

**A SEMIOTICS ANALYSIS OF BARCLAYS PREMIER LEAGUE
CLUB'S LOGOS**



PUBLICATION ARTICLES

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

Proposed by:

MUHAMMAD SURYA ISMAIL

A320080153

**SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2013**

ACCEPTANCE

**A SEMIOTICS ANALYSIS OF BARCLAYS PREMIER LEAGUE
CLUB'S LOGOS**

PUBLICATION ARTICLES

By:

MUHAMMAD SURYA ISMAIL

A320080153

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

On March, 2013

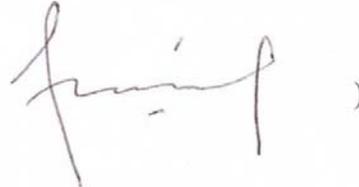
Team of Examiners:

1. Drs. H. Maryadi, MA.

(Advisor I)

2. Dra. Siti Zuhriah Ariatmi, M.Hum

(Advisor II)

()
()

Dean,



Drs. H. Sofyan Anif, M.Si.

NIK 547

A SEMIOTICS ANALYSIS OF BARCLAYS PREMIER LEAGUE CLUB'S LOGOS

MUHAMMAD SURYA ISMAIL
A320080153

English Department, FKIP- UMS
Jl. A. Yani Pabelan Kartasura Tromol Pos 1 Surakarta 57102
Telp. (0271) 717417, Fax (0271) 715448

ABSTRACT

Our daily life aspects are full of signs including icon, index, and symbol. The objectives of this research are to identify the representation of the event and the meanings on the Barclays Premier League club's logos.

The data are the Barclays Premier League logos which are taken from the Football club 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 Barclays Premier League club's 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 Barclays Premier League club's logos represent are: cultural, historical, and personal symbol, and (2) the meanings are: referring to culture, religion, and organization that exist in society.

Key words: Semiotics and Barclays Premier League club's logos.

A. Introduction

Nowadays, so many people love to watch football match which is published lively on television. People watch some leagues from so many countries. However, one of the most popular leagues is Barclays Premier League. Barclays Premier League is one of popular football competitions held in England. It contains twenty clubs with popular football players. Each club has fans on every country. Most of the fans generally know their favorite club from their logos. However, they only know it as a thing which represents each group. Due to this reason, the writer is interested in conducting search about the meaning of logos used by Barclays Premier League.

Logo is a kind of image or picture and can be categorized as sign. “Sign take the form of words, images, sounds, odours, flavors, acts, or objects. However 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 in learning about the hidden meaning in Barclays Premier League Club logos.

For example:

Exhibit 1



The representamen of the logo above is a football club logo that uses the writing “Manchester” which in the top of it is decorated with a tape with crown-shaped, and “United” has three eyes below of that. On its side, there is a pair of ball. In the middle, there is a shield with a devil holding a trisula standing below a symbol of ship. The color of this symbol is red, yellow and black.

According to the phenomena, the writer is interested in learning about the hidden meaning in the club logos.

B. Research Method

The type of the research of this study is interpretative qualitative research. The method focuses on sign and text as the object of study as well as on how the researcher interprets and understands the decoding beyond the sign and the text (Pilliang, 2003: 270).

The object of this research is the semiotics meaning symbolized in Barclays Premier League club’s logos.

The data of this research are logos that are taken from football club official website by selecting the logos which have popular events randomly as

many as 20 pictures in Barclays Premier League competition. The data can be found on (<http://www.creativoltz.blogspot.com/logo>)

The concept of the data analysis is defining how Barclays Premier League club's logos lead to the identity of the event they represent by the representamen, interpretant, and object used in the logo, analyzing the index used to represent the logo and then find the suitable context represented by the logo.

C. Underlying Theories

Notion of Semiotics, Typology of Sign, Notion of Logo, Notion of Barclays Premier League, and Understanding Reasons of the Use of the Picture.

1. Notion of Semiotics

Semiotics is known as the study of sign, it learns about the territorial of the sign system, where the sign appear and produced, horizontally to the object it represent to, and vertically to the psychological role as the main actor of the system.

- a. Eco (in Chandler, 2002: 2) confirms that "semiotics is concerned with everything that can be taken as a sign". Semiotics involves the study not only of what we refer to as "signs" in everyday speech, but of anything which "stands for" something else.
- b. Peirce (in Chandler, 2002:32-33) states that: A sign ... (in the form of a *representamen*) is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a

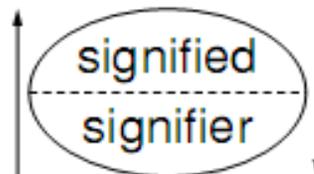
more developed sign. That sign which it creates I call the *interpretant* of the first sign. The sign stands for something, its object. It stands for that *object*, not in all respect, but in reference to a sort of idea, which I have sometimes called the *ground* of the representamen.

