

**TRAVEL ICON AT RAILWAY STATION:
A SEMIOTICS PERSPECTIVE**



**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor
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Abstrak

Tanda memiliki berbagai jenis yang sangat membantu dalam komunikasi. Ada tiga jenis tanda, yaitu simbol, ikon, dan indeks. Ilmu semiotika mempelajari tentang tanda untuk mengetahui makna atau pesan yang terkandung di dalam objek. Ada tiga tipe tanda yaitu simbol, ikon dan indek. Penelitian ini difokuskan pada gambar ikon perjalanan di area stasiun kereta api. Selain itu, tujuan dari penelitian ini adalah (1) Mendeskripsikan makna dari ikon perjalanan (2) Mengidentifikasi fungsi penggunaan ikon perjalanan di stasiun kereta api. Penelitian ini merupakan penelitian kualitatif-deskriptif. Data penelitian yang ditemukan berjumlah 40 data. Data berupa gambar ikon perjalanan. Sumber data penelitian ini adalah internet dan lapangan di stasiun kereta api. Teknik pengumpulan data menggunakan metode observasi dan dokumentasi. Dalam menganalisis data, peneliti menggunakan teori semiotik dari Pierce (1931) dan teori fungsi dari Berger (2005). Hasil penelitian ini menunjukkan bahwa ditemukan empat makna berdasarkan klasifikasi data yakni ikon perjalanan yang menunjukkan tanda lokasi bagi penumpang 35%, tanda fasilitas bagi penumpang 32,5%, tanda larangan bagi penumpang 17,5%, tanda peringatan bagi penumpang 15%. Kemudian ditemukan tiga fungsi dari ikon perjalanan yakni fungsi tanda sebagai petunjuk arah 67,5%, fungsi tanda sebagai larangan 17%, dan fungsi tanda sebagai keharusan peringatan 15%.

Kata kunci : Ikon, Semiotika, Ikon Perjalanan, Stasiun Kereta Api

Abstract

Signs have various types that is very helpful in communication. There are three types of signs, namely symbol, icon and index. In semiotics, to find out the meaning or message contained in the object. This research focused on the image of the travel icon in the railway station area. The objectives of this research are (1) to describe the meaning of the travel icon (2) to identify the function of the use of the travel icon at the railway station. This research is a descriptive-qualitative method. The research data found 40 data. Data are the image of travel icon. This research data source are internet and field at the railway station. The technique of collecting data used observation and documentation method. In analyzing the data, the researcher used the semiotics theory from Pierce (1931) and function theory from Berger (2005). The results of this research indicate that there are four meanings based on data classification, namely the travel icon which shows the location sign for passengers 35%, facility sign for passengers 32.5%, prohibition sign for passengers 17.5%, obligation sign for passengers 15%. And the next result are the functions of the travel icon. The researcher found three functions of the travel icon, namely 67.5% function as directional sign, 17% function as prohibition sign, and function as 15% obligation sign.

Keywords : Icons, Semiotics, Travel Icons, Railway Station

1. INTRODUCTION

Communication can occur through media called signs. Humans can communicate with others through media signs as the mediator. 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. It can understand the message behind it by knowing the icon. In other words, it's easy or the true meaning of the object. Something different from oneself generally replaces objects, entities, and phenomena are called indicators. (Chandler, 2007). Icons also can help create messages to make it easier for people to understand communication in writing or pictures. In the research, targets 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 add a new icon as a pointer. It is the background for researchers to conduct research.

In fact, this research gives an impact on the passengers and also the society, with the discovery of many location icons at the station, makes it easier for visitors and passengers to find locations in the station area so they will never get lost. The icon has meanings as a communication tool from images to help provide directions while at the railway station. In addition, benefit to know functions using travel icon, it is hoped that individuals can use the travel icon according to the instructions so that there are no incidents or violations in the station area. By conducting this research, it is also expected to increase knowledge for English students and linguistic lecturers regarding interest to learn about the meaning of sign with use semiotics theory.

In the study of signs and symbols that focus on words delivered for communication, each element of the image conveyed is called a sign. The term semiotics (also called semiology) is derived from the Greek word semion meaning 'sign' (Mayr, 2013). 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 icons at the Solo Balapan station.

In semiotics, Pierce's model of the sign is the tryadic model. The researcher used pierce's theory to describe of the meaning. Three part of models by Pierce, (1931) (Chandler, 2007) such as , Representamen is the form used of the sign (not necessarily matter, although usually interpreted as such) - called by some theorists the 'sign vehicle'. In Saussure the dyadic is called the signifier. Object is something outside the mark it refers to (reference). In the Saussure's dyadic is referred to as signified. An interpretant: not an interpreter but the meaning created from the sign.

