

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

The development of written language also fills the dynamics of current development. Starting from the visual forms of images on cave walls until the birth of symbols of letters and words have been able to make it easier to convey something to people other.

The application of letters in a brand has also developed very rapidly; this can be seen with the use of types of letters used by a product or brand. Brands can be made by using a logotype or symbol. a logotype is a letter or words that become images while symbols are images that represent ideas.

Along with the development of typography then at this time letters that are arranged in design work or logo are not just is the arrangement of letters arranged, but the letters used also must become the character or brand image of the product. In the midst of intense business competition, various kinds of effective and efficient strategies are carried out by the company to win hearts and consumer confidence in an effort to reach consumers who as much as possible, for the smooth running of the company so that it can still exist and develop. Starting from planning, packaging, fixing prices, setting distribution channels and ending with the business is convincing consumers that the products offered are on the basis actual needs and desires of consumers.

The logo is able to function as a form of recognition or identity for the product, service, or identity of the company and a team so that it symbolizes a meaning and meaning within the logo.

The logo is an identity that is used to describe the image and character of an institution or company organization. Logotype or word mark is the name institutions, companies, or products, which appear in a written form specifically to describe the commercial characteristics.

In principle, a logo is a symbol that represents a figure, face, or the existence of a company or a product of a company. In addition to building a corporate image, logos are also often used to build spirit internally among existing components in the company.

Corporate identity is a set of characteristics a company that describes its identity (Afdhal,2004). Company identity is recognized as an important factor for the company itself. Company identity covers all physical aspects of companies that can show the image of the company.

Establishment of company identity so that it can be known by the public the area cannot be separated from the logo. A good and successful logo will be able to cause strong suggestions, build trust, ownership, and keep the company image of the owner of the logo.

Next, the logo even can establish unity and solidarity among extended family members the company was finally able to increase achievement and achieve success for the progress of the company. Visually, the logo is an

image. The picture can be in various forms and shapes color. Because of the nature of what is represented by different logos on each other, then naturally the logo has a different shape.

The use of logos that are known today is only initially in the form of symbols, symbols, which are the identity of a group, tribe, nation, or country. The tribes of the past often using animal mascots such as bears, birds, eagles, and horses as their symbol.

Mascots are taken from whatever is admired around them. Understanding the logo in the language is a letter or symbol (image) that contains meaning, consisting of one or more words as a symbol or company name, and so forth.

A company, organizations, educational institutions, government, and others, including football clubs, certainly need a symbol as an identifier that can be easily known by the public.

The logo is a very important element for a company or other bodies. In the logo, there is also the meaning and purpose of the wearer, both from the color, the picture, the writing, and the making.

The logo can be likened to a face. Everyone can be easily identified with each other just by looking face, likewise, the logo. The logo is a vision delivery of a positive image through a simple display inside symbol form. The identity (including the logo) of the company is one important factor that influences the successful formation of the company's image. A good and strong

company identity is a prerequisite for building a positive company image later on.

Corporate identity is so important, so companies are willing to spend a lot of money to change their identity. This is because many people make the first contact with a company through the identity of the company they have, namely through advertising, packaging, and so on.

As part of the application of corporate identity, the company logo becomes a vital foundation for its function. Logo as part of company identity is designed especially as a distinguishing symbol to give a characteristic certain company or brand. The shape can be a symbol, pictures, shapes, special letters, or strings of words, which make up the name written in a special way.

Brand image or brand image is a set of beliefs, ideas, and impressions that a person has towards a brand. Companies need an identity that can distinguish them from other companies to form the company's brand image. Corporate identity represents the character of the company that can create an image in the minds of the people who see it.

The logo as part of corporate identity that is reflecting the single strength of the company's most powerful. In order to step forward, the company must be able to recognize and reaching identity as a force that is very influential in shaping the future of every organization whose life is touched by the power of that identity.

In basketball logos are also very important as a team identity that has meaning. In this study, the writer analyzes the company logo NATIONAL BASKETBALL

ASSOCIATION (NBA) as the organizer of the basketball league in America.

National Basketball Association (NBA) is currently the role model of professional basketball leagues in the world. The NBA is currently the company that organizes all professional basketball teams in the United States by holding a league and holding a regular season with each team competing 82 times against other clubs and afterwards continuing into the playoffs with 16 teams (8 of eastern regions and 8 from the western regions) system used by the NBA to run all matches using a two region system namely the eastern division and the western division.

Who has the best record or division champion, has the right to advance to the Playoffs. In the Playoffs, 8 teams from each region will be competed with the format, 1st team (the best in the region) against 8th team (8th place in the region, 2nd team against 7th team, 3rd team against the 6th team and the 5th team against the 4th team). The team with the better win or lose record in the regular season will be given the advantage of playing to host more in the Playoff round. In the previous season the NBA managed to hold all matches with the Toronto raptors as NBA world champions 2018 - 2019.

People tend to check information about players and teams, and also game schedule. Moreover, people nowadays are using smartphone to notifying them about score updates of a match. Besides the game and their favorite's player, most of basketball lovers generally know their favorite clubs from their logos. However, they only know it as a thing which represents each group.

