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

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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

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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.

ACKNOWLEDGEMENT

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.

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ABSTRACT


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.
# TABLE OF CONTENT

COVER ....................................................................................................................... i
APPROVAL ................................................................................................................. ii
ACCEPTANCE .......................................................................................................... iii
TESTIMONY .............................................................................................................. iv
MOTTO ...................................................................................................................... v
DEDICATION ............................................................................................................ vi
ACKNOWLEDGEMENT ............................................................................................ vii
ABSTRACT ................................................................................................................ ix
TABLE OF CONTENT ............................................................................................. x
LIST OF EXHIBITS .................................................................................................. xii
LIST OF APPENDICES ............................................................................................. xiii

## CHAPTER I: INTRODUCTION .............................................................................. 1

A. Background of the Study .................................................................................. 1
B. Previous Study .................................................................................................. 3
C. Focus of the Study ............................................................................................ 4
D. Objective of the Study ...................................................................................... 4
E. Benefit of the Study .......................................................................................... 4
F. Research Paper Organization ........................................................................... 5

## CHAPTER II: UNDERLYING THEORIES ......................................................... 6

A. Notion of Semiotics ............................................................................................ 6
B. Typology of Sign ................................................................................................ 16
C. Notion of Logo .................................................................................................. 20
LIST OF EXHIBITS

Exhibit 1: 4th of July 2009 ................................................................. 2
Exhibit 2: The Three Terms in Saussure’s Dyadic Sign Model .................. 11
Exhibit 3: Jakobson Model for Verbal Communication .......................... 13
Exhibit 4: Barthes’s Sign Map .............................................................. 14
Exhibit 5: Scheme of the Type of Sign .................................................. 19
LIST OF APPENDICES

Data 1: Holiday ................................................................. 25
Data 2: Mothers Day .......................................................... 27
Data 3: Chinese New Year 2012 ........................................... 28
Data 4: Teachers Day .......................................................... 29
Data 5: Harry Houdini’s 137th Birthday ............................... 31
Data 6: Louis Braille’s 107th Birthday ................................. 32
Data 7: New Year’s Day 2011 .............................................. 33
Data 8: Albert Einstein’s 124th Birthday .............................. 34
Data 9: Leonardo Da Vinci 553rd Birthday .......................... 36
Data 10: Bruce Lee’s 70th Birthday .................................... 37
Data 11: Indonesian Independence Day ............................... 39
Data 12: Anniversary of PAC-MAN ..................................... 40
Data 13: The Anniversary of DC Comics ............................. 42
Data 14: Valentine Day ....................................................... 44
Data 15: Birthday of Michael Jackson ................................. 45
Data 16: Anniversary of Doraemon .................................... 47
Data 17: Discovery of X-rays .............................................. 48
Data 18: Halloween ............................................................ 50
Data 19: thanksgiving ....................................................... 51
Data 20: Anniversary of publication of Pinocchio .................. 52