipzou/> mcdonalds)



Display

Lead

Emblem

Advertisement 4 (source: <https://id.pinterest.com/pin/102245854030410779/> Pinterest McDonald's México on Twitter)

The advertisement is a vertical rectangular graphic with a purple-to-pink gradient background. At the top, the text 'THE BTS MEAL' is written in large, white, bold, sans-serif capital letters. To the right of this text is the McDonald's 'M' logo with 'McDelivery' written below it. Below the main title, the text 'Use Code GOFREE For Free Delivery' is displayed in white and yellow. A yellow circular badge contains the text 'MEAL AT ₹350'. The central image shows a McDonald's meal: a red cup of fries, a stack of chicken nuggets, and a glass of Coca-Cola. At the bottom, a white button says 'ORDER NOW', followed by smaller text: 'Expires 4/7/2021 T&C Apply' and 'Available Till Stocks Last'. Yellow arrows point from external labels to specific elements: 'Primary Announcement' points to 'THE BTS MEAL'; 'Secondary Announcement' points to 'Use Code GOFREE'; 'Lead' points to the 'ORDER NOW' button; 'Emblem' points to the McDonald's logo; and 'Tag' points to the Coca-Cola logo.

Primary Announcement

Secondary Announcement

Lead

Emblem

Tag

Advertisement 5 (source: <https://www.instagram.com/p/CQqN8Glr0Ug/> mcdonalds\_india)