



**A SEMIOTIC ANALYSIS ON SEVERAL LOGOS OF
DRINKING WATERS MARKETED IN INDONESIA**

THESIS

**Composed by:
Carolina Batmalo
070110191037**

**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
2012**



**A SEMIOTIC ANALYSIS ON SEVERAL LOGOS OF
DRINKING WATERS MARKETED IN INDONESIA**

THESIS

A Thesis Presented to English Department, Faculty of Letters
Jember University as One of the Requirements to Get the
Award of SarjanaSastra Degree in English Studies

**Composed by:
Carolina Batmalo
070110191037**

**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY**

2012

DEDICATION PAGE

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

1. My beloved father, Jeremias Batmalo, who always prays and supports me to finish my thesis soon. Thank you for all of your attention, guidance, inspiration, and patience during my study time;
2. My beloved mother, Maria Magdalena Ledo, who always encourages me to be more than I can be. Thank you for your endless prayers day and night for my success, and your patience of waiting for the time when I finish my study time;
3. My beloved brothers, Adey Silas Batmalo and Ezra Nehemia Batmalo. You inspire me many things, knowledge, spirit and obsession. Thank you for being the part of my life;
4. My big family in Banyuwangi and Kupang;
5. My Alma Mater, the Faculty of Letters, Jember University;

MOTTO

I can do all things through Him who gives me strength

(The Holy Bible, New Testament, Philippians 4: 13)

No Pain No Gain

(Anonymous)



DECLARATION

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

I certify to the best of my knowledge, that all sources 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.

Jember, 06 June 2012

The writer

Carolina Batmalo
070110191037

APPROVAL SHEET

Approved and received by the examination committee of the English Department,
Faculty of Letters, Jember University

Day, date : 06 June 2012

Place : Faculty of Letters

Examination Committee

Secretary,

Chairman,

Indah Wahyuningsih, S.S., M.A.

Prof. Dr. H. Sutarto, M.A.

NIP. 196801142000122001

NIP. 194909211975031001

The members:

1. Dra. Hj. Meilia Adiana M.Pd. (.....)

NIP. 195105211981032002

2. Drs. Wisasongko M.A. (.....)

NIP.196204141988031004

3. Riskia Setiarini S.S., M.Hum (.....)

NIP. 197910132005052002

Approved by the Dean,

Drs. SvamsulAnam, M.A

NIP. 195909181988021001

ACKNOWLEDGMENT

My deepest gratitude is due to my Lord and savior, Jesus Christ, The Almighty, who has given me His guidance in writing my thesis, entitled “A Semiotic Analysis on Several Logos of Drinking Waters Marketed in Indonesia”. Without His guidance during the process of writing the thesis, it would have been impossible to finish it.

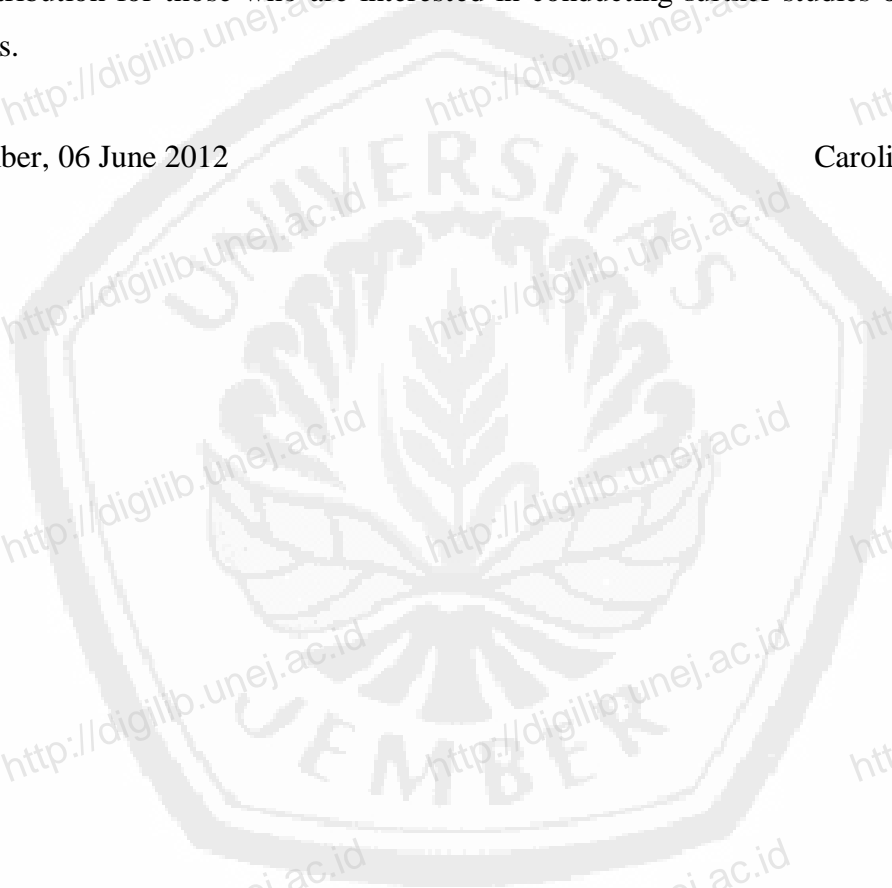
I also would like to send my gratitude to the following people who have given their supports and help in relation to write and complete the thesis.

