

## SEMIOSIS PROCESS AND MEANING-MAKING ON BRON'S MENU

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**Abstract:** This research aimed to know the semiosis process and meaning-making about how words and pictures on the menu can contribute to better business and achieving customer satisfaction by applying the theories from Pierce (1996) and Ogilvy (1985). Data were taken from BRON – The Urban café's menu, especially in snack and oriental categories. The data were collected by reading the menu list, observing the picture of the menu list, and checking the appropriateness between pictures and words. The collected data were then analyzed using Pierce and Ogilvy's theories. The analysis showed that representamen, object, and interpretant are interrelated in the semiosis process to present the uniqueness and authenticity of BRON – The Urban Café's menus such as garlic cassava, vegetarian spring rolls, crispy banana spring rolls, French fries, and *nasi goreng nusantara*. The meaning-making with words and pictures in the list menus is mostly accurate and implicit, but it is still known and acceptable due to the customer's familiarity with the cooking techniques, ingredients, and serving of the food also the effect of brand image, the relevance of preexisting knowledge, big idea, and others.

**Keywords:** *bron's menu, meaning-making, semiosis process*

## INTRODUCTION

Advertisement plays a vital role in communicating messages; it becomes part of human life (Habibah et al., 2021). Advertisement functions as media of promotion in transferring the particular message from advertisers as the addresses to consumers as a target of the advertisement (Bahri, 2018). A product is advertised to make people understand or aware to potential buyers through mass media such as television, radio, the internet, and magazine (Ramdhan et al., 2021). There are various types of advertisement, one of which is food advertisement.

Food advertisements are targeting on people of distinctive ages with distinguished requirements (Oparinde, 2019). It is common to see that some food advertisements are continuously coming into people's eyes through a novel advertising form, even if people know it is about the same food, they still watch it repeatedly (Feng,

2020). Food advertisement is one thing that is known to influence decisions about what foods people choose to eat. Marketing teams for companies use online commercials, signs, and other strategies in attempting to get people to buy their food products (Erhenberg, 2002).

BRON – The Urban Café is of food business that has been established in 2018. It is located at Jalan Hayam Wuruk No. 136, Denpasar Timur. This cafe has an environmentally friendly architectural design with a variety of shady plants and is child-friendly with a playground. Customers can unwind while enjoying the best selection of food and drinks to be enjoyed with loved ones. Menus offered in BRON café are garlic cassava, vegetarian spring roll, crispy rolls banana chocolate, French fries, *nasi goreng nusantara*. These menus look yummy and eye-catching which can be seen from colorful pictures of the food with a short description in words. The existence of words and pictures on the BRON's menu leads to a semiosis process.

The Semiosis process is a triadic relation of representamen, object, and interpretant which are created in the mind of the interpreter. Representamen as a thing, object as a thing in human recognition, and interpretant as the process of interpretation. This process is unlimited, so the interpretant can change and become a new representamen following the semiosis process unlimitedly (Peirce, 1996). Some previous researches discuss the semiosis process. (Puspita et al., 2020) in their research "A Semiosis Process on iPhone Online Media Advertisement" found that headline words, logo, and some pictures of the iPhone ads are the representamen. An object is the color of display, brightness also the background of the online ads itself in every advertisement of iPhone advertisement and then the relation between representamen and object produces interpretant, namely technological advances. (Fauziah, 2015) in her research "A Semiosis Process Analysis on Starbucks Coffee Advertisement" stated that the combination of representamen, object, and interpretant delivers the meaning of Starbucks Coffee ads to the reader. Every advertisement for Starbucks Coffee uses attractive signs which make interesting sense to customers. (Lestari, 2016) in her research "A Semiosis Process Analysis on KFC Advertisement Posters Using C. S. Pierce Theory" examined that the process of semiosis will be known if representamen, object, and interpretant are observed first. The semiosis process emphasizes the

meaning that consists in all KFC advertisements which has a relation to the interpretation.

It can be seen that previous researches only describe the existence of representamen, object, and interpretant as three important elements of the semiosis process in the advertisement. This becomes consideration to conduct new research regarding the semiosis process and how this process leads to the meaning-making of food advertisements in BRON – The Urban Café's menu. In this respect, meaning-making emphasizes the interrelation between words and pictures in the semiosis process which then can affect the consumers' understanding of the menu and belief of the food is worthwhile buying.

