METAPHOR ANALYSIS OF TWO INTERNATIONAL BURGER FRANCHISES

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ABSTRACT

Burger King and McDonald's are the two largest burger franchises globally, characterized by the number of restaurants owned. Burger King and McDonald's competition can be seen from how the two companies penetrate the global market. From the advertising context, both companies innovatively and persuasively develop consumer awareness on the one hand, and on the other hand, there are attempts to weaken competitors. This research is directed to analyze the (multimodal) metaphor used by the two companies to promote burger products. Qualitative research on pictorial advertisements was carried out in stages through several phases, which included descriptions of social, historical, and cultural contexts, identification of visual elements, identification of verbal elements, and analysis that elaborated on the three phases. The analysis shows competition between Burger King's and McDonald's advertisements. Multimodal metaphor analysis comprehensively shows that both companies use visual and verbal elements to increase consumers' awareness of existing or future products. Both companies tend to use personification to build corporate identity and the products offered and will be promoted. This research still has many weaknesses. The author suggests that the analysis focus on linguistic elements and extra-linguistic elements, such as motion, images, and sounds.
Keywords: Multimodal; metaphor; pictorial advertisement; burger franchises

ABSTRAK

Burger King dan McDonald adalah dua waralaba burger terbesar di dunia yang ditandai dengan jumlah restauran yang dimiliki secara global. Persaingan yang sengit antara Burger King dan McDonald terlihat dari cara kedua perusahaan global tersebut melakukan penetrasi pasar. Dari konteks periklanan, kedua perusahaan secara inovatif dan persuasif mengembangkan awareness konsumen di satu sisi dan di sisi lain terdapat usaha untuk melemahkan kompetitor. Penelitian ini diarahkan untuk menganalisis (multimodal) metaphor yang digunakan oleh kedua perusahan untuk mempromosikan produk burger. Penelitian kualitatif pada iklan bergambar dilakukan secara bertahap melalui beberapa fase yang mencakupi deskripsi konteks sosial, historis, dan budaya, identifikasi elemen visual, identifikasi elemen verbal, dan analisis yang mengelaborasikan ketiga fase tersebut. Analisis menunjukkan bahwa terdapat kompetisi antara Burger King dan McDonald. Analisis multimodal metaphor menunjukkan bahwa kedua perusahaan menggunakan elemen visual dan verbal secara sistematis dan terukur untuk meningkatkan kesadaran konsumen terhadap produk yang sudah ada ataupun yang akan dimunculkan kembali. Kedua perusahaan cenderung menggunakan personifikasi untuk membangun identitas perusahaan dan lebih lanjut diderivasikan pada produk-produk yang ditawarkan dan akan dipromosikan. Penelitian ini masih memiliki banyak kelemahan dalam pelaksanaanya. Penulis menyarankan agar analisis tidak hanya berfokus pada elemen linguistik saja melainkan juga elemen ekstra linguistik, seperti gerak dan gambar dan bunyi.
Kata Kunci: *Multimodal; metafora; iklan bergambar; waralaba burger*

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INTRODUCTION

Metaphor is the use of linguistic elements to refer to something other than the intended element (Knowles & Moon, 2006). It links two different things that are not commonly paired to present meaning based on what they have in common. Semantically, metaphor is built from two domains, namely the Source domain (from which the metaphor is taken) and the target domain, which is the application of the metaphor (Knowles & Moon, 2006).

Metaphor is one of the figures of speech most often used because of its artistic and rhetorical value, which can be applied for various purposes, especially those related to persuasion. This persuasion function makes metaphors often used in advertising. The relationship between metaphor and advertising is undeniable because metaphors in advertising can connect products with advertising narratives persuasively (Forceville, 2016; Forceville & Urios, 2009; Sobrino, 2017). In addition, advertising has a persuasive function to persuade customers to buy a product.

Forceville & Urios (2009) revealed that the multimodal metaphor has a target domain, and its source is presented in several different modes. Multimodal metaphor combines more than two forms of mode to deliver figurative meaning. In advertising, it increases awareness and interest in the product being offered. The use of verbal and visual elements are specifically to persuade and promote the product.