1. The Dean of Faculty of Letters, Jember University and the Head of the English Department, Faculty of Letters, Jember University for giving permission to compose my thesis proposal into a thesis;
2. I acknowledge a great debt of gratitude to my first supervisor, Dra. Hj. Meilia Adiana, M.Pd.and Drs. Wisasongko, MA. as my second supervisor for the guidance during the writing of my thesis, the patience to review the thesis, and all the suggestions they give to complete the thesis;
3. All of the lecturers, whom I cannot mention one by one, in the English Department, Faculty of Letters, Jember University for the precious knowledge they have transferred to me during my academic years;
4. All of the staff in the English Department, Faculty of Letters, Jember University for helping me to complete the administrations for writing my thesis and thesis examination;
5. The librarians in the English Department, Faculty of Letters, Jember University and in the Central Library of Jember University for helping me to find the references for writing my thesis;
6. Everybody whom I cannot mention because of the limitation of space in writing your name one by one. Thanks for your valuable contribution.

May God give His blessing upon them since it would have been impossible to complete the thesis without their support and help. It is realized that the thesis still needs correction, revision and improvement. Therefore, the writer appreciates any constructive criticism, suggestions and comments on the thesis for the sake of its improvement. Finally, it is hoped that the thesis will give beneficial and valuable contribution for those who are interested in conducting further studies on semiotics rules.

Jember, 06 June 2012

Carolina Batmalo



SUMMARY

A SEMIOTIC ANALYSIS ON SEVERAL LOGOS OF DRINKING WATERS MARKETED IN INDONESIA; 2012; CAROLINA BATMALO; 070110191037; 45 PAGES; ENGLISH DEPARTMENT, FACULTY OF LETTERS, JEMBER UNIVERSITY

This thesis deals with semiotic analysis which concerns on the analysis of symbols. The symbols analyzed in this thesis are Cheers, Cleo, Club, and AQUA which have different types of saying within the symbols. The goal of the study is to describe the selected logos of several drinking waters, to interpret the signs of logos on several drinking waters by using the theory of semiotics and to get further information from those logos.

The data applied in this writing are qualitative data which mean the data are in a form of images. Data collection in this thesis is documentary study. The data are documented from books and website sources. This thesis is a descriptive study which elaborates Barthesian Post Structuralism of Myth. Myth is generated from the semiological chain, the connotation and denotation. In this manner, Myth become the global term of the signifier and signified.

The findings of this thesis are the myth brought by each logo. First, the myth of Club is to ask people to join a particular community that lives a healthy life, full of energy and spirit by drinking the water. Second is AQUA that selects and keeps the goodness of nature in its every drop of water for Indonesian healthy families. Third, the myth of Cleo which is praised by its assets of providing not only a healthy water but also oxygen becomes clear as the tag line shows” air minum beroksigen”. Fourth is Cheers with its subtle statement is asking people of a high class society to stay healthy and happy by drinking the water. Many new variables of saying come up

such as, healthy families from AQUA, while Cheers is strengthened by its high class people with happy and healthy life, and Club which ask people to live healthy and energetic. Thus the process of buying the product is not only for having advantages of the items but also making a statement. The statement acquired is different according to the item bought. People who buy Cheers will have different opinion compared to the one who buys AQUA. This image of identity is the one that the product wants to shape to its buyers and vice versa.

