

# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

In modern life, there is a useful media to find information which called as internet. It is a virtual tool for searching any information, pictures, videos, e-book, chatting, and many more functions. It can be accessed by mobile phones and computers. Google search engine which is produced by Google Corporation is an example of the product of internet . The corporation with various colors in its logo is the best search engine of the other corporations producing similar product, like Yahoo!, Live Search and Ask.

For the respect of the users all over the world, this American public corporation gives an appreciation by displaying modified origin logo which is called as Google Doodles in celebrating the world events by displaying different logos in certain dates. Doodles are the fun, surprising and sometimes spontaneous changes that are made to the Google logo to celebrate holidays, anniversaries and the lives of famous artists, pioneers and scientists.

For some reason Google prefer to send their message using a image or picture rather than ordinary language, usually it purposed to performed the message into amusement way or just to make it more interesting to be understood. This kind of message is also performed in most logos. They often prepare a special picture to reflect the common phenomena related to the surround society.

For example:

Exhibit 1



The Google logo above appears in the early July which based on the default Google logo. It has plain white background, blue on the Gs, red on the first O, yellow for the second O, green on the L and red on the E but it looks so different with the logo above which contains some components. They are green grass as the background, USA flag on the first G, a pie on a red squares picnic carpet as the second O, the second G with American flag hat on its top, L wears an apron and grabs a spatula, and a red grill as E which symbolize the American holiday life style to celebrate the USA independent day.

Logos are a kind of image or picture and can be categorized as signs. “Signs take the form of words, images, sounds, odours, flavors, acts, or objects. But such things have no intrinsic meaning and become sign only when we invest them with meaning.” (Chandler 2007: 17). To know the objective of using the symbol and its relation with the events happened on the logo, the use of semiotics theory is necessary, because semiotics is the science which studies the life of sign system (Guiraud, 1978: 2). The concept of semiotics is used to figure out the relation of non language sign in the logos which support the construction of the discourse.

According to the phenomena, the writer is interested to learn about the hidden meaning in the Google logos.

## **B. Previous Study**

The research is not the first which conducts the study of semiotics. There are also some researchers who conducted the study of semiotics in different needs of the purpose. Student of English Department of Muhammadiyah University of Surakarta, Safariyani (2004) was conducted her research in *Dominant Ideology in Watch Advertisement Poster (Semiotics Approach)*. This study deals with semiotics analysis of dominant ideology and the structural elements related to watch advertisement poster. The result of her study shows that most of the watch advertisement posters constructed by the image of a man, women, and watch.

Another researcher, Nugroho (2008), an English Department student of Muhammadiyah University of Surakarta with his study “A Semiotics Study on the Islamic CD’ Cover” which analyzes the design of Islamic CD’ covers. This study also uses the semiotics principle to figure out the relation between the titles and the picture designed in the Islamic CD’s cover. The study results that every design of the Islamic CD’s cover symbolizes the title and seems like shows the big line of the CD’s contained.

Different from those researches above, the writer takes Google search engine logos as the object of the study and the similarity of those researchers is the writer and them using semiotics approach in their research.

### **C. Focus of the Study**

Based on the title and background of the study, the writer formulates the problem as follows:

1. How do the Google search engine logos lead to the identity of the event they represent?
2. What are the meanings of Google search engine logos?

### **D. Objective of the Study**

Based on the problem statement above this research tries:

1. To describe the way Google search engine logos lead to the identity of the event they represent.
2. To find the meanings of Google search engine logos .

### **E. Benefits of the Study**

The study is expected to give benefits as follows :

#### 1. Theoretical Benefit

This research will give contribution in semiotics study about symbol of meaning for the development of semiotics theory.

#### 2. Practical Benefit

This research will give contribution in semiotics study about symbol of meaning for:

- a. Lecturers

The result of the study can help the lecturers who want to know more deeply about semiotics in logos hidden meaning for linguistic lecturing material.

b. Future Researchers

This research can give inspiration for future researchers to take semiotics for writing research.

c. Internet users

This research can show the hidden meaning of Google logos.

## **F. Research Paper Organization**

In order to make this research is easy to follow; the writer organizes this research paper as follows:

Chapter 1 is introduction. It consists of background of the study, previous study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter 2 is underlying theories. This chapter deals with the notion of semiotics, typology of sign, the notion of logo, search engine and understanding reasons of the use of the picture.

Chapter 3 is research method. It presents type of study, object of study, data and data source, technique of data collection, and technique of data collection.

Chapter 4 is research result. It relates to data analysis and discussion of the finding.

Chapter 5 is dealing with conclusion and suggestion.