In addition, multimodal metaphors are also used to strengthen the image of a product and weaken competitors'. In today's competitive business world, company owners must be innovative so that the community accepts their products. In the following Burger King advertisement, we can see a pictorial ad specifically intended to undermine other similar products (hamburgers), in this case, McDonald's. McDonald's identity in the visual advertisement is realized by visualizing a logo resembling the letter 'M' at the top right.

Figure 1. Burger King – McFlamed

Source: Burger King: McFlamed (2019)

This phenomenon encouraged me to know how competitive fast-food companies are. Through the website (Best Hamburger Franchise Opportunities—Burger Franchise Investment Guide, 2021), I found some of the best burger Franchises in the world.

Table 1 shows how fierce the competition between McDonald's and Burger King is regarding the number of restaurants owned by the two franchises. Furthermore, I found out about how the two companies competed. The author finds that the competition between Burger King and McDonald's is closely related to the campaigns of each company. Competition between burger franchises started in the late 1970s, marked by the high public response to the fast-food industry (McDonald's Corporation History, n.d.) The emergence of various campaigns in the early 1980s triggered the "Burger War" (McDonald's Corporation History, n.d.) As seen in the following ad, competition between burger franchises is marked by advertisements that explicitly show the weaknesses of competitors' products.

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Figure 2. Burger King – Hellowen

Source: Instagram—Burger King (n.d.), Lovett
(2021)

Figure 2 depicts a clown figure representing Ronald McDonald (or a clown who is the mascot of McDonald's). McDonald's visualization is also seen from yellow clothing with a red bow tie, the dominant colour in Ronald McDonald's costume and the McDonald's logo. Meanwhile, the use of the crown visual element, which is emphasized by the lexical element of King, implies that this is a Burger King advertisement. In addition, the lexical choice 'King' implies a leader or person with power, so this advertisement seems to show that the King has control over the clown. The explanation above also confirms that the persuasion function through advertisement positively impacts the company's selling value, positioning, and branding. In addition, to strengthen advertising persuasion, several modes are needed. The use of several modes (multimodality) encourages consumer understanding of the message conveyed through advertising.

The use of multimodal metaphors in McDonald's and Burger King's advertisements triggers the author to conduct a multimodal metaphor analysis on the two largest burger franchises, represented by Burger King and McDonald's. The data analyzed is sourced from the official Instagram of the two companies. This article is directed to answer the following research questions:

1. What are the metaphorical elements in the burger advertisement of Burger King and McDonald's?
2. What is the semantic interpretation built on the metaphorical elements found in the advertisements made by the two companies?

Several research objectives are presented in the following points:

1. Describe linguistic and non-linguistic factors related to translating metaphorical elements in the advertisements made by the two companies.
2. Find the metaphorical elements used in the advertisements made by the two companies.
3. Semantically interpret the metaphorical elements found in the advertisements made by the two companies.

LITERATURE REVIEW

Advertisement and Branding

Advertisement and branding are two things that cannot be separated. Advertisement is done to strengthen the branding of a product. Thus, the advertising process is directed to construct connotative meanings for a product or service (Tarsani, 2016). Consumers or potential consumers further translate this interpretation according to their understanding and knowledge. Therefore, to optimize the interpretation in an advertisement, knowledge is needed both contextually and linguistically.

Advertising has a vital role in marketing and branding in the description above. A brand is a way a company conveys and communicates the advantages of a product in terms of quality, features, and uniqueness.

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The rebranding process is directed to strengthen the image of the company or product being marketed (Kristianto & Marta, 2019).

Metaphor

Metaphor is a linguistic process characterized by linguistic elements that refer to something or another entity to create a resemblance or relationship between the two objects (Knowles & Moon, 2006). A metaphorical process of comparing two or more things that cannot be paired together to build similarities. Therefore, a metaphor cannot be translated directly or literally because it can lead to conflicting meanings. Below is an example of a metaphor:

(1) Teacher absence turns the class into an animal pen.
(2) The task was a breeze.
(3) The snow covered the roof in a white blanket.

