



ADVERTISING LANGUAGE AS NEGOTIATION OF GLOBAL BRAND IDENTITY AND LOCAL VALUES: A SPEECH ACT ANALYSIS ON MCDONALD'S ARABIA'S YOUTUBE CHANNEL

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ABSTRACT

Global advertising in the Middle East faces challenges in negotiating brand identity with the cultural and religious values of local communities. Although many studies have been conducted on McDonald's marketing on social media, analysis of advertising language practices from a speech act perspective in the Arab context is still limited. Therefore, this study aims to analyze the use of speech acts in advertisements on McDonald's Arabia's YouTube channel as a persuasive strategy oriented towards Arab audiences. This study uses a qualitative descriptive approach with documentation techniques on selected advertisements from McDonald's Arabia's official YouTube channel. The data were analyzed using a speech act theory framework that includes the locutionary, illocutionary, and perlocutionary levels. The results show that McDonald's Arabia advertisements utilize locutionary speech acts to convey product information and social context, illocutionary speech acts, especially implicit assertive and directive ones, to emphasize halal identity and alignment with Arab culture, and perlocutionary speech acts to build emotional effects such as religious security, cultural closeness, and brand attachment. These findings confirm that advertising language functions as a medium for negotiating identity between global brands and local values, while also contributing to the development of pragmatic studies and discourse analysis of digital advertising in the Arab socio-cultural context.

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INTRODUCTION

Advertising is a form of persuasive communication that uses language as its primary instrument to attract consumer interest in a product (Nchindila & Torto, 2020; Ivanova et al., 2021). In the context of marketing, advertising not only serves to promote products, but also to build their image and identity (Jurišová, 2020). One important strategy in advertising is to create emotional appeal, which plays a role in building bonds between brands and consumers through language (Punniyamorthy & Arulmoli, 2019). In order for advertising messages to be widely accepted, advertisers often tailor their content to the cultural context of consumers (Pareek & Singh, 2017). This pattern also applies in the fast food industry, including McDonald's, as it has been proven effective in influencing consumer behavior (Cassidy et al., 2021; Sardjono et al., 2023).

Fast food advertisements have a significant influence on increased consumption, especially among children, through gift-based promotional strategies, although this is not always in line with parents' consumption patterns (Emond et al., 2019, 2021). Teenagers are also vulnerable to the influence of social media and peer pressure, which amplify the impact of these advertisements (Raja & Afzal, 2025). Furthermore, the responses of Millennials, Gen Z, and Gen X to marketing strategies may differ, with digital engagement, mobile app promotions, and celebrity endorsements proven to increase purchase frequency (Balalrishnan et al., 2025). The visual appeal of video advertisements is also a key factor in marketing effectiveness, while discounts and behavioral rewards have been shown to encourage healthier food choices (Kurniawati et al., 2020; Woon, 2024).

Several previous studies have discussed the fast-food industry, including McDonald's, as an object of academic study. For example, research by Cassidy et al. (2021) highlights the use of social media platforms such as Instagram to reach a global audience. Content created by companies on platforms such as Instagram and Facebook has been shown to increase customer engagement and brand loyalty (Azman et al., 2025; Fatorachian et al., 2025). McDonald's also demonstrates adaptive marketing strategies through innovative advertising campaigns that are responsive to social issues and exploration of the metaverse, thereby creating more immersive consumer interactions (Pathak et al., 2025). Cultural differences between producers and consumers require McDonald's to balance product standardization and localization (Sardjono et al., 2023; Upadhye et al., 2025). In addition, McDonald's demonstrates social concern, for example through food donations during the COVID-19 pandemic as an effort to enhance brand image and social responsibility (Hanaysha, 2021; Rodrigues et al., 2021).

