



**A SEMIOTIC ANALYSIS ON FOOTBALL CLUB LOGOS OF  
INDONESIA SUPER LEAGUE 2009-2010**

**THESIS**

**Composed by:**

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**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY  
2011**



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**THESIS**

A thesis presented to the English Department, Faculty of Letters, Jember University as one of requirements to obtain the award of Sarjana Sastra Degree in English study

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## **DEDICATION PAGE**

This thesis is dedicated to:

1. My dearly loved mother, Mistri, you are the best mom ever. Thanks for your patience and for everything you do for me.
2. My late father, M. Samsul Arifin. You had trained me to be a responsible person. The times with you are the sweetest memory for me ever.
3. My beloved sister, Anis Wulandari. You are my lovely sister. Thanks for your sacrifice, support and wish.
4. My families and my friends.
5. My Alma Mater.

**MOTTO**

**‘No sacrifice no victory’  
(Optimus Prime in the film *Transformers*)**

## **DECLARATION**

I hereby state that this thesis entitled 'A Semiotic Analysis on Football Club Logos of Indonesia Super League 2009-2010' 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 make 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, June 20, 2011

The writer,

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Jember, June 2011

Raffri Setiawan

## SUMMARY

**A Semiotic Analysis on Football Club Logos of Indonesia Super League 2009/2010**; Raffri Setiawan; 060110101050; 2011: 48 pages; English Department, Faculty of Letters, Jember University.

Language is a system of communication that takes an important role for human life. By using language people can transfer and express their thought to make a communication with others. Semiotics is the branch of linguistics which concerns on the study of signs. The kinds of signs may refer to the signs that emerge in our daily life. In this thesis, the usage of semiotic theory can be applied in the process of making interpretation to intended meaning emerge on football club logo.

In this thesis the writer chooses the best top five clubs in the final table of Indonesia Super League 2009-2010. The clubs are Arema Indonesia, Persipura Jayapura, Persiba Balikpapan, Persib Bandung, and Persija Jakarta. Moreover, the writer applies Barthes's theory to dismantle the meaning (denotative meaning, connotative meaning and myth). Based on the result of the discussion, the writer concludes that those logos bring numerous signs. Those signs are represented by its visual expressions (images, words, colors, and shapes). Indonesia football club logos are not only designed to give an identity of the club, but also show that the logos have a relationship with the game of the club in a match.



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