## **REVIEW OF LITERATURE**

Regarding the semiosis process, (Peirce, 1996) stated that there are three sides of a sign, namely representamen, object, and interpretant. Representamen is the sign itself, the object is the thing referred to, and the interpretant is the product of the connection between interpretant and object. These elements complement each other in the process of semiosis. They are inseparable in semiosis because they have their function to determine each other so that the semiosis process can describe the sign clearly.

The representamen can be divided into *qualisign*, *sinsign*, and *legisign*. *Qualisign* is formed by quality, such as the concept of color. *Sinsign* is formed by the real physical reality or the shape of the thing and event. *Legisign* is the law or rule of how the thing should be.

An object has three classifications too, namely icon, index, and symbol. Icon refers to the sign that has a resemblance with the fact of what it refers to, or a sign which denotes and has the characters of the object, whether the object exists or not. An index is a sign connected with the object because of the cause-effect connection. It is anything that takes attention or startles the readers. A symbol is a sign connected with the object because of the agreement. It is a general idea that operates only in a particular situation, area, or society.

Interpretant has also rheme, decent, and argument. The rheme is the probability for interpretant such as a concept. The decent is the fact of the interpretant or the real

description of the thing, meanwhile, the argument is the logical reasoning of the interpretant.

Besides the semiosis process, it is also important to discuss meaning-making. In this respect, meaning-making is widely considered essential for adjusting to stressful events (Park, 2010). However, many theorists have proposed that meaning-making attempts should lead to better adjustment only to the extent that individuals achieve some product (meaning made through the process). Distress is mediated through discrepancy and reductions in distress are dependent on reductions in discrepancy (Murphy, 1991). Thus, attempting to make meaning is not necessarily linked with adjustment but may merely signal an ongoing discrepancy between an individual's global meaning and an event's appraised meaning. Until meaning-making attempts result in some change that reduced the discrepancy between appraised and global meaning, they may be positively related to distress; over time, meanings made should be related to better adjustment. Meaning-making attempts are expected to decrease as meaning is made, and continued attempts to make meaning without some products have been described as a type of rumination associated with increased distress (Tyler, 1993). It is a transformative process based on existential principles; people create meaning by transforming how they think and feel about a situation. It also involves changing appraisals of specific situations or global beliefs about the world or self.

The next theoretical basis used in this research is brand advertising theory. This theory includes providing accurate information, establishing a brand image, providing an organizing big ideas, maintaining relevance, and researching what works (Ogilvy, 1985).

### **Providing Accurate Information**

The factual information focuses on the original function of advertisement: informing customers of a product's availability, such as its appearance, function, and stuff. It could create credibility that reduces the reader's resistance. For instance, coconut milk ads which are TV advertisement directly shows the process of pouring coconut milk into the bowl with the slogan 'authentic coconut milk of coconut tree brand—not only fair but also tender'. Even though it utilizes the rhetoric of metaphor to compare coconut milk and human characteristic, it provides accurate information about the product.

### **Brand Image**

The brand image is like a product's personality. Ogilvy stated that advertisements are used to serve brand images, which means advertisements take the responsibility to demonstrate the products' characteristics and attract people to buy. For example, Cola-Cola with the unique outer packing and red logo can be popped up in recipients' minds when mentioning this drink. Even though it designs bottles and revises its logo several times, it still leaves a deep impression on consumers' taste buds.

### **Providing an Organizing Big Idea**

The big idea is the central association that fixes the brand image. A particular event or image takes on a symbolic value. It stands for a whole way of life, with emotions and expectations. However, a big idea is not conscious to come up with but unconscious and has to be well-informed.

### **Stay Relevant**

The advertisement inserts itself within the subject's preexisting associative networks and knowledge. For example, Poli food company's 'Poli seaweed' is a kind of snack that is convenient to eat and nutritious for people, and its advertising slogan 'I know the taste of the sea' is deeply rooted in the hearts of recipients. 'I' could be understood from two perspectives. The instructions of the word 'I' on behalf of the merchant, and advertising strongly present the merchants' self-confidence, who knows how to make the pure seaweed flavor and satisfy the audience's taste. In addition, 'I' is regarded as a consumer, indicating consumers should try Poli seaweed if they want to know the sea's taste. It is evident that seaweed grows in the sea, so it is the basis of advertisements that can insert subjects into the preexisting associative knowledge.