Sentences (1), (2), and (3) are metaphors because they use different entities to replace other entities. Absence cannot possibly turn humans into animals: (1) All the sentences above are figuratively exaggerated; (2) the task cannot be a breeze; (3) a pile of snow is undoubtedly different from a white blanket. Semantically the use of metaphor elements in the three examples above is intended to exaggerate the object's meaning.

Knowles & Moon (2006) states that metaphors can be classified into creative and conventional metaphors. Creative metaphors are formed to emphasize the definition of similarity of form to something. Therefore, the reader needs a deconstruction process to understand the communicated meaning. Some examples of creative metaphors are:

(4) His body is like a river that presents a wide plain
(5) Learning is like sharpening a sword and using it to cut misunderstandings.

Meanwhile, conventional metaphors are metaphors that are conventionally known.

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This metaphor has often been used to refer to the same object. An example is the word 'gold', a metaphorical form of 'silence'.

Knowles & Moon (2006) show that understanding metaphors involve three parts: metaphors, meanings, and connections consumed by metaphors. The application of these three parts from example 5 above can be seen as follows:

Context :
• Learning is like sharpening a sword and cutting misunderstandings.
Metaphor :
• Sharpen and cut
Meaning :
• Turning thinner in order to divide into pieces
Connections :
• Ideas about the importance of learning that can reveal things that are not understood

Conceptual Metaphor

While usually metaphors are interpreted as exclusively employed for poetic and rhetorical expression separated from everyday language, Lakoff & Johnson (1980) found that metaphor is widespread in everyday language both in thought and action. The same conceptualizing system in the human mind affects how we think and act. To illustrate their point, Lakoff & Johnson (1980) used the concept ARGUMENT, and the conceptual metaphor ARGUMENT IS WAR as an example. From this example, they cited expressions in English that support the concept of war-like jargon in arguments.

(6) ARGUMENT IS WAR
Your claims are indefensible.
He attacked every weak point in my argument. His criticisms were right on target.
I demolished his argument.
I've never won an argument with him.
You disagree? Okay, shoot!
If you use that strategy, he'll wipe you out. He shot down all of my arguments.
(Lakoff & Johnson, 1980)

In this metaphorical construction, there are two things or sides. ARGUMENT is accessed through WAR so that WAR can be seen as the source domain and ARGUMENT as the target. Metaphorically, the concept of argument is translated as war because every war will produce winners and losers. Like war, the argument also involves the opponent and the act of attacking, which in the quote above is a metaphorical representation using the word shot.

In addition, Lakoff & Johnson (1980) also introduced a form of conceptual metaphor called orientational metaphor. This metaphorical form is built on a spatial orientation network or concept (up-down, left-right and others). For example:

(7) HAPPINESS IS IN FRONT
(8) SADNESS IS IN BEHIND

These two expressions are started from the following expressions "He has got what he wanted" and "he is no longer a failure". As in these two examples, the orientational metaphor is built on society's own physical and cultural experience and is generally used to symbolize the nature of the polar opposite side.

Lakoff & Johnson (1980) also introduces the Ontological Metaphor, which is built based on the tendency to see events, activities, emotions and so on as an entity and substance. Ontological metaphors concretize abstract thinking through other entities. In this regard, Lakoff & Johnson (1980) concretizes an entity to define DISEASE. This metaphorical form can be exemplified as follows:

(9) Coronavirus followed you anywhere
(10) Heart disease is a killer

Multimodal Metaphor

Multimodal metaphor is a form of metaphor in which the relationship between source and target is presented in several modes (Forceville, 2016; Forceville & Urios, 2009). The mode meant in this case includes several forms and types, such as images, signs,

movements, sounds, music, or those translated through senses. Multimodal is characterized by using several forms in the form of communication. This definition distinguishes it from the monomodal metaphor, which specifically only focuses on using one mode (Forceville, 2016; Forceville & Urios, 2009). To exemplify a multimodal metaphor, take a look at the following image.