On the other hand, McDonald's also faces various criticisms related to health, culture, and ethics. Their advertisements are considered to promote unhealthy foods, especially to children (Cassidy et al., 2021). The company has also been criticized for appropriating social issues in its advertisements and implementing ethnic marketing strategies that are considered exploitative of certain groups, thereby creating social injustice (Disantis et al., 2017). Social media increasingly challenges McDonald's in maintaining control over its marketing messages, especially among younger generations who are increasingly critical and oriented towards healthy lifestyles (Lang et al., 2021). Moreover, McDonald's has also faced significant political and ethical challenges in the Middle East, particularly in relation to the Israeli-Palestinian conflict (Benmamoun, 2023).

Based on a number of previous studies, McDonald's advertising has been extensively studied from various scientific perspectives. However, there is still limited research that specifically analyzes the extent to which speech acts are used by McDonald's Arabia in producing video advertisements, especially in the context of the Middle East. In

this context, the persuasive strategies in McDonald's Arabia advertisements in this region have the potential to display different linguistic features compared to McDonald's advertisements in non-Arab regions. To achieve the research objectives, this study uses the speech act theory proposed by John Austin, which includes three levels of analysis, namely locution, illocution, and perlocution (Austin, 1962). In addition, this study also utilizes John Searle's illocutionary speech act theory as a supporting framework, which classifies illocutionary acts into five categories, namely assertive, directive, commissive, expressive, and declarative (Searle, 1979). This study contributes to pragmatic research by demonstrating that speech act strategies in digital advertisements function as a means of persuasion and identity negotiation in the Arab socio-cultural context.

METHOD

This study uses a descriptive qualitative method with the object of study being McDonald's Arabia advertisements aired on the official McDonald's Arabia YouTube channel (Arabia, 2020) which can be accessed via a link <https://www.youtube.com/user/McDonaldsArabia>. The research data consists of linguistic units in advertisements, both spoken and written data, which represent the use of speech acts. The primary data sources consisted of seven McDonald's Arabia advertising videos published between 2012 and 2018. Data collection was carried out using observation and documentation techniques, namely by carefully observing the verbal utterances in the advertisements, then recording and transcribing the utterances relevant to the research objectives. The collected data was analyzed using qualitative descriptive analysis with reference to Austin and Searle's speech act theory, which includes locutionary, illocutionary, and perlocutionary acts. The analysis process was carried out in three stages, namely data reduction by focusing on utterances containing speech acts, data presentation by classifying utterances based on the type and function of speech acts, and drawing conclusions to answer the research questions.

RESULT

This section of the research directly presents the main findings related to the use of speech acts in McDonald's Arabia advertisements on YouTube. The results of the analysis show that these advertisements predominantly use implicit assertive and directive speech act as persuasion strategies to build cultural closeness, religious legitimacy, and emotional attachment with the audience. These findings are presented based on their function and context of use in each advertisement, without repeating the theoretical explanations already presented in the introduction and methodology sections. Efforts to achieve the research objectives were derived into several sub-discussions as follows:

McDonald's Arabia as a Symbolic Space for Family Togetherness

In advertising discourse, brands are not only positioned as product providers, but also as symbolic spaces that represent certain social values. In its various advertisements, McDonald's is often constructed not merely as a fast food restaurant, but as a meeting place that allows emotional relationships to be built, especially in the context of family togetherness. This representation becomes a persuasive strategy that links the brand to the audience's affective experience, so that product consumption is no longer understood as a functional activity, but as part of a meaningful social practice. In this

context, advertising language plays an important role in constructing this symbolic meaning through discourse that affirms family values and emotional closeness. Therefore, speech act analysis is relevant to reveal how the utterances in McDonald's Arabia's advertisements pragmatically work in constructing McDonald's as a symbolic space for family togetherness. The following are utterances in the advertisement video that represent the symbolic space of family togetherness:

Video 1 (2012)

