

## SEMIOTICS ANALYSIS LOGO OF STKIP SILIWANGI AND IKIP SILIWANGI

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### Abstract

Logo is symbols as identity an institution. Logo defines as the symbols which is distinguish one brand or institution with other institution. This study aimed to analyze the semiotics from logos of STKIP Siliwangi and IKIP Siliwangi. The purpose of study is to find the meaning of two logos the college. The theory semiotics that used in this study is from Barthes' theory. The theory is focused on analyzing the sign of denotative, conotative and myth meaning. The sign which analyzed are the shape, the color, and the font from the logos. In achieving the study, the writers used descriptive qualitative as the method of research. The finding of the study is the meaning of logo STKIP and IKIP Siliwangi which indicate from the value of Pancasila and value of Siliwangi.

**Keywords:** *Semiotics, Sign, Logos*

### INTRODUCTION

Semiotics is a study of sign. According to Ferdinand de Saussure (1983) in (Issa Mehawesh, 2014) semiotics defines as a science which studies the role of signs as part of social life. It can be conclude that semiotics is a branch of science that studies signs, and researches how people create signs, build a system from those signs, and communicate through this channel. In daily life aspects are full of various signs, such as symbol, icon and index. It makes the people think what the means behind the sign. Semiotics emerged as an alternative to the concept of seeing communication as a process.

Sign is visual communication that can describe something. According to (Chandler, 2002) sign can be taken form of words, images, gestures, sounds and objects. According to McGee, Lomax, & Head (1988) in (Breu, Guggenbichler, & Wollmann, 2008), logos are typically a combination of shape, color, pictures, and graphic design. In addition, logos are visual signs and semiotics. All of the most University have particular and meaningful of the logos. However, not all of the people have been correctly interpreted and recognized. The ability to interpret the logos of university is necessary. In this study, the object which will be taken from the logos of STKIP Siliwangi 2017 and IKIP Siliwangi 2018. It is considered from the changing name of university from STKIP Siliwangi become IKIP Siliwangi. For that reason, the writers will analyze a semiotics of two logos.

### Semiotics

Semiotics defines as the study of signs (Chandler, 2002). It means that semiotics focus on signs. Semiotic is concerned with everything that can be taken as sign (Eco, 1976 cited in (Chandler,

2002). Semiotics contracts with signs as meaning makers. Human can be characterized as homo significans (meaning makers), because the human is derived by an aspiration to create meanings (Chandler, 2002). In addition, to create the meaning, human uses the creativity and interpretation of signs. Therefore, semiotics deal with everything that tells as a code to make meaning. Semiotic is a field of study involving many methodological tools, theoretical stances and even experts from different field. Broadly speaking, they are three experts contributing to the study of semiotics. They are Swiss linguist Ferdinand de Saussure (1857-1913), the American philosopher Charles Sander Peirce (1839-1914), and the last is Roland Bhartes, a French literary theorist (1915-1980).

### **Ferdinand De Saussure**

Saussure in (Chandler, 2002) states that no word is only the representation of something or known as signifier, and it should be combined in the brain with signified or something itself in order from a sign. Furthermore, a sign is composed of a signifier (the form which the sign takes) and a signified (the concept it represents). A sign and its meaning will not be complete without the aforementioned 2 components:

#### **a. Signifier**

The signifier is the pointing finger, the word, the sound-image. A word is simply a jumble of letters. The pointing finger is not the star. It is in the interpretation of the signifier that meaning is created.

#### **b. Signified**

The signified is the concept, the meaning, the thing indicated by the signifier. It need not be a 'real object' but is some *referent* to which the signifier refers. The thing signified is created in the perceiver and is internal to them. Whilst we share concepts, we do so via signifiers. Whilst the signifier is more stable, the signified varies between people and contexts. The signified does stabilize with habit, as the signifier cues thoughts and images.

### **C.S Peirce**

Peirce proposes a triangular model to illustrate the relationship between what he called as sign – object – interpretation. Peirce in (Chandler, 2002) argues that a sign is something which stands to somebody for something in some respect or capacity. In addition, the theory of triangle which is included from three main element. Those are representation or sign, object, and interpretation:

- a. Representation: the form which the sign takes. In Saussure's term, it is known as signifier.
- b. An Object: social context which can be a reference from sign
- c. An interpretation: the concept of an object from the people which use sign and represent it to the meaning.

### **Roland Barthes**

Roland Barthes is an expert of semiotics who follow Saussure's semiology. Saussure introduces the term of signifier and signified that relate the symbol or text in some message. Barthes uses the term denotation and connotation to indicate the level meaning (Pawito, 2007). In Barthes semiology, denotation is literal meaning of sign or the first system signification. The first order is a relationship between signifier and signified. While connotation is the term that used to indicate the second order. It describes an interaction when a sign meets the viewer's emotion with the cultural background. In the second order that relate with context, a sign works through the myth Kurniawan (2001) cited in (Florina, 2017):

a. Denotation

Denotation is an explicit relationship between a sign with reference or sign reality. Denotation can state as the first primary meaning from a sign, text, and the others. Denotation level explains relation between signifier and signified in a sign, between sign and its referent in external reality.

b. Connotation

Connotation is one way of three ways for working sign in second order signification. Connotation describes an interaction when a sign meet with emotion or feeling from ideology and cultural background.

c. Myth

Barthes states the second way for working sign in second order is myth. Employing as a rule is the word which indicate disbelief of users.

Barthes uses myth as the people who belief it in fact interpretation.

Myth is a story where a culture describes or understand the aspect of reality or nature.

