

The Chronicles of McDonald's Night (An Intimate Talk with Nisa)

Almost fifteen years ago, the "McDonald's Night" became the tradition for her family. The night when she would dress up with the best clothes and shoes, just to eat the all time favorite apple pie, Fillet O'Fish, and the biggest grand prize is Happy Meal. It doesn't mean that she would experience the McDonald's Night every single week in a month, there's few circumstances applied in this case. To picture you her experience of the McDonald's Night, let me present The Chronicles of McDonald's Night.

Q: Hi, would you please introduce yourself?

A: Hello, my name is Khairunnisa, but to make it easier, you can call me Nisa. I'm an avid fried food for 23 years.

Q: Haha, nice introduction. Okay, before we start, could you tell me about your childhood life? I mean like, where do you live, what did you do, everything that relates to your childhood life.

A: Guess my childhood life pretty much common, I spent my childhood in this almost rural area in Cisauk, it's near Bogor. I live in a huge complex that provided from this one national research office for their employees and my father was one of the employees.

Q: Wait, why did you called it "almost rural"? What is it like?

A: Hmm, it's hard to describe it. But, I'll try to describe it. The complex has

main gate and from that gate to my house, it will takes 10 minutes. It sounds fine right? But then, if you want to go to supermarket, or department store, or find some electronic stuff, you have to go to the other place. There are two options, one would takes 40 minutes to reached, and one would takes 60 minutes to reached – both included the traffic.

Q: Wow, that sounds like a long journey...

A: Yes it is.

Q: So, when it comes to McDonald's, was that means that you have to go through that journey?

A: Hell right. That's why I never went there every single day.

Q: Then how you can get yourself into McDonald's? I mean it takes lot of efforts to get one meal.

A: Yes it takes lot of efforts, but that's makes it even better. I mean the effort to go there, that's what makes it memorable.

Q: Is there anything special about taking the journey to McDonald's?

A: Everything became special for me. I took bath and comb my hair neatly. I even took a decade to just pick what I'm going to wear that day. Even if it's ended with a shorts and t-shirts, but I want to pick the best out of all. I still remember my top choice on shirts was the one, which have colorful stripes. There's this one time, when I already set, but suddenly the planned got canceled and I got angry to my parents like in dramatic way – rolling on the floor and crying my eyes off.

Q: It sounds that you really disappointed...

A: Absolutely, I've been waiting for that day to come. I mean, I never have it like every weekend in each month, it's only when my parents got paid from their work. So, I only have it like twice every month.

Q: Oh, I thought that you get it every weekend. Hmm, I'm curious what makes it special with McDonald's? Compare to going to KFC?

A: It's completely different, I do also like KFC, but the sense when I came to McDonald's, it feels like I'm suddenly became an American, a foreigner.

Q: Why did you feel that way?

A: As a kid, I grew up watching television and movies that mostly came from America. And the one that hooked me up was "Richie Rich", who played by Macaulay Culkin. The memorable scene was when he showed that he has his private McDonald's. From that, I also saw several movies from America that shows eating French fries with hamburgers, it looks really great.

Q: So, by that experience you was assumed that every American eating McDonald's?

A: Yes, that's why I want to feel, how was it like being American. When I ate at McDonald's, even if my favorite is Fillet O'Fish and apple pie, I still feel the sense of becoming American.

Q: In the end, if you could conclude, what was your memory if it's related to fast food, I mean in your case is McDonald's?

A: I would say, the feeling becoming American. That's the best thing going to McDonald's.

For Nisa, the memory of going to McDonald's is the experience becoming an American for a day. McDonald's have been invaded every countries around the world, there would be adjustment with the prices and menus. Does the sense of being American occurred in other countries? What was the childhood memory of going to McDonald's for each person in different country? Because there must be different cultural background, the eating habit from their families, and everything that relates to it. What is your memory?