الوقت العائلة طويل الوقت

Time spent with family is long time

In terms of locution, the Arabic phrase “الوقت العائلة طويل الوقت” can be literally interpreted as “time spent with family is long/precious time.” This phrase is presented without supporting dialogue and stands as the only verbal element in the advertisement. Linguistically, the phrase is a declarative statement that conveys the literal meaning of the value of family time. At the illocutionary level, the phrase functions as an assertive speech act that is implicitly persuasive by emphasizing the value of family togetherness and indirectly encouraging the audience, especially parents, to prioritize family time amid their busy work schedules. Perlocutionarily, this statement is expected to evoke an emotional response in the audience, raising awareness of the importance of spending quality time with family. Although this advertisement does not explicitly show scenes of people eating at McDonald's products, the expected perlocutionary effect still leads to an emotional association between family togetherness and the McDonald's brand, so that the audience views McDonald's as part of moments of family happiness.

Analysis of the first video shows that McDonald's Arabia builds the meaning of family togetherness through implicit and emotional assertive speech acts. A similar pattern reappears in the next video, but with a stronger emphasis on the practice of sharing as a form of togetherness.

Video 2 (2013)

علبة المشاركة من ماكدونالدز، طعام يجمعنا سوا

Sharing box from McDonald's, a taste that brings us together

In terms of location, the main message in this advertisement is “علبة المشاركة من ماكدونالدز، طعام يجمعنا سوا” which literally means “*Sharing box from McDonald's, a taste that brings us together.*” In addition, the advertisement also displays product information in the form of menu variants such as beef, chicken, and nugget sharing boxes. These utterances serve as informative statements that convey the existence of new products and the variety of menu options at McDonald's Arabia. At the locutionary level, the language of the advertisement presents facts about the product without any direct commands. At the illocutionary level, the utterance contains an assertive speech act because it serves to state and emphasize the claim that McDonald's sharing box products have a “*flavor that brings us together.*” However, behind this informative function, there is also an implicit persuasive speech act, namely an effort to construct the meaning that eating together at McDonald's can strengthen relationships between family members.

This illocution is reinforced by the visual context that shows positive interactions between siblings, such as an older sibling helping and smiling at their younger sibling while eating together, thus positioning McDonald's as a facilitator of togetherness and family harmony. Perlocutionarily, the speech and visuals in this advertisement are expected to evoke emotional effects such as warmth, closeness, and empathy in the audience. The expected impact is the emergence of the perception that McDonald's is not just a place to eat, but a space for sharing that supports family togetherness. The subsequent effect is a psychological encouragement for the audience to choose McDonald's sharing box products as a means of creating harmonious dining moments, so that consumption decisions are influenced by emotional values, not merely food needs.

Video 3 (2016) هذه العائلة، لا يتركوك وحدك، يشاركوك تفاصيل حياتك،
ووجودهم في حياتك له نكهة خاصة

This is family. They never leave you alone. They share every detail of your life, and their presence in your life has a special meaning.

This third video also uses family meals as a symbol of togetherness. At the locutionary level, this advertisement features a narrator describing the meaning of family, namely "هذه العائلة، لا يتركوك وحدك، يشاركوك تفاصيل حياتك، ووجودهم في حياتك له نكهة خاصة", as well as repeated sentences emphasizing that family is always present in various situations in life. In addition to verbal narration, the advertisement also displays the written text "بجمعنا طعم الحياة أحلى" as the main slogan. At the locutionary level, these narrations serve to convey information and definitions about family as a social entity that always accompanies and shares in a person's life. At the illocutionary level, the statements in this advertisement contain assertive speech acts that emphasize the value of family as a source of togetherness, emotional support, and meaning in life. However, these illocutions are also implicitly persuasive, because through the emotional description of family, the audience is led to associate these values of togetherness with McDonald's.

