

**A SEMIOTIC ANALYSIS OF LOGO
USED IN AUTOMOBILE**



RESEARCH PAPER

Submitted as a Partial Fulfillment of the Requirement
for Getting Bachelor Degree of Education
in English Department

By

**LINDA FITRIANI
A 320 050 057**

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

2010

CHAPTER I

INTRODUCTION

A. Background of the Study

Transportation is the movement of people and goods from one location to another. The field of transportation can be divided into three fields such as road, water and air. The first is air transport such as airplane and helicopter. And then water transport includes ships, boats, sailboats, etc. The road transport includes automobiles, bicycles, buses, trains, trucks, motorcycles, etc. An automobile is one of private transport which dominated in our society.

Automobile or car is motor vehicle for carrying passengers (Oxford, 2004: 58). Automobile is an enclosed passenger vehicle powered by an engine (en.wiktionary.org/wiki/automobile). We use automobile as one of vehicle for transportation. An automobile carried us to move from one place to another. And automobile is one of transportation vehicle which more comfortable than another, such as motorcycle, bicycle, train, etc. So, many people choose automobile as their transportation vehicle.

Nowadays, an automobile is not a luxurious thing for our society. Most of the society at the middle up economic level use automobile as the vehicle for transportation in their daily activities. So, we are not unusual with the kinds of automobile or the brand of automobile, such as Honda, Toyota, BMW, etc.

Every brand of automobile has a logo. A logo is an image which use as the distinctive feature of an automobile brand. The business use logo as an image which present vision, advantages, and the story about their business product to the customer. A business use sign as a major part of their marketing strategy. Logos are the efficient and effective device of marketing strategy for business. So, a logo has to consider with the image that want to portray and how the personal message were displayed to the customers.

Logo is a graphical demonstration of an emblem, symbol or trademark that characterizes a profit or non-profit organization. It is a sign, image or a typography that represents an organization. Every logo is different and unique from others, so that a potential customer is able to distinguish an entrepreneur's product or service which helps to determine their credibility and reflect their professionalism. A logo designer should not only be well versed with design habits but also have technical knowledge and expertise.

But, we never give attention to this logo in automobile, even in our own automobile. So, we did not ever know the meaning behind the logo. Therefore, the researcher interested to conduct a research at the logo used in automobile. This research conducted follows some reasons, such as:

1. People did not understand the meaning of the logo used in automobile brand.
2. The form of the logo which assumed contains a message.
3. What the meaning which contain each logo.

In semiotics, sign is one of interesting fields of study. Our daily life aspects are full of various signs, such as symbol, icon and index. It makes us think what the means behind the sign. So, it will be interesting to analyzed because we will understand the meaning behind the sign and interpret what the sign want to tell.

There are many logos used in the brand of automobile. By knowing the meaning of logos we will understand the message behind it. As an example, we can see the logo below:



Figure 1

The logo of BMW automobile

From the figure above it is clear that the logo is a sign, image or a typography that represents an automobile brand. The logo above is a sign both text and an icon that signifies the brand of automobile. Its representation of a plane activator was moving at the air. But in semiotics study this logo has interrelation and some resemblances with the object or automobile. So, it can be classified as an icon.

Thus, here the writer tries to analyze the type and the meaning of the logo used in automobile. In this case, the writer intends to conduct a study entitled: "A SEMIOTIC ANALYSIS OF LOGO USED IN AUTOMOBILE".

B. Previous Studies

There are some researchers who have conducted the study of semiotic. The first is Sakinah (2006), the student of English Department of UMS who studied the case in semiotic approach entitled “A Semiotic Study on Simile in English Translation of Al-Quran”. Her research deals with figurative language in Al-Quran, the holy Moslem scripture. The outcome of this study that the meaning of variation simile symbols used in English translation of Al-Quran has some matter they are; criticizing, reminding, sarcasm, and beautifying.

The second research is Wijayanti (2007), the student of English Department of UMS, her research entitled “An Analysis of Warning Icons used on Foods and Beverages Cartoons”. In this research the writer analyzed the variety of the meanings and the reason of the warning icons used on foods and beverages cartoons. The meanings are referring the cartoons, referring to the user, and referring to both cartoons and user. The reasons are the popular reasons, the acceptability reasons, and the characteristic similarity reason, and the classify reason of the foods and beverages icon.

And the third research is Pramitha (2008), the student of English Department of UMS, her research entitled “A Semiotic Analysis of Travel Icons at the Airport”. In this research the writer analyzed the meaning of the travel icons used and the reason of the using the travel icons at the airport. The writer analyzed each of icons in group using Saussure’s theories of signifier and signified criteria and then analyzed the meaning by considering the signifier and

signified. In analyzing the reason of using the travel icons at the airport, the writer applies by considering the denotation level, connotation level, and the myth.

On the other hand, the writer wants to conduct a research of the logo used in automobile. In short, the writer is sure that this research has not been analyzed yet. The function of this research is to continue the previous research.

C. Problem Statements

The problem statements proposed by the writer are:

1. What are the types of logo used in automobile?
2. What are the meaning of logo used in automobile?

D. Limitation of the Study

Semiotics Approach on language use includes three main: analysis, symbols, icon and index. However, this study is limited only on logo used in automobile because the outcome of semiotic is too broader. So, these matters need to be limited on the logo used in automobile.

E. Objectives of the Study

Based on the problem statements above, the writer conducts the objectives of this research as follows:

1. To determine the types of logo used in automobile.
2. To describe the meaning of the logo used in automobile.

F. Benefit of the Study

In conducting this research, the writer intends to present some benefit to the readers.

1. Theoretically

- a. This research can enrich the study on semiotics for language learner.
- b. The study will increase the knowledge of the reader's comprehension of the logo used in automobile.

2. Practically

The researcher hopes that this research will be beneficial to the following:

a. Students

This research is expected to be useful for the students especially to understand the meaning of the logo used in automobile and the type of logo used in automobile.

b. Lectures

It can give additional reference in teaching Linguistics. In addition it can be used as further references study about linguistics study, in particular the language of signs.

c. Other researchers

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

G. Definition of Key Terms

Semiotics is one of literary approaches used to analyze certain stories or text, which uses symbols or signs. Semiotics is the study of sign. Semiotics involves the study not only of what we refer to as a sign, but anything which stand for something else. In semiotics sense, signs take the form of words, images, sounds, gestures, and objects. Semiotics is concerned with meaning-making and representation in many forms.

Logo is a graphical demonstration of a symbol or trademark that characterizes a profit or non-profit organization. It is a sign, image or a typography that represents an organization. Every logo is different and unique each others. A design of logo should not only be unique, but also has technical knowledge and expertise.

H. Research Paper Organizations

In order to make this research is easy to follow, the writer organizer this as follows:

Chapter I is introduction. This chapter consists of background of the study, review of previous research, problem statements, limitation of the study, objectives of the study, benefit of the study, definition of key term and research organization.

Chapter II is underlying theory. This chapter involves the theories that are useful for conducting the analysis of the data. This part deals with some expert's Theories of semiotics and its explanations.

Chapter III is research method. This chapter deals with type of the research, object of the research, data and data source, technique of collecting data, and technique of data analysis.

Chapter IV is data analysis. It focuses on the data analysis and discussion of the data.

Chapter V is dealing with conclusion and suggestion.