### **Research What Works**

Although people respond strategically to advertisers' who attempt to control their minds through advertisements. Rational appeals are based on consumers' cognition, while emotional appeals are aiming at arousing consumers' resonance and touching their hearts to change their concepts and behaviors. Human perceptual psychology will help determine what types of ads are easily gotten. Therefore, advertisers may find a tacit method to make consumers naturally accept the advertisements and buy the products. Some advertisers create food ads by telling stories

or showing certain plots, such as a short TV serial or film, to let recipients have interested to watch the food ads.

## **METHOD**

Method of research is a strategy to collect, classify, analyze, and interpret the data. Thus, the method of research covers data source, data collection, data analysis, and presentation of the result of the analysis. Data sources in this research were taken from BRON - The Urban café's menu which has been downloaded from Instagram account @bron.caferenon. The data were in the form of words and pictures which describe what kind of food is offered. There were only 5 selected to analyze in the case of the semiosis process and meaning-making. This selection is based on the suitability of the word description with the picture of the menu which refers to a proper understanding of the menu and leads to a sense of the customers' desire to buy the food. Data were collected by reading the menu list, observing the picture of the menu, and checking the suitability between words description and pictures of the menu. Data were then screen-captured, classified, and noted in a table. The collected data were analyzed using Pierce and Ogilvy's theories to find out the semiosis process and meaning-making of BRON – The Urban Café's menu. The results of the analysis then were presented qualitatively using sentences.

## **FINDINGS AND DISCUSSION**

### **Findings**

The first analysis aims to know the process of semiosis then the second analysis is to find out meaning-making in BRON – The Urban Café's menu. Data are grouped in the table. The punctuation and case of the letter of the headline and tagline are based on the menu. The description of the data can be seen as follow.

**Table 1. Data Description**

No	Category of Menu	Name of Menu	Description	Note
1	Snack	Garlic cassava	Deep-fried cassava served with sambal ikan, homemade by BRON	Complete description with an appropriate picture
2		Vegetarian spring roll	Spring roll pastry slice cabbage, rice noodle, sliced carrot, served with Thai sauce	Incomplete description with an appropriate and clear picture
3		Crispy rolls banana chocolate	Deep-fried crispy banana, chocolate top with icing sugar	Incomplete description with an appropriate and clear picture
4		French fries	-	No description but there is an appropriate and clear picture
5	Oriental	<i>Nasi goreng nusantara</i>	Fried rice beef with sauce rendang, mixed vegetables, cucumber, melinjo crackers, crispy potato, fried onion, and egg	Complete description with an inappropriate picture

### ***Semiosis Process in BRON – The Urban Café Menu***

Semiosis is an emergent process in semiotic systems which involves three inseparable elements, namely representamen, object, and interpretant. Here is the process of semiosis in BRON – The Urban Café’s Menu.

#### ***Semiosis Process of Garlic Cassava***

It is cooked in a deep-fry technique and served with *sambal ikan*. Garlic cassava is put on a cutting board with the words ‘BRON – The Urban Café’, meanwhile *sambal ikan* is in a small bowl. There are some combinations of colors. Golden yellow is for deep-fried cassava. Dark brown can be seen in *sambal ikan*. Brown is for cutting board and the words ‘BRON – The Urban Café’. Light brown and black can be seen from the small bowl. The advertiser also creates a white shadow with additional garnish and condiments. In this case, garlic cassava with *sambal ikan* on a brown cutting board in the white shadow of additional garnish and condiment is as representamen. This representamen leads to an object wherein associated with happiness, hygiene, simplicity, and nature. The relationship between representamen and object results interpretant. The interpretant refers to a real description of garlic cassava, namely: ‘Deep fried cassava served with sambal ikan, homemade by BRON’. It indicates that garlic cassava is one of the snacks offered in BRON cafe which is appetizing and healthy to eat due to the use of well-hygiene and natural ingredients, condiments,

garnish, also tableware. It is a kind of snack that can enhance mood, well-being, and brain functions to make people who eat feel happy.

### ***Semiosis Process of Vegetarian Spring Rolls***

Another kind of snack in BRON – The Urban Café is vegetarian spring roll. It is served on a brown tray with red Thai sauce in a small bowl and green parsley. This is a representamen. The representamen has a connection with the object that symbolizes nature, freshness, and excitement. Because of the relationship between representamen and object, the interpretant is: ‘Spring roll pastry slice cabbage, rice noodle, sliced carrot, served with Thai sauce’. This interpretant is the real description of the menu which expresses vegetarian spring roll as a vegetarian snack made of fresh and natural ingredients which can then make people eager to enjoy it.