Figure 3. Smoking Kills Advertisement

Source: Ak (2017)

Metaphorically we can translate the visual image with SMOKING IS A GUN. Smoking is considered a dangerous activity. Just as guns can kill, smoking habits can kill those who consume them. Messages are communicated in several modes, namely images and writing. The similarity of meaning possessed by several modes bridges the intention to be expressed. However, this vital process requires the same shared knowledge possessed by advertisers and recipients.

For advertisement usage, multimodal metaphors are often found because technological developments allow several modes to be sent simultaneously. In this regard, Forceville (2016) developed a model for the analysis of static print advertising, as follows:

- Hybrid metaphor is a metaphorical relationship built by combining the source domain and target domain (Forceville, 2016; Forceville & Urios, 2009). For example, an advertisement for packaged oranges where the bottle is visually cut in half shows the inside of the bottle that resembles the part of an orange cut in half.

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- Contextual metaphors are placed in a visual context to enhance the Source's identity (Forceville, 2016). The depiction of SMOKING KILLS in Figure 3 is an example of a contextual metaphor because the anthropomorphic depiction of cigarettes as a weapon is conventionally associated with a tool to kill.
- Simile pictorial featuring target and Source together (Forceville, 2016). For example, using a horse figure with a sports car portrays the identity of a car that is agile and luxurious like a horse.
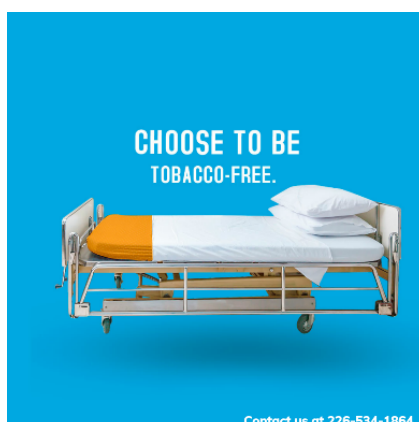
Figure 4. Simile Pictorial

Source: A Car and a Horse (n.d.)

- Integrated metaphor that visualizes the target similar to the source. An example is a hospital bed with a brown blanket that visually resembles the shape of a cigarette.

Figure 5. Integrated Metaphor

Source: Choose To Be Tobacco Free (n.d.)

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RESEARCH METHODOLOGY

This study is qualitative research (Creswell & Creswell, 2018) that focuses on primary pictorial advertisement data from the two largest burger franchises globally, namely McDonald's and Burger King.

Data Collection
Before conducting this research, the researcher collected pictorial advertisement data for burger products from the two franchises. The advertisements used in this study are advertisements taken from the official McDonald's Instagram account ((Instagram: McDonald, n.d.)) and Burger King ((Instagram: Burger King, n.d.)). The primary data analyzed met the following criteria:

- Data in the form of pictorial advertisement of burger and sandwich products.
- The analyzed data contains verbal and visual modes. The verbal mode can be in the form of writing in the caption or the image.
- There is no time limit on the data analyzed.
- The comments section is not included in the analysis.

Data Analysis
The analysis is carried out in several stages, as follows:

- The description of the context (sociocultural) that influences the process of interpreting metaphors
- Identify the visual elements presented through images on Instagram.
- Identify verbal elements from pictures or captions
- Elaboration of the two elements with their theoretical basis.

In the article, the author does not fully include the analysis process. The descriptions included in the findings and discussion are some examples of posts that represent and represent all the analysis processes.

FINDINGS AND DISCUSSION

Before analyzing the metaphor in McDonald's and Burger King's advertisements, it is necessary to understand these two companies' historical context because they affect their marketing strategy.

McDonald's was founded in 1948 in San Bernardino, California, and initially focused on hamburgers. Today, McDonald's is one of the world's largest and best fast-food chains, with more than 36,000 local restaurants (McDonald: About Us, 2021). McDonald's uses Ronald McDonald's mascot and becomes the identity and visualization of this franchise. The name of this clown figure is presented in various McDonald's products such as BigMac, McFlurry, McMuffin, and others.