c. Saussure (1857-1913) is a Switzerland linguist who studied the life of signs in society. His book, *Course in General Linguistics* has made him become the undisputed founder of modern linguistics (Sobur, 2004: 43). The core of Saussure's contribution to semiotics known as *semiology*, the name for his project for a general theory of sign systems (Nöth, 1990: 57). The Saussure's statement above shows that he has different view with Peirce, Saussure put his basic thinking about sign trough to the psychological point of view that the sign is a project of psychological work appears as the behavior attitude. Saussure offered a 'dyadic' or two-part model of the sign. He defined a sign as being composed of:

- 1) a 'signifier' (signifiant) - the *form* which the sign takes,
- 2) The 'signified' (signifie) - the *concept* it represents.

Exhibit 2

The Three Terms in Saussure's Dyadic Sign Model



The relationship between the *signifier* and the *signified* is referred to as ‘signification’, and this is represented in the Saussurean diagram by the arrows. The horizontal broken line marking the two elements of the sign is referred to as ‘the bar’ (Chandler, 2007: 17).

- d. Jakobson (October 11, 1896 – July 18, 1982) was a Russian thinker who became one of the most influential linguists of the 20th century. Moreover he also claimed as one of the pioneer in linguistics structuralism approach. He distinguishes six communication functions, each associated with a dimension of the communication process.
- e. Barthes (November 12, 1915- March 25, 1980) was born in Cherbourg and growth in Bayonne, French. He also known as the structural thinker who focuses to applicate the Saussure’s model of linguistic and semiology (Sobur: 2004:63). He also published a series of examining modern essay myths and the process of their creation in his book *Mythologies*.

2. Typology of Sign

a. Symbol

This term is polysemic both in everyday discourse and in philosophical scientific discourse including the semiotics one. Etymologically, symbol derived from Greek words ‘*sym-ballein*’ means throw something together (things or activity) that relate to

one idea (Hartoko and Rahmanto, 1998: 133 in Sobur 2004: 155).

Cobley (2001: 272) stated that the term of symbol can be distinguished become two main acceptations: a synonym for sign and a special type of sign.

b. Icon

Peirce gave various definitions of the icon which focus on different criteria valid for a large class of semiotics phenomena. In Peirce universal categorical system, the icon belongs to the category of firstness, in contrast to the index and symbol, which belong to secondness, and thirdness. The firstness is the absolute present and doesn't represent anything else except itself (Nöth, 1990: 121). Sobur (2004: 158) states that icon is physical things that imitate what it represents.

c. Index

Index is defined as sign which comes associatively as a result from the existence of fixed characteristic relation of the reference (Sobur, 2004: 160). Budiman (2005: 57) gives his definition about index as a sign which has physical relation, existential, or causal between the representamen and its object. For example, thunder is an index that there will be going to come a storm.

3. Notion of Logo

- a. A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote

instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark). (<http://www.logobee.com/logo>).

b. Logo is a printed design or symbol that a company, organization, etc uses as its special sign. (Oxford Learner's Pocket Dictionary 2003: 253)

4. Notion of Barclays Premier League

The Premier League is an English professional league for association football clubs. At the top of the English football league system, it is the country's primary football competition. Contested by 20 clubs, it operates on a system of promotion and relegation with the Football League. The Premier League is a corporation in which the 20 member clubs act as shareholders. Seasons run from August to May, with teams playing 38 matches each, totaling 380 matches in the season. Most games are played in the afternoons of Saturdays and Sundays, the other games during weekday evenings. It is currently sponsored by Barclays Bank and thus officially known as the Barclays Premier League. (<http://www.premierleague.com/web>).

5. Understanding Reasons of the Use of the Picture

There are so many pictures that used to represent the logo. Each picture applied refers to certain reasons. According to Pierce semiotics study (Chandler, 2002:32), the writer applies theory of sign to understand reasons of the use of picture as follows:

- a. *Representamen* which refers to the form taken by the sign,
- b. *Interpretant*, the mode of sense referred to the representamen.
- c. *Object* which refers to the sign refers to.

The writer also applies the Saussure dyadic or two-part model of the sign to understand the meaning of the picture as follows:

- a. A 'signifier' which also called as significant refers to the form which the sign takes.
- b. The 'signified' or signifie refers to the concept which is represented by the signifier.

D. Discussion of the Finding

Based on the analysis above, the writer finally can summarize findings as follow:

1. How the Barclays Premier League club's logos lead to the identity of the event they represent.

The writer analyzes how the Barclays Premier League club's logos lead to the identity of the event they represent by using theory of representamen, interpretant, and object.

The research findings are as follow:

Table 4.1
How the Barclays Premier League club’s logos lead to the identity of the event they represent.