### ***Semiosis Process of Crispy Rolls Banana Chocolate***

BRON – The Urban Café also provides crispy rolls of banana chocolate. It is served on a cutting board with parsley and icing sugar. There are combinations of colors. Brown is for cutting board. Green is for parsley. Brownish-yellow is for crispy rolls of banana chocolate, and white is for icing sugar. In this respect, crispy rolls banana chocolate is the representamen. This representamen has a relation with the object wherein symbolizes happiness, nature, and freshness. Because of that relationship, the interpretant is ‘Deep fried crispy banana, chocolate top with icing sugar. This is the real description of the menu which shows crispy rolls of banana chocolate as a healthy snack made of selected ingredients fresh from nature. The combination of icing sugar and other natural ingredients creates long-lasting energy and keeps you in good mood.

### ***Semiosis Process of French Fries***

The next kind of snack in BRON – The Urban Café is French fries. It is put on a brown cutting board and served with green parsley also chili sauce in a brown small bowl. This is the representamen that has an interrelation with the object that expresses happiness, freshness, and simplicity. The relationship between representamen and object leads to the interpretant in the form of logical reasoning. It means that French fries are a common snack with chili sauce that can be enjoyed any time of the day as a snack or accompaniment to another food. It is a simple, delicious, healthy snack made of fresh potato and other ingredients.



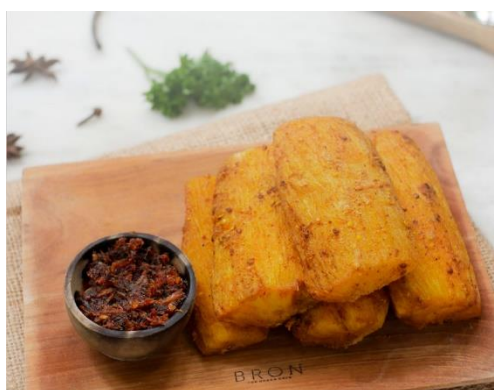
### ***Semiosis Process of 'Nasi Goreng Nusantara'***

One of oriental menu in BRON – The Urban Café is *nasi goreng nusantara*. It is served on a brown plate with pickles, green cucumber, and parsley as garnish. *Nasi goreng nusantara* is the representamen. This representamen is related to an object that shows authenticity, freshness, and simplicity. Because of the relation between representamen and object, there is interpretant. It is a description by words about *nasi goreng nusantara*, namely: 'Fried rice beef with sauce rendang, mix vegetable, cucumber, melinjo crackers, crispy potato, fried onion, and egg'. This expresses that *nasi goreng nusantara* is an Indonesian special food with various fresh ingredients and vegetables which is simple but yummy to eat as a main dish or even an accompaniment to another dish.

### ***Meaning-Making in BRON – The Urban Café Menu***

Meaning-making describes people's understanding of how human beings make meaning of themselves, of others, and of their experiences throughout their life span (Zittoun, 2012). Regarding the meaning-making in BRON - The Urban café's menu, there are words description in every menu along with additional pictures. These aspects are then analyzed whether they are appropriate and interrelated to assert the meaning of the menu or even if their existence causes ambiguity of meaning so that it leads to customers' disinterest in buying the food. The analysis can be seen below.

### ***Meaning-Making in Garlic Cassava***



**Figure 1. Garlic Cassava**

The first snack menu in BRON – The Urban Café is garlic cassava. It is 'deep-fried cassava served with *sambal ikan*, homemade by BRON'. This means that garlic cassava is cooked in a deep pan in which the food is completely covered by oil so it has

a crunchy golden-brown surface and is tender inside. It is also served with *sambal ikan*, namely chili sauce made of fish and other condiments which are special by BRON – The Urban Café. As the name ‘garlic cassava’, the word ‘garlic’ is not explicitly mentioned in the menu description and even the picture of ‘garlic’ is not displayed. The display menu is only showing deep-fried cassava served on a brown cutting board, *sambal ikan* in a small bowl, also some garnish around it. This indicates the inappropriateness between words to describe menu and picture to clarify the menu. Nevertheless, it is still understandable and acceptable due to preexisting knowledge of customers especially Indonesian people concerning garlic cassava as a traditional dish originating from Indonesia which is cooked with a combination of cassava, garlic, salt, and other condiments.

