



**A SEMIOTIC ANALYSIS ON THE LOGO OF SEVERAL
INDONESIAN TELEVISION CHANNELS**

THESIS

Written By:

**KARLINA FEBRI ALVIANTI
070110101061**

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



**A SEMIOTIC ANALYSIS ON THE LOGO OF SEVERAL
INDONESIAN TELEVISION CHANNELS**

THESIS

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

Written By:

**KARLINA FEBRI ALVIANTI
070110101061**

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

MOTTO

True wisdom comes to each of us when we realize how little we understand about life, ourselves, and the world around us.

(Socrates)

The mind is everything; what you think, you become.

(Gautama Buddha)

DECLARATION

I hereby state that the thesis entitled “A Semiotic Analysis on the Logo of Several Indonesian Television Channels” is an original piece of writing. The thesis represents my own work and contains no material which has been previously submitted for a degree or diploma in this university or any other institution, except where due acknowledgment is made. 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, July 28th 2011

The Writer

Karlina Febri Alvianti

070110101061

DEDICATION

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

1. My father, Budi Supangkat, who always teaches me a lot of things. I am really grateful for your everlasting love, sacrifice, affection and protection. You are such my Super dad;
2. My mother, Ririn Puji Lestari, who always supports me to finish my thesis. Thank you for your endless prayer for my success, your patience, caring and affection;
3. My only brother, Winedar Nugroho Pakarti, thank you for your support;
4. My dearly loved man, Anton Setiawan Hakim, who always loves me tenderly. Thank you for always make my days. Thank you for your affection, patience, wisdom and everything you give. I am lucky to have your unconditional love;
5. My second family in Malang, thank you for the love, care and support;
6. My Alma Mater, the Faculty of Letters Jember University.

APPROVAL SHEET

A thesis entitled “A Semiotic Analysis on the Logo of Several Indonesian Television Channels” has been approved and accepted by the examination committee of the English Department, Faculty of Letters, Jember University on:

Day : Thursday

Date : July 28th 2011

Jember, July 28th 2011

Secretary

Chairman

Dewianti Khazanah, S.S.
NIP. 198511032008122002

Drs. Syamsul Anam, M.A.
NIP. 195909181988021001

The Members:

- | | |
|---|---------|
| 1. Drs. Wisasongko, M.A.
NIP. 196204141988031004 | (.....) |
| 2. Hat Pujiati, S.S., M.A.
NIP. 198009082005012001 | (.....) |
| 3. Dra. Hj. Meilia Adiana, M.Pd.
NIP. 195105211981032002 | (.....) |

Approved by the Dean

Drs. Syamsul Anam, M.A.
NIP. 195909181988021001

SUMMARY

A Semiotic Analysis on the Logo of Several Indonesian Television Channels; Karlina Febri Alvianti, 070110101061; 2011; 44 pages; English Department, the Faculty of Letters, Jember University.

Television becomes one of human needs in order to fulfill their needs of information. Every television channel builds its own image by broadcasting a kind of programs. Some television channels specialized their broadcasting in sport, news, entertainment, music and many others programs. Not only by broadcasting such special programs, a television channel also releases a logo as a way to show its identity. The symbolic logo of some television channels that become the data in this thesis have relation with the most programs broadcasted by its television channel. The logo of television channel has a role as a sign that can be interpreted by using semiotic theory. Semiotics is one of linguistic branches, it can be said that sign study is also a language study. A sign does not stand for itself; a sign stands for another thing instead. It means that there is something else that can be revealed by observing a sign. Peirce has proposed the concept of triangle of signification. It is concerned with the triadic relationship between the sign, its object, and the bridge of them called interpretant. Peirce's semiotic theory is very helpful in order to analyze the data here.

However, the interpretation of someone may different from the others; it is because everyone has different concept in his or her mind. That interpretation also depends on the context related to the sign. Here there are two television channels (TransTV and MetroTV) that successfully launch such an appropriate logo with their ideology and programs broadcasted. There is also a lack of one television channel (Indosiar) in launching its logo, because the nature's of its logo has no synchronization with the characteristic of programs broadcasted. From this study, it can be seen that semiotic theory helps to analyze the data. It is also hoped to help the creative team in making an attractive and effective logo.

ACKNOWLEDGEMENT

My deepest gratitude is due to Allah, Almighty, who has given me His guidance in writing my thesis, entitled “A Semiotic Analysis on the Logo of Several Indonesian Television Channels”. 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 with writing and completing this thesis.

1. The Dean of the 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, Drs. Wisasongko, M.A. and Hat Pujiati, S.S., M.A. as my second supervisor for the guidance during my thesis writing, the patience to review the thesis, and all the suggestions they give to complete the thesis;
3. I would like to say thanks to my academic supervisor for his advices during my academic years;
4. 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;
5. All of the staffs in the English Department, Faculty of Letters, Jember University for helping me to complete the administrations for writing my thesis and thesis examination;
6. 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;
7. All of my teachers from kindergarten up to Senior High School;

8. All my friends in the English Department, Faculty of Letters, Jember University in academic year 2007. A special thank goes to Che-che, Resty, and Ndut for being my best friends who always support me to finish my thesis;
9. All my boarding house mates of Bangka 2 number 10 thank you for the contribution during my thesis writing;
10. Everybody whom I cannot mention because of the limitation of space in writing your name one by one. Thanks anyway for your valuable contribution.

May Allah bestow 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 to conduct further studies on conversational rules.

Jember, July 28th 2011

Karlina Febri Alvianti

TABLE OF CONTENTS

	Page
TITLE	i
DEDICATION	ii
MOTTO	iii
DECLARATION	iv
APPROVAL SHEET	v
ACKNOWLEDGEMENT	vi
SUMMARY	viii
TABLE OF CONTENTS	ix
LIST OF FIGURES	xi
CHAPTER 1. INTRODUCTION	1
1.1 The Background of the Study	1
1.2 The Problem of the Study	3
1.3 The Scope of the Study	3
1.4 The Goal of the Study	4
1.5 The Significance of the Study	4
1.6 The Organization of the Study	4
CHAPTER 2. THEORETICAL REVIEW	6
2.1 Previous Research	6

2.2 Language and Communication	7
2.3 Theory of Semiotics	9
2.3.1 Ferdinand de Saussure and the Sign	11
2.3.2 Charles Sander Peirce and the Sign	14
2.3.3 Types of Signs	16
2.4 Logo and Visual Communication Design	18
2.5 Indonesian Television	19
CHAPTER 3. RESEARCH METHODOLOGY	22
3.1 Type of Data	22
3.2 Method of Data Collection	22
3.3 Type of Analysis	23
3.4 Method of Analysis	23
CHAPTER 4. DISCUSSION	24
4.1 The Discussion	24
4.1.1 Indosiar	24
4.1.2 TransTV	28
4.1.3 MetroTV	32
4.1.4 BaliTV	37
4.2 The Relation of the Launching of the Logo and Its Effectiveness	40
CHAPTER 5. CONCLUSION	43
BIBLIOGRAPHY	45

LIST OF FIGURES

	Page
Figure 2.1 Saussure's model of Semiotics.....	13
Figure 2.2 Peirce's Semiotic triangle.....	15
Figure 4.1 The logo of Indosiar.....	26
Figure 4.2 The logo of TransTV.....	29
Figure 4.3 The logo of MetroTV.....	34
Figure 4.4 The logo of BaliTV.....	38