



**A SEMIOTIC ANALYSIS ON THE LOGOS OF THE SELECTED
ISLAMIC BOARDING SCHOOLS AT PESANTREN
NURUL JADID IN PROBOLINGGO**

THESIS

By:

**MUHAMMAD ZAINUR ROZIQIEN
070110101074**

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



**A SEMIOTIC ANALYSIS ON THE LOGOS OF THE SELECTED
ISLAMIC BOARDING SCHOOLS AT PESANTREN
NURUL JADID IN PROBOLINGGO**

THESIS

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

By:

**MUHAMMAD ZAINUR ROZIQIEN
070110101074**

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

DEDICATION

This thesis is sincerely dedicated to

❖ My beloved parents, Wildaniah and Zaenal Arifin

I do not have any words to symbolize everything that you have always given me for all my life because you are the best parents in the world. I truly love you both.

❖ My dear brothers, Muhammad Lutfhi Fahrizal and Muhammad Fahmi Alfarizi who support and encourage me for all time.

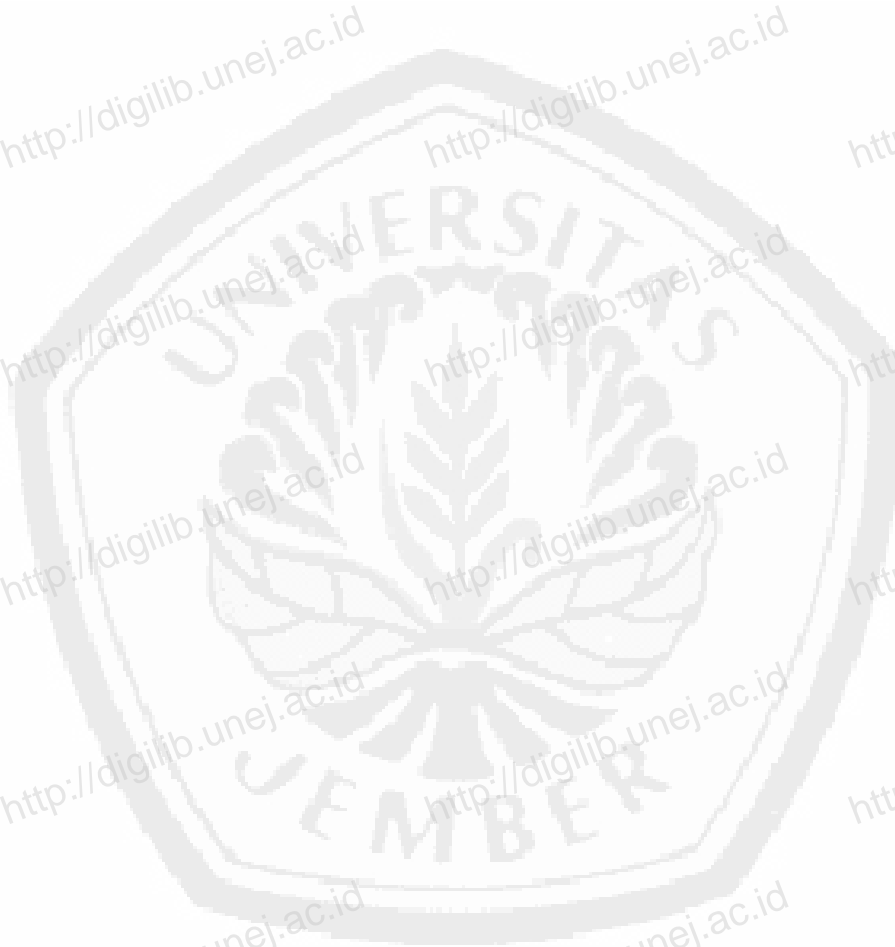
❖ All my lovely friends especially in Anniar lodging house. You give me strength, courage, spirit, and hope. I am really lucky to be part the family of Anniar lodging house which is full of love and support.

❖ My Alma Mater

Thanks for all knowledge, experience, and education you give. It is really unforgettable memories to be part of you.

MOTTO

“*Science without religion is lame. Religion without science is blind.*”^{*)}



^{*)} Harris, Kevin. 1995. *Collected Quotes from Albert Einstein*. WWW rescomp.stanford.edu. <http://rescomp.stanford.edu/~cheshire/EinsteinQuotes.html>. [5 April 2012].

DECLARATION

I hereby declare that the thesis entitled *A Semiotic Analysis on the Logos of the Selected Islamic Boarding Schools at Pesantren Nurul Jadid in Probolinggo* is an original piece of writing, except the quotation. I surely affirm that the thesis is not a plagiarism and its validity is qualified. Moreover, the research presented in the thesis has never been submitted for any other degrees or publication. I claim to the best of my knowledge that the whole sources used and any help recognized in the preparation of this thesis have been acknowledged.

The writer

Muhammad Zainur Roziqien

070110101074

APPROVAL SHEET

Approved and received by the Examination Committee of English Department, Faculty of Letters, Jember University.

