



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

THESIS

Written By:

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



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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

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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

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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:

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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.

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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.

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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

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