

**THE SEMIOTIC ANALYSIS OF THE LOGOS OF EIGHT JAPANESE
CAR COMPANIES IN INDONESIA**

THESIS

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ABSTRACT

Adioka Pramedyas Vijaya, 2014. **The Semiotic Analysis of The Logos of Eight Japanese Car Companies In Indonesia.** English Study Program, Universitas Brawijaya. Supervisor: Endang Sasanti; Co-supervisor: Didik Hartono.

Key words: Semiotic, sign, logo, Japanese car companies.

This study analyzed the logo of eight Japanese car companies in Indonesia. There are two formulations of the problems which the researcher formulated in this study, namely (1) *What is the signifier and signified of Daihatsu, Honda, Isuzu, Mazda, Mitsubishi, Nissan, Suzuki, and Toyota logos?* (2) *What is the relation between the interpretation of the logo and the company history, marketing or the goal of the company?* These problems are answered using the theory proposed by Saussure.

This study used a qualitative approach. There are eight Japanese car companies in Indonesia used in this research as data. The reason why researcher using those eight car companies logos, is because those are the famous Japanese car companies in Indonesia.

The results of this study have shown the signifier and the signified of eight Japanese car company logos and the relation between those eight logos and the car company using the theory of semiotic (Saussurean models). The conclusion of this research are (1) Honda, Mazda, Suzuki and Toyota use the first letter of the company name for the logo. Isuzu and Nissan use the whole name of company for the logo whereas Mitsubishi uses symbol for the logo. (2) Although that eight car companies use different sources for the logo eight logos have a relation to the company whether from history, marketing, or the purpose of the company.

The researcher hopes, the next researchers who are interested in the analyzing a logo or symbol, use other theories in order to make the analysis better. The next researcher is able to add the theory about Semiotic. Moreover, the next researcher can specifically explain and describe about the sign like symbol logo or anything that can be taken as a sign, for example the meaning of the symbol by using Pierce theory, so that the analysis can be more specific

ABSTRAK

Vijaya, Adioka Pramedyas, 2014. **Analisa Semiotika dari Delapan Logo Perusahaan Mobil Jepang di Indonesia**. Sastra Inggris, Universitas Brawijaya. Pembimbing I : Endang Sasanti; Pembimbing II : Didik Hartono.

Kata kunci: Semiotika, Tanda, Logo, Delapan Logo Mobil Perusahaan Jepang.

Penelitian ini menganalisis logo dari delapan perusahaan mobil Jepang di Indonesia. Ada tiga rumusan masalah yang dikemukakan dalam penelitian ini, yaitu (1) Apa saja penanda dan petanda dari Daihatsu, Honda, Isuzu, Mazda, Mitsubishi, Nissan, Suzuki, Toyota dan logo? (2) Apa hubungan antara interpretasi logo dan sejarah perusahaan, pemasaran atau tujuan perusahaan? Rumusan masalah di atas di jawab dengan menggunakan teori dari Saussure.

Penelitian ini menggunakan pendekatan kualitatif. Ada delapan perusahaan mobil Jepang di Indonesia digunakan dalam penelitian ini sebagai data. 8 logo mobil perusahaan Jepang di pilih karena, 8 logo mobil perusahaan Jepang itu adalah perusahaan mobil Jepang yang terkenal di Indonesia.

Hasil penelitian ini telah menemukan penanda dan petanda dari delapan logo perusahaan mobil Jepang dan hubungan antara delapan logo tersebut dan perusahaan mobil menggunakan teori semiotik (model sausserian). Kesimpulan dari penelitian ini adalah (1) Honda, Mazda, Suzuki dan Toyota menggunakan huruf pertama dari nama perusahaan untuk logo. Isuzu dan Nissan menggunakan seluruh nama perusahaan untuk logo perusahaan. Sedangkan Mitsubishi menggunakan symbol untuk logo. (2) Walaupun delapan 8 perusahaan mobil itu menggunakan sumber yang berbeda untuk logo, tetapi delapan logo itu memiliki hubungan yang erat dengan sejarah, tujuan marketing dan tujuan perusahaan.

Peneliti berharap, para peneliti selanjutnya yang tertarik dalam analisis tentang logo atau simbol untuk menggunakan teori-teori lain untuk membuat analisis yang lebih baik. Peneliti selanjutnya dapat menambah teori tentang semiotik. Selain itu, peneliti selanjutnya diharapkan dapat menjelaskan secara spesifik dan menggambarkan tentang tanda seperti simbol logo atau apapun yang dapat diambil sebagai tanda, misalnya menjelaskan arti symbol dengan menggunakan teori dari Pierce, sehingga analisis dapat lebih spesifik.

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