### ***Meaning-Making in Vegetarian Spring Rolls***



**Figure 2. Vegetarian Spring Rolls**

The second snack menu in BRON – The Urban Café is vegetarian spring rolls. It is ‘spring roll pastry slice cabbage, rice noodle, slice carrot, served with Thai sauce’. This describes the meaning of vegetarian spring rolls from the shape, ingredients, and side dish. It is a small roll of thin pastry which is sliced, filled with vegetables such as cabbage, rice noodle, and sliced carrots, and served with Thai sauce. This menu description is completed with the real picture of vegetarian spring rolls on the tray with Thai sauce, parsley, and chilies. Parsley and chilies are not mentioned in the menu description, but they appear in the display menu. This means information about vegetarian spring rolls is not true in every detail so it leads to inappropriateness between words and pictures. However, if it is seen from the concept and sense of the meaning of vegetarian spring rolls, the addition of parsley and chilies in the display menu supports and emphasizes the meaning that vegetarian spring rolls as a healthy snack menu for vegetarians which tend to contain various levels of fruits, vegetables, grains, pulses,

nuts, and seeds. Concerning Ogilvy's theory, this menu delivery is categorized as organizing big ideas. Vegetarian spring rolls are the central association with parsley and chilies as the garnish. In this respect, the advertisers use parsley and chilies as a symbolic value of vegetarianism which is the rejection of meat but high appreciation for vegetables, fruits, and grains.

***Meaning-Making in Crispy Rolls Banana Chocolate***



**Figure 3. Crispy Rolls Banana Chocolate**

The third snack menu is crispy rolls and banana chocolate. It is a 'deep-fried crispy banana, chocolate top with icing sugar. This expresses the meaning of crispy rolls of banana chocolate from the cooking technique and garnish. It is the medium roll of thin pastry which is sliced, cooked until dry and brittle surface or texture, and garnished with chocolate and icing sugar on the top. This description is accompanied by the display of crispy rolls of banana with chocolate filling, and parsley also icing sugar as garnish. In this case, the description regarding 'chocolate top' explicitly means that there are some chocolates used as a garnish on the top of crispy rolls banana, but if it is viewed from the display menu, 'chocolate top' means that crispy rolls banana is made with chocolate filling so that the chocolate seems to be visible at the top. Parsley is not mentioned in the menu description, but it appears in the display menu, whereas the icing sugar is mentioned and appeared in the display menu. Therefore, this refers to inappropriateness between words and pictures. When it comes to Ogilvy's theory, it is part of a brand method of 'research what works', wherein the advertisers use a unique concept to clarify the word 'chocolate' on the menu crispy rolls banana which then can make consumers naturally accept the food and finally buy the food.

### ***Meaning-Making in French Fries***



**Figure 4. French Fries**

The fourth snack menu is French fries. There is no menu description added. It only appears in the display menu that French fries the brown cutting brown which is served with chili sauce and parsley. The advertisers focus on promoting this menu by maximizing the visual effect of French fries. Even though there is no menu description, it is still known by the customers because French fries are the most popular snack and commonly being served as a side dish to entrees and are seen in fast-food restaurants. Concerning Ogilvy's theory, it belongs to promote food with the brand method 'stay relevant'. In this respect, the concept and meaning of French fries are preexisting associative networks and knowledge in customers' minds. Preexisting associative networks refer to French fries which are always served with sauce whether chili or tomato and is garnished with parsley. Meanwhile, preexisting associative knowledge is that French fries are made of a slice of potatoes and cooked deep-fried until it is golden brown and tasty. Customers mostly know what French fries look and taste like due to familiar food so it is enough to just give a display menu of French fries. Without description by words, the meaning of French fries is understandable.

### ***Meaning-Making in 'Nasi Goreng Nusantara'***

*Nasi goreng nusantara* is one of oriental menus in BRON – The Urban Café. This is fried rice beef with sauce rendang, mixed vegetable, cucumber, melinjo crackers, crispy potato, fried onion, and egg. This asserts the meaning of *nasi goreng nusantara* from the cooking technique, ingredients, and serving. It is rice, beef, and other condiment fried until cooked then served with sauce rendang, various vegetable, cucumber, melinjo crackers, crispy potato, fried onion, and egg. This menu description is completed with the picture of *nasi goreng nusantara* with three slices of cucumber,