Burger King is the second-largest fast food company in the world with 17.796 restaurants branches around the world (Best Hamburger Franchise Opportunities—Burger Franchise Investment Guide, 2021). The company was founded in 1954 with hamburgers as its main menu (Burger King: About Us, 2021). The Original Home of the Whopper is the tagline used to strengthen Burger King's promotion as a company that serves quality food (Burger King: About Us, 2021). This United States-based company uses the figure of 'King' as its mascot, which is presented in the products it offers, such as "The Ch'King", "Steakhouse King", or "Sourdough King".

These two companies are the two largest hamburger franchise companies in terms of the number of restaurants worldwide (Best Hamburger Franchise Opportunities—Burger Franchise Investment Guide, 2021). This battle between two companies can be seen in how each company campaigns by weakening competitors through verbal and visual advertisements. The competition between the two was started in the late 1970s with the rise of fast food companies (McDonald's Corporation History, n.d.) and culminated in 1980, then known as the "Burger War" (McDonald's Corporation History, n.d.).

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Judging from the number of posts on Instagram, Diagram 1 shows that Burger King has more posts than McDonald's. The chart below compares the number of Instagram posts between the two companies.

Chart 1. Number of Post on Instagram
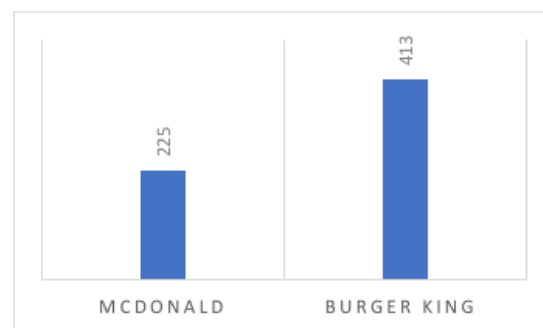
It implies the number of posts related to burger products. The number of posts about burger products can be described as follows.

Chart 2. Number of Posts Burger Products on Instagram
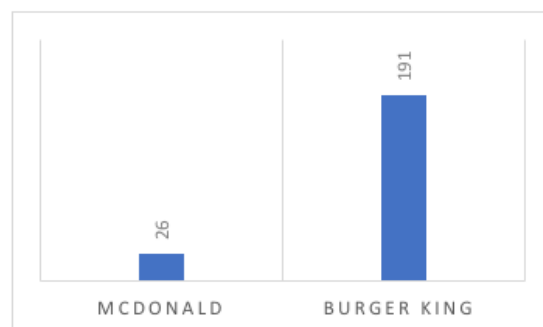
The two tables above show that both companies use social media 'Instagram' optimally in promoting their products. However, Burger King is more optimal in using Instagram social media, especially for burger products and their variants. However, this does not necessarily reflect the marketing strategies used by the two companies because promotions can be carried out through various media. In addition, every company has preferences in determining the promotional media.

Referring to these findings, the authors conduct an analysis described in the following sections.

Metaphorical Brand

McDonald's and Burger King have the same approach in making their company names. Both used the company's mascot (name) as their identity. McDonald's, which mascot is visualized through the figure of Ronald McDonald, a red-haired clown, is visually presented in advertisements and McDonald's restaurant branches. In addition to using a clown figure, McDonald's also uses the M logo, which is the initials of the company's brand name. This logo visualization can be found on all McDonald's products and advertisements.

Figure 6. Ronald McDonald

Source: Ronald Mcdonald (n.d.)

Figure 7. McDonald

Source: Instagram—McDonald (n.d.)

Meanwhile, Burger King used King's figure with a crown as the mascot. However, this visualization is not visible from the Burger King company logo (which uses a burger

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logo). This Burger logo visualization was used in the company's official advertisements, social media, and food product packaging.

Figure 8. King

Source: Instagram—Burger King (n.d.)

The two companies also use their mascot and company's name in some of their food products. For example, in McDonald's (IPA: /məkˈdɒnəld/) the initials Mc (IPA: /mək/) are present in some of their food products, both phonologically and morphologically in some products, in the table below.

