



A SEMIOTIC ANALYSIS ON SOME *CAFÉ* LOGOS IN JEMBER

THESIS

Written by:

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DEDICATION

With love and sincerity, I proudly dedicate this thesis to:

1. My great father, Rosidiyanto, who has been a great figure in the family and taught me a lot of things. Thank you for inspiring and motivating me to be an educated and successful girl;
2. My beloved mother, Sulistianah, who has been a great motivator in my life and my thesis as well. Thank you for your endless love, support and attention while I am writing my thesis;
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5. All my big family in Java and Sulawesi;
6. My Alma Mater, the Faculty of Letters Jember University.

MOTTO

Great minds discuss ideas; average minds discuss events; small minds discuss people.*)

*) BookRags Media Network. 2001. *Eleanor Roosevelt Quotes*.
<http://www.brainyquote.com/quotes/quotes/e/eleanorroo385439.html> [21 Januari 2012].

DECLARATION

I hereby state that this thesis entitled “A Semiotic Analysis on Some Café Logos in Jember” is an original piece of writing. I certify that the analysis and the result in this thesis have not already been submitted for any other degree or any publication in this situation.

I certify to the best of my knowledge, that all resources cited and any help received in the preparation of this thesis have been acknowledged. I am responsible for the validity of the content without any pressure from other parties and I would be ready to get academic punishment if someday the statement is proved untrue.

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Jember, April 2012

The Writer

SUMMARY

A Semiotic Analysis on Some Café Logos in Jember; Ibnatun Nurul L; 070110191034; 2012: 47 pages; English Department, the Faculty of Letters, Jember University.

This thesis analyzes some café logos in Jember. Logos are included into semiotic study as logos have some sign and symbol elements, whereas semiotic study concerns with sign and symbol as well. The analysis in this thesis describes how the semiotic theory signifies the meaning of the café logo and whether the logos represent the real identity of the company or not. This analysis reveals the meaning of the logos by using denotation (denotative meaning), connotation (connotative meaning) and the theory of myth. This thesis applies the combination of field and library research to get the data and information like books and other references. The data are in the form of qualitative data since the elements of the logos are in the forms of words and pictures. In analyzing the data, the writer uses interpretative method where the writer interprets by herself on the data that have been collected and analyzed, and compares the meaning to some references. The result shows that each logo has implicit meaning. Besides, it is found that not all logos symbolize the companies' identity.

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