

CHAPTER I

INTRODUCTION

A. Background of the Study

Living on earth, people must live together as a social creature and they cannot live alone. People are social living creatures where they need help from others to survive. In fulfilling the needs, people need to pursue collective goals called organization. Organization appears because the unity of people who have similarity in purpose, want, and need. The purpose of organization is to make life more easily because they can solve the problems, such as, to solve the conflict, get a high objective in life and to make a close relationship. To solve the hard problem, people sometimes ask other people to make a group either big or small to share each other.

The greatest international organization is United Nation. As the researcher knows there are more than 300 international organizations in the world. However, United Nation is the largest and the most popular. United nation has big contribution to take stabilization and security in the world. United nation are very common in daily activity. It is always seen on TV, newspaper, magazine, internet, etc. For example, the news about contribution UNESCO in rebuilding Borobudur temple. The contribution of United Nation is not only in cultural sector but also in many sectors. Indonesia also keeps active as the member of United Nation.

The logos in organization under United Nation is interesting to analyze. Every organization has its own logos as it's identity. The logo is unique because it has one important key, where it contains great philosophy and purpose. The logos of United Nation only used one color (blue) and the background is white. The picture consists of world map, olive tree and the net. This becomes a specific color of United Nation logo.

According to the phenomena, the researcher is interested to learn about the hidden meaning in International Organization logos under United Nation.



The above international organization logo appeared on 7 December 1946. It has a plain white background, blue on the picture and united nation words. The design is a map of the world representing an azimuth equidistant projection center on the North Pole (it means the picture of the map taken from the top of the globe of North Pole). This is the symbol of the wide range of United Nation in giving supervision around the world. Inscribed in a wreath consisting of crossed conventionalized branches of the olive tree, it stands as a symbol of peace, where the United Nation will give everything to the country around the world the protection to get their peace. The United Nation Logo symbolize an achievement of its main purpose, peace and security.

Logo is a kind of image or picture and can be categorized as sign. “Sign takes the form of words, images, sounds, odours, flavors, acts, or objects. Such things have no intrinsic meaning and become sign only when we invest them with meaning” (Chandler 2007: 17). 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.

Therefore, the researcher is interested in learning about the hidden meaning in the United Nation logos.

B. Problem Statement

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

1. What events do the International Organization Logos present?
2. What are the meanings of International Organization Logos?

C. Objective of the Study

Based on the form above, below is the objective of this research:

1. To describe the events presented by the International Organization Logos.
2. To find the meanings of International Organization Logos.

D. The Benefit of 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

a. English Lecturers

The result of the study can be useful in developing teaching especially in semiotics.

b. Future Researchers

This research of the study can be used as a stimulus to conduct further research related to this study in more details or from detail other of view.

c. Internet Users

This research can show the hidden meaning of International Organization Logos.