## Logo

Logos can be defined as symbols which distinguish one model or brand from another. They serve to recall a definite brand in a consumer's mind, and normally easily recognizable. Rather than looking for brand names, consumers are familiar with, and look for, corporate symbols as visual shortcuts (Selame, 1988 cited in (Breu et al., 2008)). Logos serve as a particularly critical means of identification (Bennett, 1995 cited in (Breu et al., 2008)).

Logos are visual signs and semiotics which can be defined as "the science of signs" or "the theory and study that describe signs and the mechanism by means of which a sign system produces meaning" (Kehret-Ward, 1988). Therefore, it appears logical to consider the semiotics literature to understand how logos produce meanings.

## METHOD

In this study the writers are analyzing semiotics logo. The data are the logos of STKIP and IKIP Siliwangi. The writers discovers to the theory of Barthes to find connotative, denotative, and myth meanings from the logos. The design that used in this study is qualitative design. According to Tavakoli (2012) in (Kaswan & Suprijadi, 2016) a qualitative design defines as the research design that places principal importance on studying small samples of intentionally chosen individuals; not trying to control contextual features, but rather seeking, through a variability of methods, to understand things from the informants' points of view; and producing a rich and in-depth picture of the phenomena under analysis. By definition, qualitative research is *synthetic or holistic* (i.e., views the distinct parts as a coherent whole), *heuristic* (i.e., discovers or describes the patterns of relationship), with little or no control and manipulation of the research context.

## RESULTS AND DISCUSSION

### Results

This study analyze the changing of logos STKIP Siliwangi and IKIP Siliwangi. There are some differences from previous logo and new logo. Those are the shape of pentagon to be circle, the symbol of siliwangi kingdom, and the symbol of curve line.

### Discussion

The changing of logos can be discussed as follows:



Figure 1. STKIP Siliwangi

Table 1. Shape of Pentagon

Pentagon	A plane figure with five straight sides and five angles
I	
Pentagon	Pentagon is defined as Pancasila, the symbol is interpreted that STKIP Siliwangi Bandung stand and perform do activities always with Pancasila become the basis of implementation in the Campus Qualified Fee Cost as well as thriving and dynamic (Guidance of Practice and Applying of Pancasila)
II	
Pentagon	If someone wears a pentagon bracelet it will lead to health
III	

In the first stage of meaning, the shape pentagon above be a sign denotative. While the sign denotative is taken from a plane figure with five straight sides and five angles. Sign denotative marker of the logo become connotative marker in the second stage of meaning. The connotation of pentagon has a meaning defined as Pancasila and the basis of implementation in the Campus Qualified Fee Cost. The last stage is myth marker. The myth of pentagon is if someone wears a pentagon bracelet it will lead to health.



Figure 2. IKIP Siliwangi

Table 2. Shape of Circle

Circle	A round plane figure whose boundary (the circumference) consists of points equidistant from a fixed point (the centre)
I	
Circle	Circle is interpreted that the dynamic always move in the positive direction
II	
Circle	Circle is a universal ancient symbol of unity, wholeness, eternity, goddess, female power, and sun.
III	

In the first stage of meaning, shape of circle, from the table above be a sign denotative. While the denotative sign is a round plane figures whose boundary (the circumference) consists of points equidistant from a fixed point (the centre). Sign and denotative marker of it become connotative markers in the second stage of meaning. The connotation is having meaning that the dynamic always move in the positive direction. And the myth of circle in the third stage is

defined that the circle a universal ancient symbol of unity, wholeness, eternity, goddess, female power, and sun.

Table 3. Shape of Kingdom

Kingdom	A country, state, or territory ruled by a king or queen
I	
Kingdom of Siliwangi	Siliwangi there is a mean “ <i>silihwawangian</i> ” or “ <i>silihsimbeuhan</i> ” (help each other in goodness).
II	
Kingdom	Prabu Siliwangi is a very famous king in land of Sunda to this day, who leads the Kingdom of Pajajaran.
III	

From the first stage in shape of kingdom be a sign denotative which the meaning, A country, state, or territory ruled by a king or queen. Sign denotative of the logo become sign connotative in the second stage of meaning. From the second stage is connotative which means Siliwangi there is a mean “*silihwawangian*” or “*silihsimbeuhan*” (help each other in goodness). And the third stage Prabu Siliwangi is a very famous king in land of Sunda to this day, who leads the Kingdom of Pajajaran, it be a sign myth.

Table 4. Shape of Curve Line

Curved lines	A line or outline which gradually deviates from being straight for some or all of its length
I	
Curved lines	Its look like a globe, or a wider picture of the earth and known by people in the world.
II	
Curved lines	In art is indeed flexibility and beauty
III	

The meaning from the table above, shape of curved lines in first stage be a sign denotative, that is a line or outline which gradually deviates from being straight for some or all of its length. Sign denotative of the logo become sign connotative in the second stage of meaning. In the second stage be a sign connotative that is shape of curved lines its look like a globe, or a wider picture of the earth and known by people in the world. And the third stage be a sign myth, that in art the curved lines is indeed flexibility and beauty.

## CONCLUSION

Logo of IKIP Siliwangi is a good alteration from logo of STKIP Siliwangi. This alteration is not about weakness from the last logo, while it is as a development of institution. Based on the evolution there are similarity and differences. The similarities are from the sign of shapes and the colors which are in both logos, those are stars, book, tiger, green color, yellow color, red color, white color, and black color. Based on the result of this study, it can be concluded that the sign which are in the two logos. The color which is proper with vision and mission from the college which is shaded by Kodam III Siliwangi. The changing of shape from pentagon to circle. For that reason, circle is more dynamic and always move in the positive direction. For the last, the font which is more elegant that proper with the changing of logo. It can be said that the meaning of new logo IKIP Siliwangi has an association which is more accurate with the purpose of institution.

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