



THREE FAMOUS COFFEE SHOP LOGOS IN CIANJUR: AN APPROACH TO SEMIOTICAL ANALYSIS

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ABSTRACT

This research entitled “*Semiotical on Three Famous Coffee Shop Logos in Cianjur*”. The goals of this research is to describe the semiotic of logos at these coffee shop. Coffee shop usually has a logo to show the characteristics of the coffee shop and all identities or all aspects of the coffee shop. In this research, the researcher choose three logos of coffee shop in Cianjur. Then, to got the meaning of the logos the researcher analyzes them by using semiotic study. In this research, the researcher selected Tjerita Koffie, Ar7, and Imah Kopi. The result of this research discovers that the icon, index, and symbol are found in the logos. The iconic signs are mostly applied and the symbolic signs are used more than the indexical one. In accordance with the analysis, the three coffee shop represent their characteristics through their logos and the three logos of coffee shop show relationships between the signs semiotic and the history, concept, and goals of the cafes. Moreover, the three logos represent characteristics and relation between the sign semiotic of the logo and the history, concept, and goal of the coffee shop through their symbolic signs in their names.

Keywords: *Semiotics, Logo, Sign, Icon, Index, Symbol, Coffee Shop.*

INTRODUCTION

Human are social creatures. Human needs language as media communication of delivering a message, aim, or meaning of things. Language is tools to express ideas, feelings, or experiences and to communicate with other people (Fromkin, Rodman, & Hyams, 2011). Therefore, everyone can express opinion or message to the others. Besides that, according to sociological view, language is basic to communicate of human being. Accordingly, it shows that the language can make social interaction.

Language is something that important used for human communication, everyone needs a language to communicate each other, with a language we can share anything we can know what everyone says clearly. As defined by (Stockwell, 2013) “language is system of symbols that are meaningful and articulate sound (generated by said tool), that are arbitrary and conventional,



which is used as a means of communication by a group of men to give birth to feelings and thought”

At this time, language problems will become numerous and complex, not limited to language problems as a system. Thus, linguists are also required to dissect more sharply on grammatical problems, especially in the sense of traditional linguistics, which is sometimes called microlinguistics. In this traditional sense, linguistics is defined as the science of language which consists of several components, namely phonetic components, phonology, morphology, syntax, and finally semantics, which studies the meaning of words and sentences (J. Helmie, 2015). In connection with the theory of generative grammar, Chomsky (1957) said that there are three levels of equivalence that can be had by language theory. His opinion is applicable to general theory. The suitability refers to the question whether a theory is adequate or not as a basis for discussing existing problems.

Nowadays, in the globalization era people not only communicate by the message, but also people can communicate with other people in live. Everyone, usually communicate with other people in the coffee shop. Everyone can meet with their friends at the coffee shop not only to communicate, but also they can enjoy with a cup coffee. People can discuss, gather up, chilling out at the coffee shop. Coffee is one of the favorite drink, usually people drink the coffee in the morning. They assume that coffee is one of the thing who the people need.

People of urban life in late modernity have commented on the rise of new types of coffee shops in major cities. These three famous coffee shop who has the great logos. These coffee shop market coffee as a specialised and luxury product requiring connoisseurship, elevated from an ordinary drink to one that is associated with gentrification and a hipster clientele.

Coffee shop is very popular in Indonesia. Especially in Cianjur and it usually has a logo to show the characteristics of the coffee shop and all identities or all aspects of the coffee shop. Descriptive qualitative research with content or document analysis is applied in this research. The data analysis is conducted by applying Pierce's theory (1931 in Chandler 2007) that is typology of sign. In order to interpret the meaning of the signs found, connotation theory offered by Chandler (2007) and Fiske (2012) are also used. In this research, the researcher selected *Ar7*, *Tjerita Kopi* and *Imah Kopi*.

