

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Communication can occur through media called signs. Humans can communicate with others through media signs as the mediator. The term semiotics (also called semiology) is derived from the Greek word *semion* meaning 'sign' (Mayr, 2013). In the study of signs and symbols that focus on words delivered for communication, each element of the image conveyed is called a sign. Semiotics is the study of the meaning of signs around which aims to assist people in gathering the required information and efficient communication. Semiotics is used as a way to analyze the significance of travel icons at the railway station.

Signs have various forms, one of which is the icon that is very helpful in communication. Icons are indicators that directly represent things to show. We can understand the message behind it by knowing the icon. In other words, it describes the true meaning of the object. Something different from oneself generally replaces objects, entities, and phenomena are called indicators. (Chandler, 2007).

In this study, the researcher analyzes the travel icon. Travel icons can help create messages to make it easier for people to understand communication in writing or pictures. Targets can be people who are traveling using public transportation such as at the railway station. In addition, with the development of rail transportation and the current pandemic, the station service has added a new icon as a pointer. It is the background for researchers to conduct research.

There are relevant previous researches about the semiotics. The first study is Kusuma & Dwi Marianto, (2019) and they found semiotic from the symbolic system on *the visual mascot of Cimahi City*. The result of people's perceptions from the researcher will explain the relationship between the symbolic mascot and the implied meaning. The second researcher was Baharsyah et al., (2020) who found semiotic there are thirty signs in *Get Out* movie. They were classified into icons, symbols, indexes. While, the researcher focuses on the meaning of icons and the function of using travel icons found in the railway station.

The researcher also thinks that semiotics are a unique study. According to Barthes, semiotics is how to find a method of analyzing signs with information and give it meaning in a lot of things. It means objects do not only in the form of information but

objects may be to communicate and system of signs (Barthes, 1968). The reason researcher study travel icons at railway stations by using a semiotic perspective that there are still few study about travel icons at stations. This is also evidenced in the eprint ums where studies that are similar to this study are still few that carry out research. So, it will be interesting to analyze the meanings behind icons and the function used of travel icons as wayfinding.

There are many travel icons at the train station. In this case, the writer gives one example of a travel icon.



Figure 1.1 An Icon of a Railway and a Person

From the figure, the icon can be considered a travel icon that can be found at the train station. The icon indicates the train is stopped and standing passengers will enter the train. At the railway station, that is also considered to provide information for passengers where is for passengers to enter the train that will depart from the railway station.

Based on these examples, the researcher wants to learn about the usage of Travel icon at the railway station. The form and process can be seen from the Semiotic Perspective.

## **B. Problem Statement**

In this research paper, the problem investigated is stated follows:

1. What are the meanings of the travel icons in the railway station?
2. What are the functions using of the travel icons in the railway station?

## **C. Objective of the Study**

This research aims to as follows:

1. Describe the meanings of the travel icons in the railway station.
2. Identify the functions of using travel icons in the railway station.

#### **D. Benefit of the Study**

In conducting this research, the writer intends to present some benefits to the readers :

##### 1. Theoretically

This research can help passengers using public transportation in the railway station so they can understand the use of the travel icons in the railway station.

##### 2. Practically

###### a. The Passangers at Railway Station

This research will increase knowledge about passangers' understanding of travel icons at the railway station.

###### b. Linguistic Lecturer

This researcher hopes that linguistic lecturer will get variety for lectures about semiotics theory in the linguistic study.

###### c. Future Researchers

This research can expand and be references for study knowledge of semiotics such as icons.