The slogan "بجمعنا طعم الحياة أحلى" not only states a fact, but also serves to affirm that togetherness, which is implicitly associated with eating together at McDonald's, makes life more meaningful. Thus, McDonald's is positioned as a space that supports and celebrates family togetherness. Perlocutionally, this advertisement is expected to evoke emotional effects such as warmth, closeness, and nostalgia in the audience regarding the role of family in their lives. The subsequent impact is the formation of positive associations between moments of family togetherness and the McDonald's Arabia brand. The audience is encouraged to view McDonald's as part of a meaningful life experience, so that consumption decisions are influenced by the emotional value of togetherness, not merely functional needs.

McDonald's Arabia Products are Adaptive to Local Traditions and Cultures

McDonald's Arabia is constructed as a global product that adapts to the traditions and local culture of Arab communities through linguistic, visual, and symbolic strategies in its advertisements. This adaptation can be seen in the use of certain terms that affirm

Arab identity and present an agenda that is representative of cultural values such as family togetherness, respect for elders, and the ethics of eating together. In addition, the halal label in the written text of the advertisement serves to strengthen the religious legitimacy of the product, so that consuming McDonald's is positioned as a practice that is in line with Islamic values. Through this discourse construction, McDonald's Arabia builds cultural closeness with its local audience and presents itself not merely as a global brand, but as part of the social and cultural life of Arab society.

Video 4 (2014) Cast

ماك أرابيا كفتة، دجاج كريسبي، قرمش خبزك

Mac Arabia kefta, crispy chicken, your crunchy bread

Narrator

العادات الأصيلة ما بتغير عليك، بس ماك أرابيا دايماً متجددك

الطعم العربي الأصيل الأشهى والجديد. ماك أرابيا أصله وفصله

عربي

Authentic traditions never change for you, but Mac Arabia always brings you something new. The most delicious and authentic Arabic flavors. Mac Arabia, authentic and true to its Arabic roots.

In terms of content, this advertisement features informative verbal and written text. The actor playing the mother literally mentions the types of menu items available at McDonald's Arabia: "ماك أرابيا كفتة، دجاج كريسبي، قرمش خبزك" (Arabia Kofta, Crispy Chicken, Crunchy Bread). In addition, the narrator says, "Traditional customs do not change, but Mac Arabia is always innovating. Authentic Arabic taste, delicious and new. Mac Arabia, originally and distinctly Arabic," which informs the audience that Mac Arabia products have an authentic Arabic taste that has been updated. The text in the advertisement also displays product information in the form of menu variations, the halal label, and information about new products with limited availability. Locutionarily, these utterances serve to convey facts about the product, its flavor identity, and its halal status. At the illocutionary level, these utterances contain assertive speech acts, namely the affirmation of the claim that Mac Arabia is a McDonald's product rooted in Arabic flavors and meets halal standards.

The illocutionary function of this advertisement is not limited to providing information, but also has an implicit persuasive function. Through the phrase "أصله وفصله عربي" and the halal label, McDonald's Arabia seeks to convince the audience that this global product is still in line with the cultural and religious values of Arab society. The visual context, which shows a large family eating together and the etiquette of respecting older family members, reinforces the message of respect for Arab traditions and social norms. Perlocutionarily, the combination of verbal utterances, written text, and visuals in this advertisement is expected to evoke a sense of religious security, cultural trust, and emotional closeness, thereby encouraging the audience to accept and choose Mac Arabia as part of a halal and meaningful family dining practice. As data four shows, This fifth

video also shows that McDonald's uses Ramadan traditions as a way to attract Middle Eastern consumers.