Table 2. Product Naming

Company	Classification	Product
McDonald (*McDonald: Our Menu*, **n.d.**)	Breakfast	**Mc**Muffin
		McGriddles
	Burger	Big**Mac**
		McDoubles
	Chicken and Sandwiches	**Mc**Chicken
		McNuggets
	Desserts and Shakes	**Mc**Flurry
	Drinks and Bakery	**Mc**Cafe
Burger King	Burger	The Ch'**King**
		Steakhouse **King**
		Sourdough **King**

Using the company's mascots verbally and visually is considered a metaphorical process that involves two domains, namely the source and target. Ronald McDonald and King

metaphorically refer to the two largest burger franchises globally. This metaphorical process aims to establish corporate, and product identities, where Clown and King are the source domains, and fast-food franchises are the targets.

A more in-depth analysis is needed to determine whether the semantic meanings of Clown and King represent the values that the company wants to instil and the products it offers. However, to give a more in-depth picture, the writer paraphrases the two definitions based on Meriam Webster's dictionary (Meriam Webster, n.d.) as follows:

- Clowns are silly comedians in entertainment who dress strangely and joke around (Meriam Webster, n.d.)
- The King is a male aristocrat from the main territorial unit that governs, and his position is hereditary (Meriam Webster, n.d.)

These two definitions conclude that the use of Clown's identity is intended to provide entertainment and provide pleasant conditions for buyers. Meanwhile, the King is characterized as an important figure who dominates and has power.

Metaphorical relationships reflected from the company's name are further derived from products naming (table 2). In other words, both companies use their names on several products. There is a significant difference in naming food products in table 2. McDonald's uses the initials Mc (IPA: /mək) in almost all food variants (Breakfast, Burger, Chicken and Sandwiches, Desserts and Shakes, and Drinks and Bakery). Meanwhile, the use of King's identity is only seen on burger-based products. Seeing this naming process, the author argues that McDonald's does not only give priority to burger-based products. Meanwhile, Burger King focuses more on burger-based food.

Multimodal Metaphors
Burger Personifies Human

Personification relates to the process of making a non-human object appear as if it were a human being. In the Historical Background and Metaphorical Brand sections, it is seen that this brand competition is also seen from the similarity between the two companies in building their identity and deriving it in the products they offer.

The identity derivation process in food products can be seen from human mascot figures (Ronald McDonald and King). These two franchises position their companies like humans (Clown and King). These two human figures are further presented lexically through product names that contain the identities of Clown and King.

This personification process can also be seen from how the product is stated explicitly through Instagram social media. An example is a screenshot on McDonald's Instagram post on May 9, 2020.

Figure 9. Mother's Day
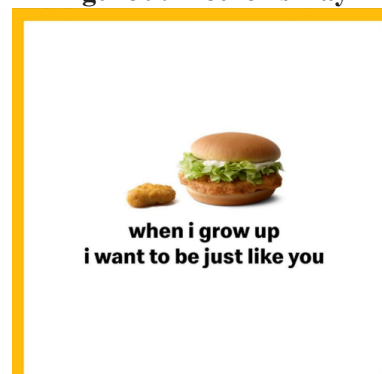
Source: Instagram—McDonald (n.d.)

The caption says *"Give mom the gift she never knew she wanted – being tagged in a #MothersDay card from McDonald"*

The post (figure 9) is part of the Mother's Day commemoration, celebrated on May 9, 2020. Visually, the two objects are McNugget and McChicken (referring to the McDonald's menu). Contextually, it can be seen that there is an effort from McDonald's to build awareness of the products they have. Mother's Day celebration realized from McNugget and McChicken's visual display was intended to visualize Mother and Child (represented by McChiken and McNugget, respectively). It is based on the fact that McNugget itself is a product targeted at the

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children's market and is one of the food menus included in the Happy Meals package targeted explicitly for children.

Figure 10. Happy Meals

Source: McDonald: Our Menu (n.d.)