There have been several previous studies about semiotics. Previous research found the symbolic system on *the visual mascot of Cimahi City* from of people's perceptions explain the relationship between the symbolic mascot and the implied meaning (Kusuma & Dwi Marianto, 2019). Research of semiotics found there were thirty signs in *Get Out* movie (Baharsyah et al., 2020). Analyze cartoons to find the meaning with used pierce's theory (Robingah, 2020). The next researchers by Somashrawa (2015) investigated four data texts from two advertisement. He found type two meaning and two function sign of a product in the advertisements.

Therefore, the researcher also thinks that semiotics is a unique study. Based on the phenomenon above the researcher have reasons using a semiotic perspective that there are still few who study 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, the objective of the study are the (1) to describe the meanings behind of icons and (2) to identify the function of using icons as wayfinding at the Solo Balapan station.

2. METHOD

The research uses a qualitative approach with content analysis method. According to Denzin & Lincoln (1994: 2) (Given, 2008) states that qualitative research is research that involves an interpretive, naturalistic approach to the subject matter and has a variety of focused descriptive methods. Technically, content analysis include classifying symbols used in communication, using criteria in classification and using certain analytical technique in making productions (Sudaryono, 2018, p.381). The main object of the research is the meaning and function using of travel icons that is found in the railway station. The data of the research are image containing travel icon

in the Solo Balapan Station, totalling 40 data. Meanwhile, the data source of this research is Field in the Solo Balapan Station. In collecting data, the researcher uses the observation and documentation method. In analyzing the data, the researcher uses the theory from Pierce (1931) related to meaning of travel icon and Berger (2005) related to the function of using travel icon.

3. FINDING AND DISCUSSION

3.1 Finding

3.1.1 Meaning of Travel Icon

In this research, the researcher found four classifications meaning in the icon. First, the icon shows the location signal for passenger. Second, the icon shows the facility signal for passenger. Third, the icon shows prohibition signal for passenger. Fourth, the icon shows the obligation signal for passenger.

3.1.1.1 The icon shows the location signal for passenger.

Datum 12/ F



Picture 1. Representamen: An icon of a man on the left and train

Object: An icon of train arrival

Interpretant: The concept of a man on the left refers to passengers who are ready to wait for the train to arrive in the platform area. The concept of the train is public transportation that arrives at the railway station after from the previous location. The image of the icon shows the meaning as **location signal** of the train arrival at the railway station. It is the passenger to prepare waiting arrived the train in the platform area.

3.1.1.2 The icon shows the facility signal for passenger.

Datum 18/ F



Picture 2. Representamen: An icon of a man , a curve line, and a down arrow

Object: An icon of Down escalator

Interpretant: The concept of a man refers to a person or passenger in a standing position where he will come downstairs. The concept of a curve line is a moving staircase for carrying people up and down or escalators. The concept of a down arrow the moving staircase that direct down. The form of the icon shows the meaning as **facility signal** of an escalator moving downstairs for the passenger in the railway station.

3.1.1.3 The icon shows prohibition signal for passenger.

Datum 30/ F



Picture 3. Representamen: An icon of a women , a rectangle and a red angle line

Object: An icon of caution do not lean

Interpretant: The concept of a woman is a person or passenger standing with their feet pressed in the glass. The concept of a rectangle is a wall made of glass to cover the right and left sides. Usually, there is an area on the side of the escalator. The concept of a red angle line is

prohibited passengers from leaning in the glass wall. The form of the icon shows the meaning as **prohibition signal** of caution do not lean for the passenger. It means that passengers not to lean in the glass wall.

3.1.1.4 The icon shows the obligation signal for passenger.

Datum 37/ F







Picture 4. Representamen: An icon of a id, a passport and a quadrangle

Object: An icon of Prepare Identity Card

Interpretant: The concept of id refers to a resident identity card as a personal identity issued by the government. The concept of a passport is a person's travel document used to verify identity when traveling internationally-issued by the government. The concept of a quadrangle refers to media in the form of cards or documents. The form of the icon shows the meaning as a **obligation signal** for passengers to prepare and show are identity cards when they are doing departure in the railway station.

Table 1. Meanings of Travel Icon

No	Meaning	Data	Σ	%
1	The icon shows the location signal for passenger at railway station	 <p>“Train Arrival”</p>	14	35%

2	The travel icon shows the facility for passenger at railway station		13	32,5%
3	The travel icon shows the prohibition signal for passenger at railway station		7	17,5%
4	The travel icon shows the obligation signal for passenger at railway station		6	15%
TOTAL			40	100%

3.1.2 Function Using of Travel Icon

In this research, the researcher found three categories function in the icon. First, function as directional sign. Second, function as prohibition sign. Third, function as obligation sign for passenger.