THEORETICAL FRAMEWORKS

Linguistics

Linguistics is included in the nomothetic sciences, namely the science that seeks to find rules, uses experimental methods and tries to focus research on a limited field. Linguistics is the scientific study of human language. As such, it regards the ways in which members of a particular discourse community conceptualize their experience, encode it in a linguistics form, and then use that code in social interaction. The science of language, including phonetics, phonology, morphology, syntax, and semantics: sometimes subdivided



into descriptive, historical, comparative, theoretical, and geographical linguistics. Many linguistics experts define, among others.

Linguistics deals with human language as universal and recognized part of human behaviour and human capabilities. Bloomfield (1933 : 20-34), linguistics is a science as well as physics and chemistry is a science. Linguistics is defined as the science of language or the scientific of language. King T. Nasr (1984), Linguistics is concerned with human language as a universal and recognizable part of human behaviour and of the human abilities. Monica Crabtree & Joyce Powers (1994), Linguistics is competences as being a person potential to speak language, and his or her linguistics performance as the realization of that potential. A linguistics is a specialist in linguistics that is study of language. Also known as a linguistics scientist or a linguist. Linguist examine the structures of language and the principle that underline studied one or more languages other than their native languages, and they find that they are intrigued by the languages themselves or perhaps by the difficulties encountered in learning new languages. Whatever their initial motivation, students who pursue linguistics are usually drawn by the excitement of learning about, and contributing to, a science that is still in its infancy but undergoing rapid development. Linguistics students not only explore questions about language, but receive broad training that cuts across traditional boundaries between disciplines. By virtue of the central role of language in human interactions and activities, Linguistics is situated at the intellectual intersection of the humanities, and social, biological, and behavioral sciences, and is an important component of a liberal education Norquist (2018).

Linguistics or linguistics is a discipline that studies language broadly and in general. Broadly means that the coverage includes all aspects and components of language. In general, this means that the target is not limited to one language only. (eg Indonesian only), but all languages in the world.

Applied Linguistic

Applied Linguistics is the branch of linguistic that is most concerned with application of the concepts in everyday life, including language-teaching. Applied linguistics uses linguistic theory to solve real-world problems, most often in the field of language education. For example, linguists can apply what they know about how children and adults learn languages to design educational materials and lessons for teaching second languages and to design effective methods of testing student progress. Educators can use what they know about how people actually use language to make sure their classes prepare students for the kinds of exchanges they are most likely to encounter.

Semiotics

The study of Semiotic is one of a growing scientific approach mainly on the humanities and science communication. Semiotics becomes important to understand the various social realities of life human culture especially the various meanings and signs that live and grow in the society. According to Hoed (2011:3) as his understanding, semiotics is a science that examines the signs in people's



lives. In simple method semiotic is the science of signs. Semiotics study about the system, a rule that produce the signs meaning (Helmie & Syafrudin, 2019). Semiotics is etymologically derived from the Greek word semeion which means sign. Semiotic terminology can be defined as the science of signs. This science considers that social / community and cultural phenomena are a form of signs. Semiotics also studies the systems, rules, conventions that allow these signs to have meaning.

The definition above is in line with what was put forward by Ferdinand de Saussure who defined semiotics (semiology) as a science that studies the role of signs as part of social life. Implicitly, this definition shows the relation that if signs are part of social life, then signs are part of the applicable rules (code). There is a sign system (sign system) and a social system that are interrelated, this is what is called a social convention that regulates signs socially, namely the selection, combination and use of signs in a certain way, so that they have social meaning and value. .

According to Saussure, a sign has two entities, namely the signifier and the signified or means of signs and meanings or markers and signs (signifier + signified = sign). consider the following work: what can we capture from the image (marker) of a heart (heart) which is marked as love, and so on. Meanwhile, for Peirce semiotic is an action (action), influence (influence), or cooperation of three subjects, namely a sign (sign), object (object) and interpretant (interpretant). What is meant by semiotics in Peirce's semiotics is not a human subject, but three semiotic entities that are abstract in nature which are not influenced by concrete communication habits. According to Peirce, a sign is... some thing wich stands to some body for some thing in some respect or capacity (a sign is anything that is in someone to express something else in some way or capacity). In this case the sign according to Peirce uses the triadic model:

(representament + object + interpretant = sign)

For example, we see a sign of a wet and half-open lips (sexy lips), then a three-fold process will be formed between the lips as the representative, the actual lips as the object, and the interpretant (lips) which is known as the process.