Video 5 (2015)

إنه يراك، تابع خطاك، فالتريه ما تودّ أن نراه في الوجود. مدّها
يداك

جد بالقليل بالقليل، أدمه بوضليّ وفعل الجَميل

وروي الحياة بماء العطاء

*He sees you, follow your steps, then show us what we
want to see in this world. Reach out your hand. Do good
deeds, even if they are small, do them with care and
beautiful actions. Water life with the water of giving.*

At the locutionary level, this advertisement features the narrator's speech in the form of a series of poetic and repetitive sentences, including: إنه يراك، تابع خطاك، فالتريه ما تودّ أن نراه في الوجود. مدّها يداك جد بالقليل بالقليل، أدمه بوضليّ وفعل الجَميل. In addition to the verbal narration, there is also written text that reads, "Ramadan Kareem #انشر_الخير" (Ramadan Kareem #Spread_Goodness), which serves as a temporal and thematic marker for the advertisement. At the locutionary level, these utterances convey a message of kindness, caring, and sharing during the month of Ramadan. At the illocutionary level, the utterances in this advertisement are not only informative, but also carry implicit directive and normative assertive speech acts. Phrases such as "جد بالقليل", "مدّها يداك", and "وروي الحياة بماء العطاء" serve as a moral appeal to the audience to do good deeds, share, and care for others.

This illocution is reinforced by the visual context, which shows a child learning to give from an early age, guided by his parents. Thus, this advertisement constructs the message that kindness is a value that must be instilled from an early age, especially during Ramadan. Perlocutionarily, the speech and visuals in this advertisement are expected to evoke emotional effects such as empathy, moral awareness, and the urge to share. The audience is invited to reflect on their role in spreading kindness, both within the family and the community. The subsequent effect is the formation of positive associations between Ramadan values such as charity, caring, and solidarity with the McDonald's Arabia brand. Thus, McDonald's is perceived not only as a food provider but also as a brand that supports social kindness and religious values.

McDonald's Arabia is framed as an accessible brand in everyday contexts

In McDonald's Arabia advertisements, the brand is represented as an entity that is consistently present in the social sphere and everyday life of the community. This presence is not only demonstrated through the widespread distribution of branches, but also through the construction of discourse that emphasizes closeness, affordability, and familiarity with daily routines. Through brief statements, visual symbols, and simple narratives, McDonald's Arabia frames itself as part of normal and accessible consumption practices, so that the relationship between the brand and its audience is not built solely

as a commercial relationship, but rather as a presence that is integrated into the social life of the community.

Video 6 (2017)	Cast	حبيب!
	Baby!	
	Narrator	أكثر من 500 مطعم، كل مرة تحب
		<i>More than 500 restaurants, loved at all times</i>

The video shows a man saying حبيب not to a human being, but to a balloon with the letter M on it, representing McDonald's. This practice shows the personification of the brand, where McDonald's is treated as a familiar and well-known social subject in everyday life. Locutionally, the utterance حبيب is an affective form of greeting that literally means "beloved" or "dearest," delivered briefly without a complex sentence structure. The simplicity of this utterance emphasizes the spontaneous and emotional nature of the expression. In terms of illocution, this greeting functions as an expressive speech act that represents the speaker's emotional attitude towards the brand, while framing McDonald's as an entity that deserves to be treated like a personal relationship. Thus, the brand is no longer positioned solely as a commercial object, but as part of a network of familiar social relationships that are present in everyday life.

The meaning of closeness is reinforced through the narrator's follow-up statement, "أكثر من 500 مطعم، كل مرة تحب". Locutionally, this statement conveys factual information about the number of McDonald's Arabia branches, which has reached more than 500 restaurants. Illocutionarily, this narrative functions as an assertive speech act that affirms the existence and breadth of the McDonald's network, as well as a persuasive strategy to legitimize the brand through its quantity and affordability. The phrase "كل مرة تحب" contains an evaluative connotation that links the frequency of brand presence with an increase in liking. Pragmatically, the combination of the emotional greeting حبيب and the narrator's informative narrative is aimed at shaping the audience's perception that McDonald's Arabia is a brand that is close, accessible, and increasingly loved due to its widespread presence in people's daily lives. Thus, this advertisement not only informs, but also builds emotional attachment and consumer affective tendencies towards the brand.