Personification in Burger King products can also be seen from other products. In Figure 11 below, for example, there is a communication between 'me' (which is assumed to be McDonald's) and 'NoBody'. A bird logo on the box resembles the Twitter logo (another social media platform). Therefore, it is clear that there is an intertextual network with other social media developed by McDonald's.

Figure 11. Bring Back McRib
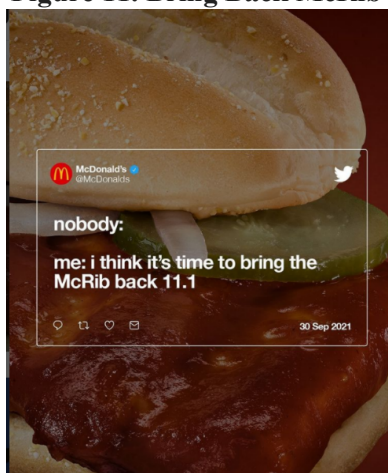
Source: Instagram—McDonald (n.d.)

The multimodality presented in the picture above shows the personification. McDonald's, which is a non-human entity, is presented as a human being who can carry out activities like humans, which in this case is chat. The use of visual elements (McRib's image behind the verbal element confirms that this conversation focuses on the goal of

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building buyer awareness about the previous product that is about to be released. This awareness-building was further re-presented in several follow-up posts on McDonald's official Instagram in the Post on December 11 2020, and December 18 2020.

Figure 12. Bring Back McRib
December 11, 2020

Source: Instagram—McDonald (n.d.)

Figure 13. Bring Back McRib
December 18, 2020

Source: Instagram—McDonald (n.d.)

The two examples above show that personification is intended to build awareness of the products offered. McDonald's efforts to build awareness can also be seen from McDonald's desire to be involved in plans to re-present McDonald's products that have been launched before.

Burger King also used the same strategy in its product "Original Chicken Sandwich" (figure 14). In contrast to McDonald's, which uses Twitter, Burger King

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uses a video call feature that involves two parties, namely the Original Chicken Sandwich with 'You', which we can assume as a beef-based burger product. This assumption is based on the visual appearance of a small box to the right of the image that resembles a beef burger, as seen from the reddish appearance of the meat.

Figure 14. Original Chicken Sandwich
April 28, 2021

Source: Instagram—Burger King (n.d.)

Personification in the picture above can be seen from the application of non-human entities that act like humans, which in this case is making voice calls. The use of visual elements (Original Chicken Sandwich) confirms that this conversation focuses on building buyer awareness about the product so that consumers already know the menu before it is released.

The personification of burgers as creatures that resemble humans can also be seen from the verbal elements presented to strengthen the visual elements. In the following three examples, Burger King personifies their products by using linguistics elements, such as left and back (Figure 15), Dead (Figure 16), and Slay (Figure 17).

Figure 15. Back Like Never Left
November 16, 2021

Source: Instagram—Burger King (n.d.)

Figure 16. Brunch is Dead
October 24, 2021

Source: Instagram—Burger King (n.d.)

Figure 17. Vampire Slayer
Agustus 13, 2021

Source: Instagram—Burger King (n.d.)

Description:
- Figure 15 is a promotion for an old product called Italian Original Chicken Sandwich which will include back to the Burger King menu

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- Figure 16 is a promotion of breakfast products with the main element of croissants
- Figure 17 is a promotion of a burger with garlic and bacon.

The personification of the three products above is intended to build awareness and increase consumer interest in the old product (Original Chicken Sandwich) that was once removed from the Burger King menu. The lexical choices 'back' and 'left' are semantically used to emphasize the action of returning to a situation that has been experienced before.

In Figure 16, Burger King builds consumer awareness of its breakfast products. The word "Brunch" means eating between breakfast and lunch, usually done around 10:30 - 13:00 with alcoholic beverages. The word "dead" in the "Brunch is Dead" indicates that Brunch is over or no longer exists. This advertisement is intended to persuade consumers not to consume Brunch. It is also confirmed by the food and beverage menu visually presented in figure 16, which is not usually served in Brunch. Figure 16 shows that Burger King's breakfast menu does not include alcoholic beverages or cocktails, which were replaced with milk, and the main food menu is replaced with croissants typically consumed at breakfast.