However, semiotics does not always focus on the impending meaning of signs and symbols (Saussurean semiotics), but also on how symbolic meanings are regenerated by situations in the broader cultural and social context of consumer decisions (Peircean semiotics) (Mick et al., 2004).

The Saussurean perspective shows a more structural semiotics because it focuses more on pure text analysis to reveal the actualization process of making meaning (Mick, 1986; Mick et al., 2004; Oswald, 2012); Peircean's perspective focuses on a broader and more dynamic semiotics by investigating how the signs are placed in cultural and social contexts (Mick, 1986). Obviously, Peircean semiotics benefits from a Saussurean perspective but goes beyond the general Saussurean meaning process.



The Saussurean semiotics focuses on the sign, the meaning of the logo of a brand, while the Peircian semiotics examines the placement of the brand logo in advertisements - examining the relationship between brand identity, brand slogans, and other sign and code systems that affect communication with consumers. It follows then that the brand can become an inseparable semiotic entity, an icon in the environment of consumption. In essence, it is a metamorphosis of symbols and brand signs into conveying meaning to living people or identities (Gaines, 2008; Manning, 2010; Mick et al., 2004; Lury, 2004).

Thus, 'brand semiotics' are the building blocks of a central meaning system in which brand symbols function as letters or words of the language of consumption. The more brand symbols and brand language, the more difficult it will be to understand and share among consumers. The meaning of a brand can be an alternative social system and generate economic value (Mu'niz and O'Guinn, 2001). Thus, 'brand semiotics' is a sociocognitive semiotic process that binds consumers to consumption systems and common meanings (Thellefsen et al., 2007).

According to Sobur (2009:123) Semiotic defined by Ferdinand De Saussure (1983) in course in general linguistics, as "the science review about signs" as part of the social life. In the other side according to Roland Barthes is the study of the form. This study examines the significance that separated from the content. Semiotic is not only researching on signifier and signified, but also relationships that bind them, the sign a binding overall". Human uses their creativity and interpretation signs to create the meanings. According to Peirce's statement, human can be defined as creatures who think only in signs Peirce's (1931:58). Signs take the form of words, sounds, pictures, things, colors, acts and objects.

Semiotic in the study of sign it deals with everything that can be treated as a sign (Eco, 1976, in Chandler, 2002). It is a field of study involving many methodological tools, theoretical stances and even experts from different field. Semiotics is not only researching about signifier and signified, but the relationship that binds them, a sign that deal overall. Modern semiotic, has two expert they are Charles Sander Peirce (1857-1914) and Ferdinand De Saussure (1857-1913). They do not know each other (Zoest 1996:1).

Semiotic branding allows the development of a brand that can be easily recognized and identified by a simple logo, sign, or even color by everyone. In general, the term semiotics, an effort to brand iconization by advertisers, has two components: denotation and connotation (Eco, 1976; Mick and Buhl, 1992; Mick et al., 2004).

Denotation shows a clear meaning of the word, which is also defined as a sign of the first order (Eco, 1976; Mick and Buhl, 1992). The connotations denote subconscious associations and meanings based on subcultural norms. These relationships are defined as higher order significance (Mick and Buhl, 1992; Mick et al., 2004).

We also need to understand that connotative meanings often come from denotative meanings, so that they exist in denotative meanings. Brand names or linguistic representations of brand names can carry denotative meanings while



brand symbols and symbolic symbols can trigger connotative meanings for consumers. The connotative and denotative meanings are widely used in brand logos and the process of making slogans by marketers. A strong brand logo is one that is easily accepted and understood by translators or consumers (Heilbrunn, 1997). For example, the Apple brand logo, the bitten apple, signifies disobedience and the existence of knowledge, hope, and anarchy, using a well-known biblical image - the bitten apple (Floch, 2000; Oswald, 2012). Some brand logos are purely alphanumeric marks, such as IBM, 3M, and Coca-Cola; others are iconic images or symbols, such as the bitten apple or the yellow shell of Shell Oil, and many logos are a combination of signs and symbols (Heilbrunn, 1997, 1998).

