

CHAPTER I

INTRODUCTION

A. Background of the Study

Communication has become a basic need for human beings. The main instrument of communication is language. By using it, human can get information through language. Since human beings are social cultures, they have a tendency to live among their society and need communication and interaction. They can not live a lone, in isolation without interaction with other people.

Communication can be divided into two forms. The first form is non verbal communication, which occurs when people express something not in oral or written aspect, such as gestures, facial expression, eye contact, etc. The second is verbal communication, which occurs when people express something in oral and written form, they produce writing. Communication happens by its important media. The media to communicate in here is signs.

Paramita (2008: 1) states that a sign is the basic communication. Human with the sign as mediator can communicate in each other, signs excise everywhere. Signs are presented in many various forms. One of the various sign is the form of icons. The uses of icons are very useful in building our communication. All of our daily aspect are full of various sign such as icons, especially in the common place when many people such as the traffic signs. Traffic signs tell people about traffic rules, special hazards, where people are,

how to get where people are going and where service are available (Pataki, E. George and Naples, A. 2006: 1). Traffic signs are the primary means of regulating, warning, guiding or informing traffic on all streets and highways. To be effective, however, the installation of each device should comprehension, legibility distance, glance legibility, reaction time, conspicuity, learn ability, relevance, clarity, distinctiveness and uniformity. Traffic sign is one of communication instruments in the society.

In this case, the writer wants to give an example of traffic signs.



Figure 1.1. shows an icon an arrow

1. Signifier : an arrow
2. Signified : Route turn that command left turn.

Based on that signifier and signified above, the icon is considered as the route turns icon that can be found in the roadway. The icon shows the directions about route designations to drivers. In the roadway, it is also considered to give direction for the drivers which show left turns.

Based on the examples, the writer wants to study about the traffic signs. Its form and its intention viewed from **Semiotic Approach Previous Studies**.

B. Previous Studies

Semiotics has entered the realm of fiction and when countless publications and journals from *American Journal of semiotics* to *Zeitschrift fur Semiotic* are deciphering the secret messages of semiosis. Need no longer be the first one to be answered in a handbook of semiotics.

As far as semiotics studies are concerned, Latifah Ruchi does a research entitle *An Analysis Of Symbols Used In Short Message Service: Semiotic Approach* (Muhammadiyah University of Surakarta: 2004). She found that there are three types of symbols used in the handphone applied in the short message service, they are number, letter, and number letter.

The second research was conducted by Hengky Purnomo (UMS: 2005) entitle *Study of Emoticon Used in Chatroom*. From his research, found that basic emotions as projected by Paul Ekman; PHD. They are happy, unhappy, anger, surprised, disgust, and fear. The writer concludes that the characters of the mouth mainly represents the nature of each emotional expressions in emotion either in happy and unhappy. In happy feeling (smiling and laughing): smiling emotion can be recognized the use of character of : > ; } ;))). (each symbolizes smiling faces), laughing emotion also can be recognized by the use of “open mouth” character D ; (); (1);)));. The use of capital D is wider spread used than others. The expression of disgust is identical with upper lip raised as indicated by the used character [and] for the mouth character.

The expressions of unhappy feeling can be recognized by the used of frowning face (; < ; C for mouth character and the used of tears : :’ ; : ; & ; ; . Meanwhile. The expressions of angry feeling can also recognize by the used

of frowning face (; <, the matters that make a distraction are the use of extra character) eyebrow alongside 3 main characters emoticon.

The same manners as in surprised expression mainly recognized by the use of the mouth rain die character shows by : : @ ; : Q ; : -O ; : O ; : C , especially for these emoticons also can be recognized by the use of widened eye character 8. At last, for the expression of fear, the write does not finding emoticon represents fear or related to it.

The variations of emoticon can be employed with nose “_” or (midget) without nose. Meanwhile the use of character tears exist on happy and unhappy feeling.

Form previous researches above the writer analyze the traffic sign by using semiotic approach. It has different topic to the first and the second researcher, but similar approach with them.

C. Problem Statement

Based on the above background of the study, research problems can be formulated as follows:

1. What is the shape of the traffic signs?
2. What is the sign or letter of traffic signs?
3. What is the color of traffic signs?
4. What do the symbols used in traffic signs represent?

D. Objectives of the study

Based on the problem statements above, the writer has the following objective as follows:

1. To analyze the shape of traffic signs.
2. To analyze the sign or letter of traffic signs.

3. To analyze the color of traffic signs.
4. To describe the meaning of the symbols used in of traffic signs.

E. Benefits of Study

1. Academically

This study gives contribution to the body of semiotic knowledge on analyzing the communicative symbols.

2. Practically

To conduct framework analysis for another students to study sign especially symbol in comprehensive as well as to improve students or readers knowledge, particularly about semiotic used to analyze traffic signs.

F. Paper Organization

The organization of this research is based on the following arrangement:

Chapter I is introduction consisting of background of the study, previous studies, problem statement, objectives of the study, benefits of study, and paper organization

Chapter II is underlying theory. It presents with the semiotics, notion of icon, and traffic signs.

Chapter III will be research method. It deals with type of research, the data source, technique of data collection, and technique of data analysis.

Chapter IV is analysis data and discussion. It involves data description, data analysis, and discussion.

Chapter V is conclusion and suggestion, and the last part will be bibliography and appendix.