McDonald's Arabia as an adaptive brand with Collective Moments

McDonald's Arabia often involves the emotional participation of the wider community in certain collective moments such as international sporting events. Advertising plays an important role in demonstrating the brand's ability to adapt to the current social context. McDonald's Arabia utilizes these collective moments as a strategic space to showcase a brand image that is adaptive, responsive, and relevant to the audience's experience. Through the use of interactive, symbolic, and contextual language, McDonald's advertisements not only promote products but also tailor their communication messages to the emotional situations experienced by the community. This strategy demonstrates how McDonald's Arabia frames itself as a brand that is able to be

present and resonate in moments of togetherness and collective enthusiasm, thereby strengthening the closeness between the brand and consumers in a broader social space.

Video 7 (2018)

أنت من المشجعين المتوترين؟

خبرنا على صفحات التواصل الاجتماعي، كفرصة ربح أصابع البطاطس من ماكدونالدز، حتى نفاذ الكمية

Are you a nervous fan?

*Tell us on our social media pages for a chance to win
McDonald's fries while supplies last*

The advertisement is constructed through a combination of the narrator's speech, written text, and visual context of a man who appears anxious to the point of biting his finger while watching the FIFA World Cup match. Locally, the narrator delivers the line "أنت من المشجعين المتوترين؟", which is a direct question to the audience, followed by the invitation "خبرنا على صفحات التواصل الاجتماعي، كفرصة ربح أصابع البطاطس من ماكدونالدز، حتى نفاذ الكمية". In addition, written texts such as "متوتر؟", "خبرنا #أصابع_البطاطس", and "حتى نفاذ الكمية" literally serve to reinforce the verbal message. Illocutionarily, the question "أنت من المشجعين المتوترين؟" functions as a directive speech act in interrogative form that aims to identify and engage the audience, especially soccer fans who experience emotional tension while watching the game.

This advertisement contains directive speech acts in the form of subtle commands that encourage the audience to share their experiences on social media while simultaneously promoting McDonald's French fries as a symbolic solution to the tension experienced while watching the World Cup. Parlocally, the speech and text of this advertisement are aimed at creating humor, closeness, and emotional involvement, so that the audience is encouraged to interact on social media, associate McDonald's French fries with the experience of watching the World Cup, and interpret the consumption of this product as a way to relieve stress and enhance the enjoyment of watching the game. Thus, this advertisement not only offers a product, but also constructs McDonald's as part of a collective emotional experience in global events such as the FIFA World Cup.

DISCUSSION

Based on the analysis results, advertisements on McDonald's Arabia's YouTube channel utilize speech acts at three levels, namely locution, illocution, and perlocution, as the main strategy in constructing persuasive messages. At the locution level, the speech act as declarative and informative through the mention of product names, slogans, halal labels, and representations of family situations and specific social moments. At the illocutionary level, the advertisements predominantly realize implicit assertive and directive speech acts to emphasize cultural and religious identity, such as claims of halal status, authentic Arabic flavors. And subtle invitations to share and enjoy family togetherness without direct commands. Meanwhile, at the perlocutionary level, the combination of the speech and visual elements is directed at producing emotional effects in the form of religious security, cultural closeness, and emotional attachment to the brand, so that product consumption is perceived not merely as an act of eating, but as a meaningful social practice in harmony with Arab and Islamic identities.

These findings indicate that the speech act strategies in McDonald's Arabia advertisements cannot be separated from the cultural and religious context of Arab society. The language of the ads functions not only as a promotional tool but also as a medium for negotiating identity between a global brand and local values (Sardjono et al., 2023; Upadhye et al., 2025). By integrating linguistic elements, visuals, and religious symbols, McDonald's Arabia frames itself as a global brand that is both adaptive and culturally rooted. This underscores that the effectiveness of advertising messages heavily depends on the ideological and cultural alignment between the message and its target audience. Moreover, these findings reinforce previous studies that position social media as a strategic space for constructing meaning and influencing audience perceptions through persuasive language. In line with Cassidy et al. (2021), McDonald's advertisements function not only as a means of product promotion but also as instruments for constructing social and emotional values. The speech act strategies employed demonstrate that advertising language plays a crucial role in framing products as part of the audience's life experience, rather than merely as consumption objects. Additionally, these results support the perspectives of Sardjono et al. (2023) and Upadhye et al. (2025) regarding the importance of adapting global marketing discourse to the cultural context and local values of consumers.