The columns and lines used in the brand logo also support the recognition and understanding of the company philosophy embedded in the logo. Both IBM and Apple used parallel horizontal lines in early versions of their logos, lines believed to signify the 'fundamental value' of American corporate efficiency and commitment (Floch 2000). Likewise, color letters or images can very efficiently send a brand message (Chandler, 2002; Floch, 2000; Mella, 1988; Oswald, 2012). IBM, for example, is known as "Big Blue" because of its intensive use of blue, linked to the depths of the ocean, to signify deep knowledge and an endless store of information. As such, both IBM and Apple provided early examples of brand connotation in the world of modern brands.

Logos

A logo is a graphic mark, emblem, symbol or stylized name used to identify a company, organization, product, or brand. It may take the form of an abstract or figurative design, or it may present as a stylized version of the company's name if it has sufficient brand recognition.

A logo is a symbol that differentiates one model or brand from another. They serve to remember a specific brand in consumers' minds, and are usually easy to spot (Helmie Jauhar; Suganda Dadang; Heriyanto, 2020). Rather than searching for brand names, consumers are familiar with, and search for, company symbols as visual shortcuts (Selame, 1988). The logo serves as a very important identification tool (Bennett, 1995), as well as one of the most important depictions of a company's verbal and visual promotion strategy. They serve as communication intermediaries between the company and its consumers, which are ultimately responsible for the financial success of the business (Heilbrunn, 1998a; Lipovetsky & Roux, 2003; Scott, 1993; Zhang, 1997).

A logo differs from a brand in that the latter is a materialistic representation of a product. Logo has a bigger meaning; it is a graphic symbol representing the true values of a company (Heilbrunn, 1998b). More than just blending and printing, logos serve as a visual front for the relationship between producers and consumers (Black, 2009). It is an emotional expression, which has been used as an indication of brand ownership, origin, and association. Logos also help facilitate brand recognition and loyalty among their consumers, which ultimately leads to the development of brand equity (Muphy, 1990).



Therefore, logos are very important company assets so that companies spend a lot of money and time promoting (Anson, 1998). The investment is made by management with the understanding that it will yield returns in the form of enhanced brand reputation and corporate image. This allows for greater competitive marketing which is critical to the long-term success of a company (Chen & Uysal, 2002).

Logos have become an integral part of a company's brand identities. A widely and instantly recognized logo is a valuable intangible asset for a corporation and is thus trademarked for intellectual property protection, in the majority of situations. Logos have been in existence for thousands of years. The earliest logos were nothing more than simple distinctive markings, symbols or literal brands, that were created to signify the maker of a product or communicate the type of products that a particular merchant was selling. For example, under the reign of Henry III, in the year 1266, England's Parliament passed legislation requiring that all bakers use a distinctive mark for the bread they sold. Historians widely believe that this was England's first legislative act, concerning trademarks.

The modern logo began its evolution following the introduction of trademark laws in the 19th Century. Jack Daniels' iconic logo dates back to 1875, shortly after Congress passed the US Trademark Act of 1870—in an attempt to establish a federal trademark regime which was rejected by the Supreme Court. In 1876, the Bass Brewery's famous red triangle became the first trademark to be registered in the UK, after the Merchandise Marks Act was passed in 1862.

Coffee and Coffeeshop

Coffee lovers around the world who reach for their favorite morning brew probably aren't thinking about its health benefits or risks. And yet this beverage has been subject to a long history of debate. In 1991 coffee was included in a list of possible carcinogens by the World Health Organization. By 2016 it was exonerated, as research found that the beverage was not associated with an increased risk of cancer; on the contrary, there was a decreased risk of certain cancers among those who drink coffee regularly once smoking history was properly accounted for.