No	How the Barclays Premier League club’s logos lead to the identity of the event they represent	Amount	Number of data	Percentage (100%)
1	The indexes are used based on the cultural symbol.	2	8, 19	10 %
2	The indexes are used based on historical symbol.	9	3, 5, 9, 11, 12, 13, 17, 18, 20	45%
3	The indexes are used based on the personal symbol of the football club.	9	1, 2, 4, 6, 7, 10, 14, 15, 16	45%
	TOTAL			100%

Based on the reasearch findings above, the percentage of the indexes are used based on the historical symbol, and the indexes are used based on the personal symbol of the football club are same and bigger than the indexes are used on historical symbol, and the indexes are used based on the personal symbol of the club more important to represent the purpose of the logos than the indexes are used based on the cultural symbol.

The research findings above support the Charles Sanders Pierce’s theory which the use of sign to give information.

2. The meaning of the index used to represent the reality phenomena

The writer analyzes the reference of the meaning by using theory of signified and signifier.

The research findings are as follows:

Table 4.2
The meaning of the index

No	Meaning	Amount	Number of data	Percentage (100%)
1	The meaning is referred to the cultural issues.	2	8, 19	10%
2	The meaning is referred to the religion issues.	1	17	5%
3	The meaning is referred to organization issues.	17	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15, 16, 18, 20	85%
	Total			100%

Based on the research finding above, the percentage of the meaning is referred to the organization issues is bigger than the meaning is referred to the the cultural issues, and the meaning is referred to the religion issues. The research findings show that almost of clubs in the Barclays Premier League competition focus on creating good organization not religion case.

Ferdinand de Saussure elaborated his sign model only in order to analyze the “nature of linguistics sign”. His statement is not true fully. Based on the research finding above, his theory is flexible to analyze some signs on the logo which is created by the other one.

E. Conclusion and Suggestion

After analyzing the data and discussing the finding of this study, the writer has drawn the conclusion and suggestion as follows:

1. Conclusion

Based on the data analysis, the writer found how the Barclays Premier League club's logos lead to the identity of the event they represent and the meaning of the index used to represent the logo.

- a. How the Barclays Premier League club's logos lead to the identity of the event they represent.

Based on the research findings above, the percentage of the indexes are used based on the historical symbol ,and the indexes are used based on the personal symbol of the football club are same and bigger than the indexes are used based on the cultural symbol. The percentage informs that the indexes are used on historical symbol, and the indexes are used based on the personal symbol of the football club more important to represent the purpose of the logos than the indexes are used based on the cultural symbol.

The research findings above support the Charles Sanders Pierce's theory which the use of sign to give information.

- b. The meaning of the index used to represent the logo.

Based on the research finding above, the percentage of the meaning is referred to organization issues is bigger than the meaning is referred

to the cultural issues, and the meaning is referred to the religion issues. The meaning is referred to the religion issues is the smallest one. The research findings show that almost of clubs in the Barclays Premier League competition focus on creating good organization not religion case.

Ferdinand de Saussure elaborated his sign model only in order to analyze the “nature of linguistics sign”. His statement is not true fully. Based on the research finding above, his theory is flexible to analyze some signs on the logo which is created by the other one.

2. Suggestion

After answering the problems, the writer has some suggestions, as follows;

a. Lecturers

The lectures should be helped to know more deeply about semiotics in logos hidden meaning for linguistic lecturing material.

b. Future Researchers

They can be inspired to take semiotics for writing research that is used in any media through other perspective.

c. Internet users

Internet users should be helped to know the hidden meaning of Football club logos.

BIBLIOGRAPHY

- Budiman, Kris. 2005. *Ikonitas: Semiotika Sastra dan Seni Visual*. Yogyakarta: Penerbit Buku Baik.
- Chandler, Daniel. 2002. *Semiotics: The Basics*. New York: Routledge.
- Chandler, Daniel (2nd ed). 2007. *Semiotics: The Basics*. New York: Routledge.
- Guiraud, Pierre. 1978. *Semiology*. New York: Routledge.
- Nöth, Winfried. 1990. *Handbook of Semiotics*. United States of America: Indiana University Press.
- Nugroho, Candra Bagus. 2008. *A Semiotic Study on the Islamic CD's Cover. Semiotics Approach*. Unpublished Research Paper. Surakarta: Muhammadiyah University of Surakarta
- Nunan, David. 1993. *Introducing Discourse Analysis*. London: Penguin English.
- Pilliang, Yasraf Amir. 2003. *Hipersemiotika Tafsir Cultural Studies Atas Matinya Makna*. Yogyakarta: Jalasutra.
- Safariyani, Azlina. 2004. *Dominant Ideology in Watch advertisement Posters*. Unpublished Research Paper. Surakarta: Muhammadiyah University of Surakarta.
- Sobur, Alex. 2004. *Semiotika Komunikasi*. Bandung: PT Remaja Rosdakarya.