

**A SEMIOTIC ANALYSIS ON THE LOGOS OF THREE CAFES IN
MALANG**

THESIS

**BY
AGUNG FIRMANSYAH
NIM 115110101111008**



**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURES
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2015**

ABSTRACT

Firmansyah, Agung. 2015. **A Semiotic Analysis on the Logos of Three Cafes in Malang.** Study Program of English, Department of Languages and Literatures, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Lalu Merdi; Co-supervisor: Endang Sasanti.

Keywords: Semiotics, Logo, Sign, Connotation, Icon, Index, Symbol.

Cafe is very popular in Malang and it usually has a logo to show the characteristics of the cafe and all identities or all aspects of the cafe. In this research, the researcher chooses three logos of cafes in Malang. Then, to get the meaning of the logos, the researcher analyzes them by using semiotic study. This research has three problems of the study to be answered: (1) What typology of signs are found on the logos of three cafes in Malang? (2) What are the connotations of the logos of three cafes in Malang?, and (3) What are the relationships between the sign connotation of the logos of cafes and the history, concept and goals of the cafes?

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. Purposive sampling is used in this research to select the objects. In this research, the researcher selected Uno cafe, Mochi Maco cafe, and Omah Coffee Cafe.

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. The meaning of signs combination found in the logos is interpreted through connotation theory. In accordance with the analysis, the three cafes represent their characteristics through their logos and the three logos of cafes show relationships between the signs connotation and the history, concept, and goals of the cafes. Moreover, the three logos represent characteristics and relation between the sign connotation of the logo and the history, concept, and goal of the café through their symbolic signs in their names.

The researcher finally suggests the next researchers analyze other objects as the data source conducting a research related to semiotics study such as posters, novel covers, posters and different logos of cafes in areas other than Malang.

ABSTRAK

Firmansyah, Agung. 2015. **A Semiotic Analysis on the Logos of Three Cafes in Malang**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing (I) :Lalu Merdi; Pembimbing (II) : Endang Sasanti.

Kata Kunci : Semiotik, Logo, Tanda, Konotasi, Ikon, Indeks, Simbol.

Kafe sangat terkenal di kota Malang dan kafe biasanya memiliki logo untuk menunjukkan karakteristiknya dan informasi tentang identitas atau berbagai aspek dari kafe tersebut. Dalam penelitian ini, peneliti memilih tiga logo dari kafe-kafe di Malang. Kemudian, untuk mendapatkan makna dari logo tersebut, peneliti menganalisisnya dengan menggunakan kajian semiotik. Penelitian ini mempunyai tiga permasalahan: (1) Apa tipologi tanda yang ditemukan di logo dari tiga kafe di Malang? (2) Apa arti dari konotasi logo dari tiga kafe di Malang tersebut?, dan (3) Apa hubungan antara tanda konotasi dari logo tiga kafe tersebut dengan sejarah, konsep, dan tujuan dari kafe tersebut?

Penelitian kualitatif deskriptif dengan analisis dokumen isi digunakan di penelitian ini. Analisis data dilakukan dengan menerapkan teori dari Pierce (1931 dalam Chandler 2007) yaitu *typology of sign*. Untuk memperoleh makna dari tanda-tanda yang ditemukan, teori konotasi yang dikenalkan oleh Chandler (2007) dan Fiske (2012) juga digunakan. Peneliti menggunakan *sampling purposif* dalam memilih objek penelitian. Dalam penelitian ini, peneliti memilih Uno kafe, Mochi Maco kafe, dan Omah Coffee kafe.

Penelitian ini menemukan ikon, indeks, dan simbol di logo dari ketiga kafe yang dipilih. Tanda ikon merupakan tanda yang paling banyak digunakan, diikuti dengan symbol, dan yang paling sedikit digunakan adalah indeks. Makna dari kombinasi tanda yang ditemukan di tiga logo tersebut dimaknai dengan teori konotasi. Berdasarkan analisis tersebut, ketiga kafe menunjukkan karakteristiknya melalui logonya dan ketiga logo kafe tersebut menunjukkan keterkaitan antara tanda konotasi dengan sejarah, konsep, dan tujuan dari ketiga kafe tersebut. Selain itu, ketiga logo tersebut menunjukkan karakteristiknya dan keterkaitan antara tanda konotasi dan sejarah, konsep, dan tujuan dari kafe-kafe tersebut yang kebanyakan melalui tanda simbol yaitu nama dari kafe-kafe tersebut.

