

**INTERNATIONAL ORGANIZATION LOGOS: A SEMIOTIC  
PRESPECTIVE**



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for Getting Bachelor Degree of Education  
in English**

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Surakarta, 1 August 2016

The researcher



Fajar Setiadi

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**MOTTO**

Man Saro Darbi Ala Washola

(Those who walk in His ways will arrive to their goal)

Man Jadda Wa jada

(Those who work in earnest will succeed)

Man Shabara Zhafira

(Those who persevere will get lucky)

## **DEDICATION**

The writer gratefully dedicates this research paper to:

- His beloved Mama,
- His beloved Papa,
- His beloved grandpa and grandma,
- His beloved sister, and
- His all best friends.

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## ABSTRACT

**Fajar Setiadi. A 320 090 300. INTERNATIONAL ORGANIZATION LOGOS: A SEMIOTIC PRESPECTIVE. Research Paper. Muhammadiyah University of Surakarta. 2016**

Organizations under United Nation has its own logo as their identity. The objectives of this research are to describe the events and to find the meanings presented by the International Organization Logos. The data is the International Organization Logos which are collected from International Organization Logos under United Nation official website as many as 16 pictures. In collecting the data, the researcher ccollects the International Organization Logos from the United Nation Organization website and classify the logo based on its containing of world events issues. 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. In analyzing the data there are analyzing the meaning of the index used to represent the logos by using Peirce's theory then define the relation between the events and the index used on the logos by applying the Saussure's theory by using signifier and signified to identify the meaning of the index. This research shows that (1) The signifier is the visual shape of the logo and signified is the symbol of the picture as the representation of its event. The event of its agency usually pictured with the picture who stand in the middle or it cleared with the bold and capital acronym of the agency's name. (2) the meaning of International Organization Logos showed with the representment as the visual shape also, interpretant the interpretation of each picture within the logo and object is the purpose or the field of the organization.

**Keywords:** Semiotics, International Organization Logos, Pierce and Saussure theory

## **Abstraksi**

Organisasi PBB mempunyai logo mereka sendiri sebagai identitas. Tujuan dari penelitian ini adalah untuk mendeskripsikan lingkup gerak dan untuk arti pada logo internasional tersebut. Data pada penelitian ini adalah logo internasional yang dikumpulkan dari website logo organisasi internasional PBB sebanyak 26 gambar. Dalam pengumpulan data, peneliti mengumpulkan logo organisasi internasional dan website organisasi PBB dan mengklasifikasi logo tersebut berdasarkan bidang dan masalahnya. Metode pada penelitian ini adalah kualitatif interpretatif. Dalam metode analisis data, terdapat analisa arti dari index yang digunakan untuk menartikan logo dengan menggunakan teori Pierce kemudian mendefinisikan hubungan antara bidang dan index yang ada pada logo tersebut dengan mengaplikasikan teori saussure dengan menggunakan signifier dan signified untk mengidentifikasi arti dari index tersebut. Penelitian ini menunjukkan bahwa 1) isignifier merupakan bentuk visual dari logo dan signified merupakan simbol dari gambar sebagai representasi dari bidang gerakannya. Bidang dan peristiwanya pada logo tersebut biasanya digambarkan dengan gambar yang berada ditengah logo yang ditegaskan dengan gambar tebal dan kapital pada akronim nama logo tersebut. 2) arti dari logo organisasi internasional ditunjukkan pada representmen sebagai bentuk visualnya, interpretant interpretasi dari masing-masing gambar dalam logo dan object yang merupakan tujuan atau wilayah dari organisasi tersebut.

Kata Kunci: Semiotik, Logo Organisasi Internasional, Teori Pierce dan Saussure