3.1.2.1 Function as Directional Sign

Datum 12/ F



Picture 5. Departure activity

Departure or also known as starting or the process of departure. Departure in transportation is to start a journey by taking passengers to their destination. At the railway station, the train departure process starts by blowing the whistle 3 times as a sign of departure. Here, the passengers before the departure process usually enter the train carriage. This icon shows the location where passengers can enter the train for departure to their destination. The function of this icon is as a **directional sign** of train departure for passengers in the railway station.

3.1.2.2 Function as prohibition sign

Datum 34/ F



Picture 6. No snakes

Snakes are animals that do not have legs and are long. Snakes do not have a sense of hearing but can feel vibrations through their jaws attached to the ground. the snake will protect itself if there is an attack from outside by removing the poison from its mouth. The poison is very dangerous and the snake protects itself by wrapping its body around its enemy. With the danger of this one animal, then from public transportation or public areas, it prohibits visitors from bringing snakes in the surrounding area. One of which is the icon image at this station which gives instructions on the prohibition of carrying snakes on the train. So, the function of the icons as a **prohibition sign** for passengers. It is prohibited from bringing animals on the train.

3.1.2.3 Function as obligation sign



Datum 37/ F




Picture 7. Passport checking

An Identity card is a document in the form of a card as identification made by the government or other agencies. Usually, the card contains the full name, residential address, agency, and others. now identity cards have been made electronically, both physically and in computerized functions. This card must be carried when in public areas as identification for individuals. In public services, this card will be used to check identity data. It can be seen from The icon that shows a sign to prepare an identity card or passport before entering the platform at the station. The functions of the icon as a **obligation sign** for passengers to prepare id and passport before departure in the railway station area.

Table 2. Functions Using of Travel Icon

No	Functions	Data	Σ	%
1	Directional Sign	 "Train Arrival"	27	67,5%
2	Prohibition Sign	 "No Animals Allowed"	7	17,5%

3	Obligation Sign		6	15%
	TOTAL	“Prepare and Show Your Identity Card”	40	100%

3.2 Discussion

This section presents a discussion of the research findings. As explained by the researcher in the findings, meaning of travel icon and function of using travel icon.

1.2.1 Meaning Of Travel Icon

The research has shown semiotics perspective which is supported by the theory of Charles S. Peirce (1931) which stated that to find the meaning of sign in a way divided into an icon, an index, and a symbol on the object then to analyze with use Triadic model (Representamen, Object, Interpretant). From the finding in table 1, the researcher clasifies research finding into four classifications of meaning which do not belong to Peirce’s theory. If this research is compared with the previous studies, it os found that there are some of difference with several of them. The first, Robingah, (2020) examine the meaning from three type of sign with used Peirce’s theory. The second, Fadilla & Aditya, (2019) examine the meaning from element logo included three type of sign with used Barthes’s theory. The third, Prasojowati et al., (2019) analyze the meaning of three types of sign from the visual images of cigarette products. The last, Briandana,(2019) investigated the meaning from three type of sign with used Peirce’s theory. So, it could be concluded from the several this previous studies, the similarity is just one type of sign that is icon.

1.2.2 Function of Using Travel Icon

In this research, the researcher uses the theory of Craig M. Berger (2005) which stated that the function using of sign is divided into seven categories. However, the researcher found one sign of categories function which do not belong to Berger theory, namely obligation sign. Based on the percentages, the directional sign becomes the most dominant of the functions using of travel icon compared to other function using of travel icon in the railway station. If this research is compared with the previous studies, it is found that there are some differences with some of them. The first, Robingah, (2020) found a function as entertainment to the citizens and has no intention of criticizing or insinuating the government. In other words, he found two functions are informational and expressive function. The second, Somashrawa, (2015) found two functions are informational and expressive function. But the researcher found three categories of the function using of travel icon at the railway station.

4. CLOSING

Based on the research findings and discussions analysis in the travel icon railway station, finally the researcher can draw a conclusion. Related to first problem statement, to clarify research findings, the researcher contribute to find four classifications of meaning. There are four classifications of meaning namely travel icon shows the location signal for passenger, travel icon shows the facility signal for passenger, travel icon shows the prohibition signal for passenger and travel icon shows the obligation signal for passenger at the railway station. The dominant meanings is travel icon shows the location signal. While, related to the second problem statement, the researcher found 3 categories of function using of the travel icon namely Directional Sign, Prohibitory Sign, Obligation Sign. The dominant function is a directional sign. The directional sign considered as wayfinding for passengers. It can be as the function of travel icon which is often found in the railway station. So, this research is completing the gap of previous studies by the researcher contribute to find four classifications of meaning in semiotics analysis which do not

belong to Pierce's theory and contribute to find one sign of new categories function which do not belong to Berger's theory, namely obligation sign.

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