On the other hand, this study complements previous research that highlights criticism of McDonald's marketing practices on social media, particularly regarding the appropriation of social and cultural issues and ethical challenges in building brand image (Disantis et al., 2017; Cassidy et al., 2021). Critically, these findings show that the speech act strategy in McDonald's Arabia advertisements is in line with the nature of advertising as a form of persuasive communication that not only aims to promote products but also to build brand image and identity through language (Nchindila & Torto, 2020; Ivanova et al., 2021; Jurišová, 2020; Al-Andrlic et al., 2024). The emphasis on emotional aspects, such as family togetherness and religious security, shows how emotional appeal is used to create a symbolic bond between the brand and consumers (Punniyamoorthy & Arulmoli, 2019). In this context, advertising language is no longer neutral, but rather functions as a discursive instrument that normalizes fast food consumption as part of meaningful social practices that are in line with the cultural and religious values of the audience. This strategy confirms that tailoring advertising messages to the cultural context of consumers is a key factor in the effectiveness of global marketing, including in the fast food industry (Pareek & Singh, 2017; Cassidy et al., 2021; Sardjono et al., 2023).

These culture and emotion-based persuasive strategies also raise problematic issues that need to be critically examined, particularly in relation to the social and ethical impacts of marketing. A number of studies show that fast food advertisements have a significant influence on increased consumption, especially among vulnerable groups such as children and adolescents who are highly influenced by social media and peer pressure (Emond et al., 2019, 2021; Raja & Afzal, 2025). The visual appeal of video advertisements, digital engagement, and intensive promotional strategies have been shown to strengthen emotional responses and increase cross-generational purchase frequency (Kurniawati et al., 2020; Balalrishnan et al., 2025; Woon, 2024). In this context, the use of speech acts that frame consumption as a valuable social practice has the potential to blur the boundaries between cultural persuasion and commercial legitimacy, thus demanding a critical reading of the role of advertising language in shaping preferences, consumption patterns, and power relations between global brands and local audiences. Based on the above explanation, this study shows that in the Arab context, speech acts rooted in religious values and local culture actually function as a mechanism of social legitimacy.

The emphasis on halal, family solidarity, and social care values makes McDonald's Arabia perceived as being in line with Arab and Islamic identities. Thus, this study confirms that speech act analysis makes an important contribution to understanding how digital advertising constructs meaning, shapes perceptions, and influences audience consumption decisions in specific socio-cultural contexts.

CONCLUSION

This study concludes that advertisements on McDonald's Arabia's YouTube channel utilize speech acts at three levels locutionary, illocutionary, and perlocutionary as the main strategy in constructing persuasive messages. At the locutionary level, advertisements present product information, halal labels, and social contexts that are familiar to Middle Eastern communities. At the illocutionary level, the advertisements realize implicit assertive and directive speech acts to affirm the product's identity as part of Arab culture and encourage audience engagement. Meanwhile, at the perlocutionary level, the advertisements are aimed at producing emotional effects in the form of religious security, cultural closeness, and attachment to the brand, so that consumption is understood as a meaningful social practice. Based on these findings, this study contributes to the pragmatic study and discourse analysis of digital advertising by showing that speech act strategies function as mechanisms of adaptation and social legitimation for global brands in the Arab cultural and religious context. However, this study is limited by the relatively small amount of advertising data and its focus on a single YouTube channel. Therefore, further research is recommended to expand the scope of data, compare speech act strategies across platforms or regions, and explore the role of advertising language in responding to the social, cultural, and religious dynamics of Arab society more comprehensively.

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