Jember, March 15th 2012

Secretary,

Chairman,

Hari Supriono, S.S.
NIP. 197903152006041001

Prof. Dr. Samudji, M.A.
NIP. 194808161976031002

The Members:

1. Drs. Wisasongko M.A.
NIP. 196204141988031004 (.....)
2. Dra. Hj. Meilia Adiana M.Pd.
NIP. 195105211981032002 (.....)
3. Riskia Setiarini S.S., M.Hum
NIP. 197910132005052002 (.....)

Approved by the Dean,

Drs. Syamsul Anam, M.A
NIP. 195909181988021001

ACKNOWLEDGEMENT

I would like to thank Allah SWT, the Lord of the universe and the Almighty for the mercy and blessing He gives in every pulse of all my life, so I can finish this thesis. I also would like to express my grateful thanks for those who help me to write this thesis that is required to accomplish one of the final requirements to achieve Sarjana Sastra Degree at the Faculty of Letters, Jember University.

Thus, I write the names would like to give my appreciation that can be summed up as follows:

1. Drs. Syamsul Anam, M.A., the Dean of Faculty of Letters, Jember University.
2. Drs. Albert Tallapessy, M.A, Ph.D., the Head of English Department.
3. Drs. Wisasongko, M.A, my first advisor and Dra. Hj. Meilia Adiana M.Pd, my second advisor, who guide me and spend much of their time correcting and helping to finish my thesis patiently.
4. All the lecturers of the English Department who have taught and guided me to finish my study.
5. All of the staffs of central library of Jember University.
6. All of my 2007 classmates and many others who have supported and helped me to finish this thesis.

SUMMARY

***“A Semiotic Analysis on the Logos of the Selected Islamic Boarding Schools at Pesantren Nurul Jadid in Probolinggo”*; 2012; Muhammad Zainur Roziqien; 070110101074; English Department, Faculty of Letters; Jember University; 50 pages.**

This thesis investigates the logos on the Islamic boarding schools at *pesantren* Nurul Jadid in Probolinggo. The logos on the Islamic boarding schools at *pesantren* Nurul Jadid in Probolinggo as texts can be analyzed by applying the theory of semiotics. This study describes how the theory of semiotics shows the intended meanings and messages inside the logos on the Islamic boarding schools. It explores the levels of meaning as well as the denotative meaning (denotation sense) and the connotative meaning (connotative sense). Then, the thesis employs library research in order to get the data and information about matter of discussion which is obtained from books, dictionary, and internet. The data in this thesis are in the form of qualitative data that have been collected by doing observation and the method of documentary study. The analysis of this study exposes that the logos on the Islamic boarding schools are able to be investigated by using the theory of semiotics to get the intended meanings and messages inside the logos. Finally, this thesis explains the interpretation of the logos on the Islamic boarding schools at *pesantren* Nurul Jadid in Probolinggo from the levels of meaning that are applicable to the theory of semiotics.

Key words: semiotics, sign, logo, and levels of meaning

TABLE OF CONTENTS

	Page
TITLE	i
DEDICATION PAGE	ii
MOTTO	iii
DECLARATION	iv
APPROVAL SHEET	v
ACKNOWLEDGEMENT	vi
SUMMARY	vii
TABLE OF CONTENTS	viii
LIST OF FIGURES	x
CHAPTER 1. INTRODUCTION	
1.1 The Background of the Study	1
1.2 The Problems of the Study	3
1.3 The Scope of the Study	3
1.4 The Goals of the Study	4
1.5 The Significance of the Study	4
CHAPTER 2. THEORETICAL FRAMEWORK	
2.1 The Previous Research	5
2.2 Language, Communication and Semiotics	7
2.3 Logo	10
2.4 The Theory of Semiotics	12
2.4.1 Ferdinand de Saussure and the Sign	14
2.4.2 Denotation	16
2.4.3 Connotation	16
CHAPTER 3. RESEARCH METHODOLOGY	
3.1 The Type of Research	18
3.2 The Type of Data	18

3.3 Data Collection	19
3.4 Data Analysis	20
CHAPTER 4. DISCUSSION	
4.1 The Data of Denotative Meaning	21
4.1.1 The Denotative Meaning of Data 1	21
4.1.2 The Denotative Meaning of Data 2	25
4.2 The Data of Connotative Meaning	30
4.2.1 The Connotative Meaning of Data 1	30
4.2.2 The Connotative Meaning of Data 2	32
4.3 The Data Analysis	35
4.3.1 Semiotic Analysis of Data 1	35
4.3.2 Semiotic Analysis of Data 2	37
4.4 The Findings	39
CHAPTER 5. CONCLUSION	43
BIBLIOGRAPHY	45
APPENDIX	50

LIST OF FIGURES

	Page
2.1 Saussure's Model of Sign	15
4.1 The Logo of SMA Nurul Jadid.....	21
4.2 The Logo of SMK Nurul Jadid	25