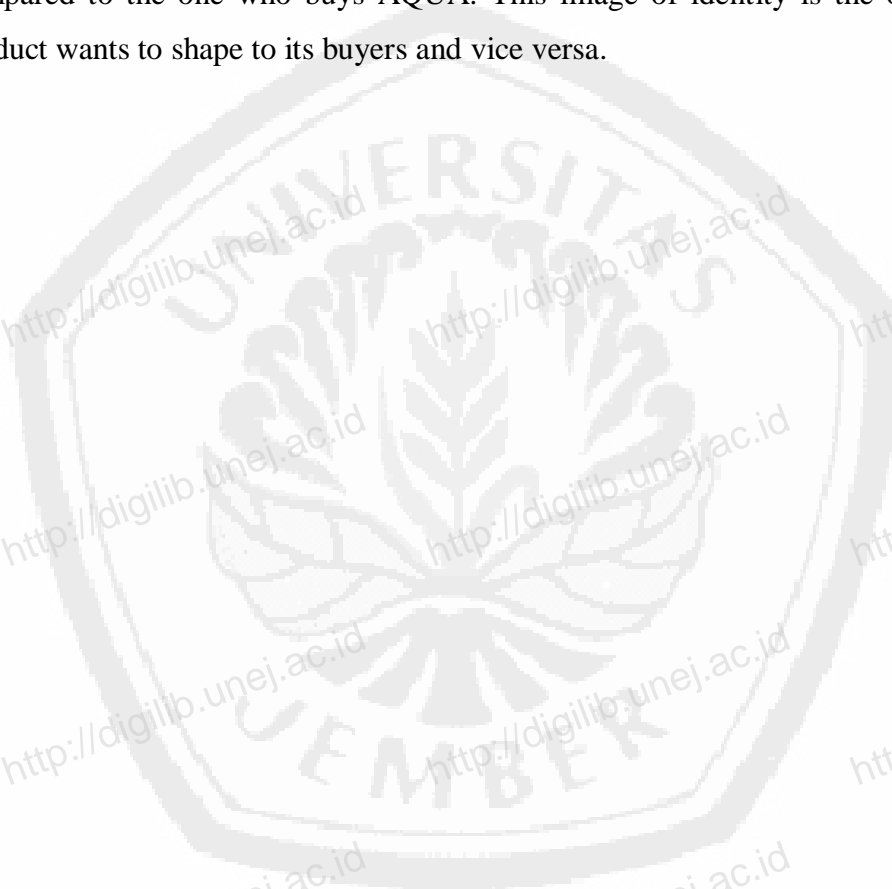


TABLE OF CONTENTS

TITLE	i
FRONTISPIECE	ii
DEDICATION	iii
MOTTO	iv
DECLARATION	v
APPROVAL SHEET	vi
ACKNOWLEDGEMENT	vii
SUMMARY	ix
TABLE OF CONTENTS	xi
LIST OF FIGURES	xvi
 CHAPTER 1: INTRODUCTION	
1.1 The Background of the Study	1
1.2 The Problems of the Study	2
1.3 The Scope of the Study	2
1.4 The Goals of the Study	3
1.5 The Significance of the Study	3
1.6 The Organization of the Thesis	3
 CHAPTER II: THEORETICAL REVIEW	
2.1 The Previous Research of Study	5
2.2 Language and Communication	6
2.3 The Theory of Semiotics	8
2.3.1 The Mythology Theory of Roland Barthes	12
2.3.2 Sign and Symbol	15
2.3.3 Order of Significations	17
a. Denotation and Connotation	17

b. Myth.....	18
2.4 The General Description of the Logo	19
2.5 The Function of the Logo.....	20

CHAPTER III: RESEARCH METHODOLOGY

3.1 Type of Research.....	22
3.2 Type of Data	22
3.3 Data Collection.....	22
3.4 Data Analysis.....	23

CHAPTER IV: DISCUSSION

4.1 The Semiotic Interpretation of Data 1.....	24
4.1.1 The Type of Sign.....	24
4.1.2 The Level of Meaning.....	24
a. Denotation	24
b. Connotation	24
c. Myth.....	26
4.2 The Semiotic Interpretation of Data 2.....	28
4.2.1 The Type of Sign.....	28
4.2.2 The Level of Meaning.....	28
a. Denotation	28
b. Connotation	29
c. Myth.....	30
4.3 The Semiotic Interpretation of Data 3.....	33
4.3.1 The Type of Sign.....	33
4.3.2 The Level of Meaning.....	33

a. Denotation	33
b. Connotation	34
c. Myth	35
4.4 The Semiotic Interpretation of Data 4	37
4.4.1 The Type of Sign	37
4.4.2 The Level of Meaning	37
a. Denotation	39
b. Connotation	40
c. Myth	41
CHAPTER V: CONCLUSION	42
BIBLIOGRAPHY.....	44
APPENDIX	47

LIST OF FIGURES

	PAGE
2.1 Figure 1 Roland Barthes's Sign Map.....	14
4.1 The Logo of Club Fresh & Healthy.....	24
4.2 The Logo of Aqua.....	28
4.3 The Logo of Cleo Pure Water.....	33
4.4 The Logo of Cheers Mineral Water.....	37