

**AN ANALYSIS OF WARNING ICONS USED
ON FOODS AND BEVERAGES CARTONS
(SEMIOTICS APPROACH)**

RESEARCH PAPER

Submitted as a Partial Fulfillment of the Requirements
for Getting the Bachelor Degree of Education
in English Department



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2007

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TESTIMONY

Herewith, I testify that in this research paper, there is no plagiarism of the previous literary work which has been raised to obtain bachelor degree of a university, nor there are opinions or masterpiece which has been written or published by others, except those which the writing are referred in the manuscript and mentioned in literary review and bibliography. Therefore, if it is proved that there are some untrue statements in this testimony, I will hold fully responsible.

Surakarta, March 2 2007

The writer

Kharisma Sri Wijayanti

MOTTO

Aufgeschoben ist nicht aufgehoben

‘put off is not given up’

(German quotation)

DEDICATION

This Research Paper is dedicated to:

- 1. My Parents who have given me so much support**
- 2. My two sisters and brother who have given me so much love and care**

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Assalamu'alaikum Wr. Wb.

The greatest praise and thank be to Almighty Allah SWT The Lord of the Universe, The Merciful and Compassionate, who has blessed the writer to finish his research paper, entitled “AN ANALYSIS OF WARNING ICONS USED ON FOODS AND BEVERAGES CARTONS “. Moreover, the writer, wants to express his gratitude and appreciation to some people who have given contribution in finishing this research paper.

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Wassalamu'alaikum Wr. Wb

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ABSTRACT

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Our daily life aspects are full of signs including icon, index, and symbol. The aims of this research are to describe the meanings and the reasons of the warning icons used on foods and beverages cartons. The theories used are the Saussure's theories and The Barthes' theories. Saussure emphasized his theory in analyzing the sign using the signifier and signified criteria. Then, Barthes emphasized his theory on the myth that derived from the denotative and connotative levels.

The type of this research is qualitative interpretative type. In collecting the data, the writer applied the documentation and observation methods. The several steps are done to analyze the data. In analyzing the meaning, the steps are: analyzing the signifier, analyzing the signified, and analyzing the text. In analyzing the reasons, the steps are: analyzing the denotation level, analyzing the connotation level, and analyzing the myth.

This research shows the variety of the meanings and the reasons of the warning icons used on the foods and beverages icons. The meanings are: 1) referring to the cartons, such as: the warning to avoid the cartons from the wet or moisture and the heat, the warning to avoid the cartons from the strong smell, the warning that the cartons should be bought carefully, the warning that the carton are not allowed to tread and give the load amount, the warning not to put the carton facing backwards, the warning of the maximum amount piles, the warning to avoid the cartons from the direct contact to the floor, and the warning that the cartons should be put in the right order; 2) referring to the users: the warning of the maximum amount piles; 3) referring to both cartons and users: the warning of the maximum amount piles. The reasons are: the popularity reasons, the acceptability reasons, the characteristic similarity reasons, and the clarity reasons.

Key words: Semiotics and icons

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