

**A SEMIOTICS ANALYSIS OF GOOGLE SEARCH ENGINE  
LOGOS**



**RESEARCH PAPER**

Submitted as a Partial fulfillment of Requirements  
for Bachelor Degree of Education  
in English Department

**RUSIHAN PUSPARUM NAGRI**  
**A320080032**

**SCHOOL OF TEACHER TRAINING AND EDUCATION  
MUHAMMADIYAH UNIVERSITY OF SURAKARTA  
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**APPROVAL**

**A SEMIOTICS ANALYSIS OF GOOGLE SEARCH ENGINE  
LOGOS**

by:

**RUSIHAN PUSPARUM NAGRI**

**A320 080 032**

**Approved to be examined by  
consultant team**

**Consultant I**



**Drs. H. Maryadi, MA.**

**NIP. 1958 03 04 1986 03 1001**

**Consultant II**



**Dra. Siti Zuhriah Ariatmi, M. Hum.**

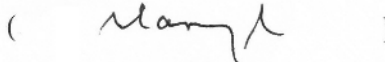


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## ACCEPTANCE

Accepted by the Board of Examiner  
School of Teacher Training and Education  
Muhammadiyah University of Surakarta

On August, 2012

Team of Examiners:

1. Drs. H. Maryadi, MA. (  )  
(Chair Person)
2. Dra. Siti Zuhriah Ariatmi, M.Hum (  )  
(Member I)
3. Dra. Dwi Haryanti, M.Hum (  )  
(Member II)

Dean,

  
Drs. H. Sofyan Anif, M.Si.

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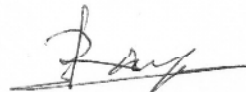
## TESTIMONY

Herewith, the writer states that there is no proposed work before in this research to get the Bachelor Degree in a certain University and as long as the writer knows that there is also no work or idea that has ever been written or published by other people, except referred written in this research paper and mentioned in the bibliography.

If it is proved there is mistake in the writer's statements above later in the future, so he will be wholly responsible.

Surakarta, August 2012

The writer



**RUSIHAN PUSPARUM NAGRI**  
**A 320 080 032**

## **MOTTO**

Even a low class warrior can exceed an elite with enough hard work.

*(Son Goku in Vegeta saga episode)*

## **DEDICATION**

This Research Paper is dedicated to:

1. My Parents who have given me so much love, support, and care.
2. My wife who always in my side.
3. My brothers.
4. My friends.

## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praise is for Allah, Lords of the universe. I bear witness that there is no deity worthy of worship except Allah, alone with no partner. And I bear witness that Muhammad is His slave and Messenger. To proceed:

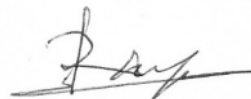
The greatest praise and thank to Allah who has blessed the writer to finish his research paper, entitled A SEMIOTICS ANALYSIS OF GOOGLE SEARCH ENGINE LOGOS Moreover, the writer wants to express his gratitude and appreciation to some people who have given contribution in finishing this research paper.

1. Drs. Sofyan Anif, M.Si., the Dean of School of Teacher Training and Education of Muhammadiyah University of Surakarta.
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3. The first consultant, Drs. H, Maryadi, MA. , for the great help and effort in leading the writer to accomplish this research paper.
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7. His beloved Mom (you are the toughest!) and Dad (thanks for the greatest moments) for the support, prayers, finance. His older brothers (I finished it dudes!).
8. His beloved wife who always gives a powerful energy with the meals and love. (It's the time to start a new level of adventure).
9. His friends Sabar (Pak Lek, thanks for the religion enlighten) and Trimo (thanks for the jokes and the dangdut).
10. His homes stay friend, Indra (Thanks for the printing tools) and Menod (the Computerman).
11. Yogi and Oka (The Upin Ipin), Ipung (the ARMYMAN), Pian (the crazy man) and Kunang (The Lucky dude).
12. The big blue (his tough ride) and the Rebirth (his super computer).
13. The Alamsari homes stay dudes. (Thanks for the times we have enjoyed).
14. Last but not least, those who can't be mentioned one by one who have supported him.

Surakarta, August 2012

The writer



**RUSIHAN PUSPARUM NAGRI**  
**A 320 080 032**



## ABSTRACT

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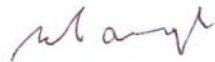
Our daily life aspects are full of signs including icon, index, and symbol. The objectives of this research are to describe the way Google search engine logos lead to the identity of the event they represent and the meanings of Google search engine logos.

The data are the Google logos which are taken from the Google doodle official website. In collecting the data, the writer applied the documentation and observation. The theories used are the Pierce theory and Saussure theory. Pierce emphasized his theory on the representamen, interpretant and object. Then, Saussure emphasized his theory in analyzing sign using the signifier and signified criteria. The type of the research is qualitative interpretative type. The several steps are done to analyze the data. In analyzing the way Google search engine logos lead to the identity of the event they represent, the steps are: analyzing the representamen, analyzing the interpretant, and analyzing the object. In analyzing meaning, the steps are: analyzing signifier and analyzing the signified.

This research shows that (1) the events that Google logos represent are: cultural, historical, personal, technological and literature symbol, and (2) the meanings are: referring to cultural, religion, science and entertainment that exist in society.

Key words: Semiotics and Google logos.

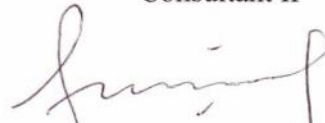
Consultant I



**Drs. H. Maryadi, MA.**

NIP. 1958 03 04 1986 03 1001

Consultant II



**Dra. Siti Zuhriah Ariatmi, M. Hum.**

NIK. 225



Dean,

**Drs. H. Sofyan Anif, M.Si.**

NIK 547

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