Sebagai penutup, peneliti menyarankan peneliti selanjutnya untuk menganalisis objek lain seperti poster, cover novel, poster atau logo yang berbeda dari kafe di tempat yang berbeda selain di Malang.

REFERENCES

- Ary, D. Jacobs, L.C., Sorensen, C., Razavieh, A. (2010). *Introduction to research in education*. USA: Wadsworth Cengage Learning.
- Biricik, A. (2006). *The role of logo design in creating brand emotion: a semiotic comparison of the Apple and IBM logos*. Unpublished Master Thesis. Industrial Design. Izmir Institute and Technology. Retrieved on January 6, 2015 from <http://library.iyte.edu.tr/tezler/master/endustriurunleritasarimi/T000560.pdf>.
- Chandler, D. (2007). *Semiotics the basics*. New York: Routledge.
- Chey. (2014). *Omah Coffee, a homey place for coffee time*. Retrieved January 15, 2015, from <https://voyageofillusion.wordpress.com/tag/malang-kuliner/>
- Fiske, J. (2012) *Pengantar ilmu komunikasi (3rd ed.)*. Translated by Hapsari Dwiningtyas, 2012. Jakarta: PT Raja Grafindo Persada.
- Jick, T.D. (1979). *Mixing qualitative and quantitative methods: Triangulation in action*. Cornell University
- Logo. (2014). Retrieved on December 11, 2014, from <en.wikipedia.org/wiki/Logo>.
- Mochi Maco Logo* (2014). Retrived on April 2, 2015, from <http://yukbisnis.com/sdirmember/00002/mochimaco.yukbisnis.com/toko/LogoToko.jpg>.
- Mochi Maco* (2014). Retrieved January 13, 2015, from <http://halomalang.com/peta-malang/detail/mochi-maco>.
- Morton, J.L. (2012). *Color matters*. Retrived on April 3, 2013, from <http://www.colormatters.com/color-symbolism/the-meanings-of-colors>.
- Mulyana, D. (2004). *Ilmu Komunikasi (suatu pengantar)*. Bandung: Remaja Rosdakarya.

- Rohmania, D.N. (2014) *A semiotic analysis of novel covers of 'diary of a wimpy vampire: because the undead have feelings too' by Tim Colline*. Unpublished S-1 Thesis. English Department. Malang: Universitas Brawijaya.
- Serasa Ngopi di Rumah Sendiri* (2014). Retrieved April 1, 2015 from, <http://www.malang-post.com/>.
- Short, T.L. (2007). *Pierce's theory of signs*. USA: Cambridge University Press.
- Simpang5 (2012). *Hang out positif di kafe*. Retrieved April 16, 2015, from <https://simpang5.wordpress.com/2012/07/23/hang-out-positif-di-kafe/>.
- Smith, K. (2013). *Sensational color*. Retrieved December 5, 2014, from <http://www.sensationalcolor.com/category/color-meaning/color-meaning-symbolism-psychology#.VLANyskkmE8>.
- Uno Board Game Cafe Logo* (2013). Retrived April 2, 2015, from https://pbs.twimg.com/profile_images/412247643994091520/UD465bMy.jpeg.
- Uno Board Game Cafe* (2013). Retrieved January 3, 2015, from <http://www.kitakemana.com/place/uno-board-game-cafe/>.
- Vijaya, A.P. (2014). *The Semiotic Analysis of The Logos of Eight Japanese Car Companies in Indonesia*. Unpublished S-1 Thesis. English Department. Malang: Universitas Brawijaya.
- Yuanita. (2014). *Omah Coffee Logo*. Retrieved April 2, 2015 from, https://voyageofillusion.files.wordpress.com/2014/03/img_8386.jpg.