Logos are kind of image or picture and can be categorized as signs. (Chandler 2007: 17) states that signs take the form of words, images, sounds, odors, flavors, acts, or objects. But such things have no intrinsic meaning and become sign only when we invest them with meaning. It means that symbol that have meaning can categorized as a sign that trying to inform some information related to the events happened as the background design of that symbol. To know the objective of using the symbol and its relation with the events happened on the logo, the use of semiotics theory is necessary, because semiotics is the science which studies the life of sign system (Guiraud 1978 :2).

Semiotics is often engaged in the analysis of texts although it is far more than just a mode of textual analysis. It should probably be noted that a ‘text’ can exist in any medium and may be verbal, non-verbal, or both, despite the badge centric bias of this distinction. The term text usually refers to a message which has been recorded in some ways such as writing, audio- and video-recording. Therefore, it is physically independent of its sender or receiver. A text is an assembly of signs such as words, images, sounds and/or gestures constructed and interpreted with reference to the conventions associated with a genre and in a particular medium of communication. Human experience is inherently multisensory, and every representation of experience is subject to the constraints and affordances of the medium involved. Every medium is constrained by the channels which it utilizes.

As the focus of study, it has semiotic meaning that the writer wants to analyze more deeply using theory of semiotic to know the meanings of logos because mostly basketball lovers especially in Indonesia know NBA by their logos but literary they do not know about the real meaning of the logos and how the meaning of the logos can represent the identity of that team, besides that since the beginning (1969) this logo has never been replaced even though there are many proposals to replace the "Jerry West" character in the logo. That is important because every logo has a sign that can help fans to find out the meaning and meaning of the logo that becomes the identity of the NBA. For this reason, the writer interested in conducting research on the meaning of logos used by NBA companies.

Aside from being an identity, there are many logo functions. Reasons why there should be a company logo:

1. Identity logo as an identity means that the core of the logo's function is as identity. With logos, people will find it easier to remember or know the products, companies, institutions, and the community.
2. Explain without speaking. The logo itself means we can describe or explain what are the content and vision and mission of a company without having to speak because through the depiction of the logo it is clear.
3. The logo is branding. A good brand should start with a logo good, bad logo let alone that can invite controversy vilify the company's image.

1.2 Limitation of the Problem

This research is only to discuss the NBA logo to analyze the semiotic meaning of the National Basketball Association logo by applying the theories of Charles Peirce to dismantle the meaning.

1.3 Identification of the Problem

Based on the background of the problem described above, the writer assumes that the logo made by the NBA Company has a meaning and identity for the company.

1.4 Formulation of the Problem

Based on the background of the problem, the writer classifies the problem into the form of questions as follows:

1. What is the meaning of semiotics used in the logo of the National Basketball Association or the NBA?
2. What is the meaning contained in the use of color inside NBA logos?
3. What is contained in the elements in the design and layout in the NBA logo?

1.5 Objective of The Study

According to the above-mentioned problems, it can be stated that the general objectives of this analysis are:

1. To identify the meaning in the national basketball association logo NBA.
2. To know the meaning used in the NBA logo.
3. Know the meaning contained in the use of color in the logo of NBA.

1.6 Methods of the Research

Qualitative research is a research procedure that produces descriptive data in the form of written or oral words from people and observed behavior. The writer uses qualitative methods in directing this research because the authors collect data through articles, websites, and journals that are collected to analyze logos or objects.

In this research what has indicated is the problem of depth (quality) of data, not the amount (quantity) of data. Qualitative trying to explore and understand the meaning of general phenomena by different people. Even though the phenomena encountered are the same, everyone will interpret and interpret them differently.

In identifying the logo. First, the writer looks for a logo to identify. In this research, the NBA logo. after that, the authors analyze the logo using the semiotic theory of pierce which is divided into several categories. The category is used to find the meaning of shapes, colors contained in the NBA logo and link it to the logo. after that, the author can find out the results of the analysis of the logo.

1.7 Benefit of the Research

In this study, the writer analyzed the NBA logo (National Basketball Association) for the study because the NBA logo is well known throughout the world, and the NBA is known as the best basketball league organizer in the world and is the role-mode for all basketball leagues in the world. The logo of the NBA companies itself has a meaning that defines the company. The writer tries to find out the meaning or meaning of the NBA company logo and the methods used in analyzing the NBA logo

1.8 Systematic Organization of the Research

This writing of term paper uses paper organization. The writer organizes it to be four sections that consist of four chapters.

CHAPTER 1: INTRODUCTION

In this chapter, the writer explains about background, identification of the problems, limitation of the problems, formulation of the problem, methods of the research, and benefits of the research about the NBA logos through semiotics theory.

CHAPTER 2: FRAMEWORK OF THEORIES

This chapter consists of the theories of Charles Peirce about signs: symbol, icon and index.

CHAPTER 3: A SEMIOTIC ANALYSIS IN LOGOS OF NATIONAL BASKETBALL ASSOCIATION (NBA)

In this chapter, the writer examines and analyzes data to answer research questions. The writer analyzes the NBA logo using semiotic theory.

CHAPTER 4: CONCLUSION

In this chapter, the writer concludes the analysis of the discovering of the complete study.