Figure 17 is a visual display of a burger with garlic and bacon product advertisement. The use of the clause "a vampire slayer" confirms that this product uses onions, which in folklore is one of the tools to repel or kill vampires (blood-sucking creatures). It can be concluded that this advertisement is intended so that consumers know about this product and can order it. The three figures above show that the understanding of the (multimodal) metaphor must be supported by socio-cultural context analysis.

The author also finds several products promoted morphologically by referring to non-human objects in the Burger King advertisement. In other words, non-human entities are presented with other non-human

things. There are two posts in the following examples, using a non-human object as the source domain. In the first picture (figure 18), we can see a picture of a man and a woman sleeping while holding a Burger King sandwich. The caption says *"ooop replaced your snooze button with some tasty breakfast items."*

Figure 18. Snooze Botton
February 12, 2022
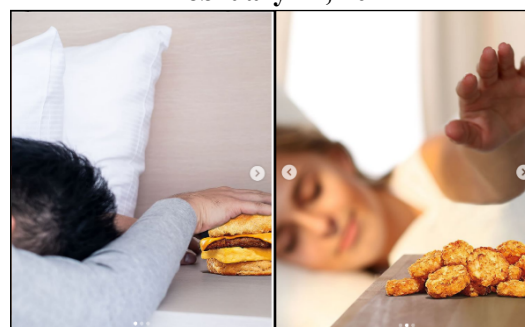
Source: Instagram—Burger King (n.d.)

Snooze is the button we click on the smartphone alarm to turn off the sound alarm. From its function, it can be ascertained that the metaphorical process with snooze as the source domain and the breakfast menu as the target is at promoting breakfast products on the Burger King menu.

The similar metaphorical process is also seen in figure 19 in the following figure.

Figure 19. Spicy Chicken Sandwich
February 12, 2022

Source: Instagram—Burger King (n.d.)

In Figure 19, the Spicy Chicken Sandwich is described as a vehicle that makes buyers not stop eating it. This interpretation

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can be seen in the appearance of chat from "the Bubz from B dubz" inserted above the visual mode (chicken sandwich photo). The metaphorical process generated through figure 18 involves the engine or vehicle as the source domain while the Spicy Chicken Sandwich is the target.

CONCLUSION AND SUGGESTIONS

Conclusion

There is a competition between Burger King and McDonald's as the two biggest burger franchises globally. However, this is not seen dominantly on Instagram. The author only finds one data that clearly shows the 'competition' (as shown in figure 2). Instagram does not reflect a 'Burger War' between the two companies from a multimodality perspective.

The multimodal metaphor analysis of the two companies above shows that visual elements and verbal elements are actively used to increase awareness of the products owned by each company. However, quantitatively, social media promotions emphasize Burger King more than McDonald's. In addition, McDonald's has a very varied product, so Burger is not the company's only focus. Burger King places more emphasis on burger-based products.

Both companies use personification to build a corporate identity. This personification is further derived from several food menus. Burger personification as a human being is directed to build consumer awareness of the products offered. This awareness-building strategy is the most widely used strategy by both companies.

Both companies use metaphors that are common in everyday life so that consumers can understand them. The selection of the Source Domain to emphasize the semantic meaning of the Target is made simple by considering the socio-cultural aspects underlying the interpretation process.

Suggestions

This research bridges marketing studies with language studies. Language as a

representation of the world can be traced in a cross-disciplinary perspective to give a deep emphasis. The author suggests that multimodality analysis focuses on socio-cultural aspects because interpretation can be seen from linguistic, non-linguistic, and extra-linguistic aspects.

The implementation of this research still has weaknesses. The author finds that multimodal analysis on social media should not only be analyzed on visual elements (in the form of pictorial advertisements). The author suggests that the following research considers other visual elements such as sound, moving images, and others.

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