

A SEMIOTIC ANALYSIS ON LOGOS OF NATIONAL BASKETBALL ASSOCIATION (NBA)

TERM PAPER

By

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**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY**

2020

A Semiotic Analysis on Logos of National Basketball Association (NBA)

TERM PAPER

Submitted in part-fulfillment of the requirements for obtaining
Sarjana Linguistik (S.Li) degree



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2020**

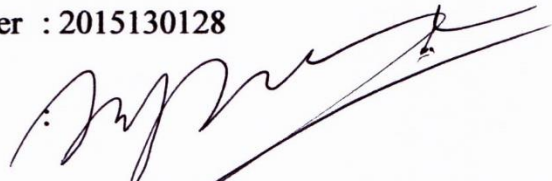
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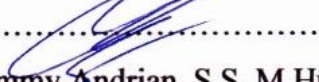
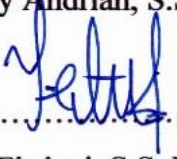

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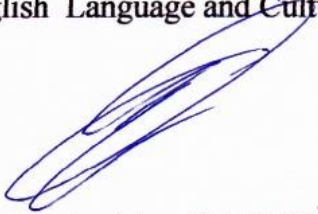
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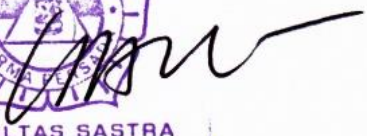

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FAKULTAS SASTRA


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Everything comes to him who waits. Alhamdulillah rabbil 'aalamiin, owing to Allah SWT's mercy and blessing, The writer finally could complete this frustrating, perplexing, boring, and time consuming yet challenging research entitled *A Semiotic Analysis On Logos Of National Basketball Association (NBA)*. This term paper is submitted to the Strata One English Language and Culture Department of Darma Persada University as a partial fulfillment of the requirements for obtaining the Strata One (S1) degree. the writer, even though have done my utmost, do believe that this research is far from being perfect; however, for me this is the best work the writer ever made.

With all respect, the writer would like to deliver my sincerest gratitude to some outstanding people behind the making of this term paper listed as follow:

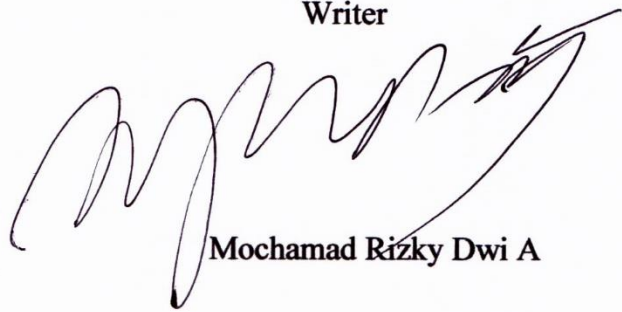
1. Tommy Andrian, SS, M.Hum as the Head of English Department and the advisor of this term-paper who has given his time, and concern to me to finish this term-paper.
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This term-paper is far from perfection. Suggestions and constructive criticism are welcome to improve this term-paper.

Jakarta, July 28th , 2020

Writer

A handwritten signature in black ink, consisting of stylized, flowing letters that appear to be 'Mochamad Rizky Dwi A'.

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ABSTRACT

Name : Mochamad Rizky Dwi A
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Study Program : Strata One (S-1) of English Language and Culture
Title of the term paper : A SEMIOTIC ANALYSIS ON LOGOS OF
NATIONAL BASKETBALL ASSOCIATION (NBA)

This study discusses the meaning of the National Basketball Association's "NBA" logo. The logo is the most important part for a company, because through the logo, the public can see the image and identity of a company. It is through forms of communication on the logo that the message becomes meaningful. Besides that, the combination of signs and messages in the logo is expected to be able to persuade the intended target audience. In this study, the writer will use the Semiotic analysis method to determine the basis of harmony between verbal and non-verbal signs to support unity in a logo. In this study the Meaning of the National Basketball Association Logo was analyzed using the triangle theory of the meaning of Peirce. In his theory Peirce divides the sign into three parts namely, Sign, Object, and Interpretant which is peeled in the theory of triangulation meaning and triangulation.

Keywords: *National Basketball Association (NBA), Logo, Charles Sanders Peirce's, semiotics.*

ABSTRAK

Name : Mochamad Rizky Dwi A
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Penelitian ini membahas mengenai Pemaknaan Logo “NBA” National Basketball Association. Logo merupakan bagian terpenting bagi suatu perusahaan, karena melalui logo, khalayak dapat melihat citra dan identitas suatu perusahaan. Lewat bentuk-bentuk komunikasi pada logo itulah pesan tersebut menjadi bermakna. Disamping itu gabungan antara tanda dan pesan yang ada pada logo diharapkan mampu mempersuasi khalayak sasaran yang dituju. Dalam penelitian ini peneliti akan menggunakan metode analisis Semiotika untuk mengetahui dasar keselarasan antara tanda verbal dan non verbal untuk mendukung kesatuan didalam sebuah logo. Pada penelitian ini Pemaknaan Logo National Basketball Association dianalisis dengan menggunakan teori segitiga makna Peirce. Dalam teorinya Peirce membagi tanda menjadi tiga bagian yakni, Sign, Object, dan Interpretant yang dikupas dalam teori segitiga makna dan triangulasi

Kata kunci: *National Basketball Association (NBA), Logo, Charles Sanders Peirce's, semiotik.*

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