Logos have been used for a long time to denote the origin and ownership of a brand and to build brand associations. The Coca-Cola logo is one of the most recognizable logos worldwide, used for more than 300 beverage brands (Blue, 2003). Successful logos are symbolic in terms of their image attributes in that they serve to clearly differentiate the brand from the more successful competitors than their functional attributes (Belen del Rio, Vazquez, & Iglesias, 2001). An effective logo can then convey to consumers a bonus based on the recognition of greater value communicated by certain brands (Leventhal, 1996).

Logo recognition occurs on two separate levels. Primarily, the viewer should remember seeing the logo at some point in the past (confession). Second, the logo must be associated with an association to the right company (remember).



Therefore, to aid in the viewer's reminder, logos should be recognized by consumers with minimal effort, and evoke a sense of familiarity (Zajonc, 1968).

The logo message shows a pledge statement to shape consumer expectations. There is an argument that an effective logo also changes the way buyers consume the products and / or services that the logo symbolizes (Park & Petrick, 2006). The company logo is a means of building trust with customers. When applied to websites, company logos have the potential to increase (or decrease) consumer conversion rates at first glance (Haig, 2008). If a logo nonverbally communicates a "trustworthy" dimension in depicting an image, it essentially influences the desired and flattering attributes of the company. Aspects such as efficiency and timely execution can be illustrated through logo design (Haig, 2008).

A logo must exist on its own and spark, in the consumer's mind, a whole host of emotions and images that a company represents - emotions and images that a company may have taken years to insure as the foundation of its corporate identity. Logos that are able to depict these images and feelings effectively generate consumer loyalty to their company by being reminded of a positive company image. A logo that doesn't work in this respect doesn't just ignore consumer loyalty and goodwill; they may even generate a negative image of their company in the minds of their target audience (Selame 1988).

In communicative terms, a logo is a system of symbols that transmits information (Alberto, Fredrick, Hughes, McIntosh, & Cilateral, 2007). Sometimes, only one or two elements are needed to reveal the meaning of a logo (McGee, Lomax, & Head, 1988). A logo is a unique sign that contains not only a representative function, but also a pragmatic function in relation to its commercial value. In this sense, it forms the reactions of the recipient with regard to recognition, liking, awareness, etc. Its status as a sign is multifunctional, and perhaps ambiguous (Heilbrunn, 1997).

METHOD

The method used in this research is qualitative research. The research was conducted by formulating the statement of the problem, collecting the data, classifying data, analyzing the data and drawing the conclusion (Creswell, J., 2012). In this study, the researcher analyze the semiotics on logos. This study taken some utterance of three famous coffee shop in Cianjur. The aims of this qualitative method is to describe the result of this research. Crossman (2018)) states that the aim of qualitative approaches is to offer description, interpretation and classification of naturalistic social context." According to Malik & Hamied in Research Methods (2014;188) they stated "Qualitative research is an umbrella term which encompasses enormous variety in terms of paradigm, approaches to data and methods for data analysis. Qualitative research is also much eclectic, in using multiple strategies and methods than quantitative research.

So in this research, the writer would like to describe and analyze the semiotics on three famous coffee shop logos. In library research, the writer has read and analyze some reference books that are suitable for his research.



The researcher uses some methods to collect the data. Collecting the data is important to the research. Therefore, collecting the data must be paid more attention to support successful research. The researcher uses observation and interview as the technique of collecting the data.

1. Observation

Observation is a type of qualitative research method which not only included participant's observation, but also covered ethnography and research work in the field. In the observational research design, multiple study sites are involved. Observational data can be integrated as auxiliary or confirmatory research. Observation is necessary done in every qualitative approach. Observation is one of primer data collection technique. Tracy (2013: 25) states that observations are registered through the researcher's mind and body. In such circumstances, self-reflexivity about one's goals, interests, proclivities, and biases is especially important.

2. Interview

This is the most common format of data collection in qualitative research. According to Oakley, qualitative interview is a type of framework in which the practices and standards be not only recorded, but also achieved, challenged and as well as reinforced. As no research interview lacks structure most of the qualitative research interviews are either semi-structured, lightly structured or in-depth. Unstructured interviews are generally suggested in conducting long-term field work and allow respondents to let them express in their own ways and pace, with minimal hold on respondents' responses.

