



**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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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, Persib 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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CHAPTER 1. INTRODUCTION

In this chapter, an overview to the whole thesis is provided in order to give the readers a clear description about the topic being discussed. The topic is about signs and symbols of Indonesia football club logos. Therefore, the writer provides the background of the study, the problems to discuss, the scope of the study, the goals of the study, and the significance of the study.

1.1 The Background of the Study

The most natural need of human being is the need of interaction among people. They interact one and another by using a language. Sapir (1921: 396) states that language is purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbol. By using language people send their ideas, their emotions, their desires to other to whom they are talking to. Language is a systematic means of communicating ideas or feelings by the use of conventionalized sign, sound, gesture, or mark having understood meaning (Webster, 1981: 355). While communicating with others, language sends the messages through the sound and the gesture that are produced by the speaker in order to minimize misunderstanding.

In society, people cannot be separated from symbols and signs. Symbols and signs adhere to society as a way to send their messages to others. It means that symbols and signs are also a language. Peirce (1931: 2.302) states that every thought is a sign. It means that signs may take the form of words, images, sounds, acts or objects. There are many objects of civilization occurring in the human life, for instance: posters, brochures, logos, etc. The signs occur in that objects in form of words, images, and symbols.