melinjo crackers, sauce rendang, pickles, and sunny side up. In this respect, the menu description regarding 'mix vegetable' explicitly means a combination of various kinds of vegetables, but if it is viewed from the display menu, 'mix vegetable' refers to small pieces of cucumber and carrot with vinegar and other ingredients that are known as pickles. The word 'egg' in the menu description is not clear whether it is hard-boiled, poached egg, scrambled egg, or sunny-side up. This is then clarified through the display menu of the egg which is sunny-side up, namely the sunny (yolk) side of the egg faces up in a perfect circle, sort of like the sun. It can be seen the appropriateness between words and pictures even though there are some elements like 'mix vegetable' and 'egg' explained implicitly. Concerning Ogilvy's theory, it refers to providing accurate information wherein the advertisers keep explaining completely correct information along with the addition of pictures of what exactly 'mix vegetable' and 'egg' look like in *nasi goreng nusantara*. The menu description and display menu are enough to be trusted and customers would buy this food.



**Figure 5.** *Nasi Goreng Nusantara*

## **Discussion**

Previous research only describes how the representamen, objects, and interpretants in food advertisements in online media with theories that only focus on the theory of semiosis. There has been no development of a more in-depth discussion area related to process semiosis. Thus, this study was conducted to conduct a more in-depth study of the semiosis process that leads to the creation of meaning in the BRON's menu by considering the food advertising brand method which includes providing accurate information, brand image, staying relevant, and organizing big idea, and research what works.

The Semiosis process emphasizes the process that involves the relation among representamen, object, and symbol in the production of meaning. Based on the result of the analysis, the semiosis process in BRON - The Urban café's menu uses words and pictures to describe what the menus look and taste like. The representamen mostly refers to *qualisign* and *sinsign*. *Qualisign* is formed by the combination of food, ingredients, garnish, and tableware colors, whereas the *sinsign* can be seen from the physical reality of every food menu offered. This representamen forms connection or symbolization through a general idea that has developed in society. The object in the BRON menu emphasizes the food as happiness, health, hygiene, simplicity, freshness, and nature. The interrelation between representamen and object results in interpretant. In this respect, the interpretant explains that various kinds of food in BRON - The Urban Cafe are appetizing, delicious, special, and have maintained the quality of cleanliness and health. Thus, the food is very safe and suitable to eat anytime with loved ones.

As mentioned before, the semiosis process leads to meaning-making. Meaning-making designates the process by which people interpret situations, events, or objects, in the light of their previous knowledge and experience. Based on the result of the analysis, meaning-making in BRON - The Urban café's menu is categorized into appropriateness and inappropriateness of words and pictures. The appropriateness between word and picture is in the meaning-making of *nasi goreng nusantara*. This appropriateness leads to complete understanding, interest, and belief of customers to buy the food. Meanwhile, the inappropriateness between words and pictures is in the meaning-making of three other menus. The inappropriateness does not affect the understanding of the customers about the menu offered due to the familiar food' cooking technique, ingredients, and serving. In this case, the meaning-making of the menus is implicit but clear in the following consumers' minds through the methods of food advertising namely unique brand image, staying relevant with preexisting associative networks and knowledge, organizing big idea, and research what works. Thus, the customers' interest to buy and enjoy the food in BRON - The Urban Cafe, is increased.

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

Based on the finding and discussion, it can be concluded that the semiosis process in BRON - The Urban Cafe menu consists of representamen, object, and interpretant. These elements are interrelated to figure out garlic cassava, vegetarian spring rolls, crispy banana spring rolls, French fries, and *nasi goreng nusantara* as special food homemade by BRON cafe with high-quality ingredients, tableware, and serving. The Semiosis process in the menu results in meaning-making. The meaning-making with words and pictures in the display menu is accurate but implicit. Nevertheless, it is still acceptable and understandable due to the customers' preexisting association and knowledge about the food and the effect of brand image to attract customers' interest to buy and eat the food for the sustainability of a better business.

### Suggestions

This research is still limited to knowing the representamen, object, and interpretant in the semiosis process and the suitability of words also pictures in meaning-making in printed food menus by applying Pierce and Ogilvy's theories. Therefore, further research can be developed in terms of the scope of discussion, data source, and presentation of the result of the analysis. The next scope of discussion can refer to the semiosis process in a multimodal text (audio, visual, gesture, verbal, spatial) to produce wholeness of meaning, semiosis, and inter-semiotic translation menu or other food ads, semiosis as the development of meaning-making, and many more. The data source can be taken from food ads on TV, YouTube, websites, documentary films, banners, and others. The result of the analysis is presented through the combination of qualitative and quantitative methods to gain holistic result research and connect more deeply with the target readers.

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