FINDINGS AND DISCUSSION

The wirter is interested in these three coffee shop because they have many followers on Instagram. They have a special attraction to attract their customers. They also have a special menu especially in coffee, has its own characteristics to serve the coffee. So many people really like coffee shop which is have a best place to hangout or chill. The writes found the symbol from the logos. From Tjerita Koffie, the writer found the characteristics from the logos. Such as the color of logos, the font who they use are Dutch spelling and the symbol logos of Tjerita Koffie is coffee tree and coffee fruits. From Imah Kopi, the writers found the symbol of logo is someone who is doing latte art, the color of logos is black and white, last from Ar7 the writers found the symbol of this logos is roseta. Roseta is the level of latte art, the color is yellow and white.

Besides that, the writer found the semiotical in logos taken from interview and observation Every semiotic has pattern such as symbolic, semi symbolic and semiotic the word "semiotic" has a restricted, specific meaning in this context. And every semiotic has been taken by several logos. Then, those data have been classified as follow:



Analysis Semiotics of Tjerita Koffie



The name of this logo is Tjerita Coffee. The origin of this logo is the story. The image of this logo is a coffee tree and three are coffee fruits because from the beginning my thoughts from the coffee tree that we can tell, until the coffee drinks have a story, there is process behind it from the tree. It was originally from a coffee tree. The owner think about the results of this thought together with my wife, sister in law,. We look for inspiration. Initially just a joke, sometimes we get that inspiration spontaneously.

The concept is we want to be like that. Therefore, the spelling is old like in the Dutch era, because the coffee was brought from the Dutch people to Indonesia. The owner of this coffee shop it's an old spelling. Because, Dutch spelling. Because again what I just said. We have an old or vintage coffe shop concept. And why does it have the old spelling use "tj" because yes the coffee was brought from the Dutch because it was a luxury item.

The important thing is the history of Tjerita Coffee, the owner gave up my permanent job first and then focused on this coffee story, I had to start again from the bottom and the constraints of human resources problems and at that time first 3 months of the fire broke out. Yes, that's the struggle, the mentality of workers and mentality of entrepreneurs are very different. More difficult effort. Yes, the differences is that if our workers work under the auspices of people, work in other people is good, we only receive a salary if our efforts have to think about how we can survive. The meaning, from a coffee tree finally produce many kinds of coffee beans now that we can enjoy, there is process. From the process the stories come out and therefore our coffee shop is called Tjerita Kopi. We want to open a coffee shop but have a vintage theme.



Analysis of Imah Kopi



The name of this logo is Imah Kopi Cianjur. The owner said, everytime we start a business we want to open a company. We have to branding, that branding can be recognized from the logo. I think about it alone with my sister, but I design it myself.

The logo that we made there are three changes before becoming the current one. Different places, different logos. Just to clarify, because we use capital letters. To be seen by these people is Imah Kopi. The owner said, first, actually Imah Kopi originally did not intend to be made coffeeshop. But because of the hobby of my sister and myself, we initially did not use the coffeeshop, we were originally in the coffee garden, from the way they were planted, seeded, harvested, post-harvested.

Actually, Imah Kopi was not going to sell other drinks. Initially Imah Kopi only sells pure coffee drinks menu. Because, what we prioritize is the idealistic coffee. all processed from the coffee, because initially we go directly into the garden do not go into the business world. Meanwhile, if we enter the world of business, we cannot go for the idealistic ego of coffee. sometimes, people do not always like coffee, there must be other menus. Plus the feedback from it is pretty good. The meaning of the logo. Black is elegant, so why it is combined with white in my opinion, its more open so it matches any color. Why do we take that color because of the meaning of openness when it comes to Imah Kopi Inquiring about coffee science, surely we share about all the process.

The meaning of the picture of someone who is doing latte art because of the characteristics of coffeeshop. Because international coffee manual brewing is rarely certain that coffee is based on espresso. Manual brewing means steeping with your own hands. And the line drawing of three indicates the city of Cianjur three pillars of culture, and I made the logo design from Imah Kopi.



Analysis of Ar7



The name of this logo is Ar7. That's A and R, that's abbreviation of Arabica and Robusta. Then if number 7 is 1:7, on a scale of 1:9 we take 1:7. For measurement of temperature. So, the thought of the brand that will be sold, we sell is Arabica and Robusta coffee. Actually, we do not have to think about what letters are important, like that. So when we make it, randomly choose that font and feel it is appropriate to use that font.

So, the owner of Ar7 is a Bandung person. As long as the name is not Ar7. So there is no specific history, indeed the owner of Ar7 is basic in coffee. It has a yellow, white color. Just match the yellow color, if the white is roseta. Roseta is the level of latte art, roseta is the highest level of latte art. So for beginners, that is the highest level. The first is the form of love, the second form of tulips and the last is roseta.

So, there are three levels for beginners. After, passing that level can make other characters. Ar7 logo is not difficult, maybe for some people it is a prayer. So, basically making that efforts his prayer was immediate. There is someone who made this logo, but he advised not to mention his name. In the past, I had several times changed names. From Ar7 coffeecorner then there are people 9 and under the logo like a tulip picture then changed again. Change name 3 times. When you make a memorandum, you suddenly change the note. Already a variety of shapes and until finally this is the last logo.

CONCLUSIONS AND SUGGESTIONS

Viewing the fact that logos, this case can possibly show the semiotics. It comes to the conclusion that in every semiotics contains the logos, it's mean the speaker cannot do run turn as he or she wants. Besides, the semiotics become a unique experience by rules of the logos. It is possible for participants who are involve when do research about semiotics.

Conclusion

Through data collection, the writer found that there three semiotics that occurred and applied by the logos, as preented below:



1. The first from Tjerita Koffie, the writer found The image of this logo is a coffee tree and three are coffee fruits because from the beginning my thoughts from the coffee tree that we can tell, until the coffee drinks have a story, there is process behind it from the tree. The meaning, from a coffee tree finally produce many kinds of coffee beans now that we can enjoy, there is process.
2. The second from Imah Kopi, the writer found The meaning of the logo. Black is elegant, so why it is combined with white in my opinion, its more open so it matches any color. Why do we take that color because of the meaning of openness when it comes to Imah Kopi Inquiring about coffee science, surely we share about all the process. The meaning of the picture of someone who is doing latte art because of the characteristics of coffeeshop.
3. The Last from Ar7, the writer found Thats A and R, thats abbreviation of Arabica and Robusta. Then if number 7 is 1:7, on a scale of 1:9 we take 1:7. For measurement of temperature. So there is no specific history, indeed the owner of Ar7 is basic in coffee. It has a yellow, white color. Just match the yellow color, if the white is roseta. Roseta is the level of latte art, roseta is the highest level of latte art.
4. Besides that, the writer found that there are some possibly factor which occured in logos. There arw symbol, index, characteristics. The factors that occured in logos. It can influence the semiotics behaviour for the readers, especiallhy when thy want to take the semiotics and give the advantage to the next speaker.

Suggestions

In this section research can only present about semiotics rules and the factors that can influence the speaker. Nut, the writer hopes his research will help people out there to explore and to learn about semiotics analysis, especially in the logos. The present research offers several practical suggestions as presented below:

1. Further Researchers

It suggested this research can be advanced and improved by the further researchers who will take the research related to the semiotics. Theory about semiotics, and the factors that influence the speaker about semiotics to allow them analyze the data better than previous research. Then, the writer also suggested that further research might observe the semiotics. The factors that can influence the speaker about semiotics, the speaker can be explored and developed by further research. It is because there are some many possible factor that might influence the semiotics, such as educational background, economical background, age, experiences or maybe it can be come from the topic of semiotics ca influence the speaker.

2. Teacher

For the teacher who want explain and explore about the semiotics material. It suggested this research can be used as teaching material by teacher about



semiotics analysis.

3. Students

For students who will learn about the semiotics analysis and the factors that influence the speaker this research can be used as guidance for the students, because this research is easy to understand.

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