

## **CHAPTER 4**

### **CONCLUSION**

After analyzing the data, the writer draw the following conclusions:

The NBA League is one of the major basketball leagues in the world held in the United States and has become the Basketball league which has been a role model for all basketball competitions until now. At the beginning of the formation of this company, the NBA tried to market and introduce basketball to the world. NBA as a company tries to introduce basketball sports through logos. In this logo, the NBA tries to enter the company's identity and playing style in basketball. the writer tries to find out the meaning and the meaning contained in this logo. the writer entered semiotic to understand the meaning used in the NBA logo, the author has used the semiotic theory introduced by Charles Sanders Pierce to find the meaning of the logo used by the NBA as a corporate identity.

This theory uses the relationship of three important sign components to discover how the meaning of a sign can be interpreted as corporate identity. The author can finally answer the research questions in this study. In the NBA logo a lot of meaning about corporate identity can be seen by analyzing the semiotic meaning of the verbal and visual signs found in the logo. NBA logo, is included in the non-verbal category is rectangle, silhouette shape of Jerry West dribble style, red color, white color, blue color, font that contain a message or

identity for the company. NBA logo, is included in the verbal. Category is "NBA" (National Basketball Association) Word as abbreviation that represents the company.

In this NBA logo that is included in the verbal is the letter "NBA" (National Basketball Association) Word as an abbreviation that represents the identity of the company. after that the writer found the meaning of the rectangular shape means that the company prioritizes hard work and sportsmanship, and indirectly symbolizes the identity of the company that applies hard work and sportsmanship in the game of basketball. the letters or fonts used in this logo reflect the NBA as a company that holds a basketball competition that has a strong and sturdy character when viewed by the public and is more efficient. Then the Silhouette Form of Jerry West becomes the identity in the NBA logo because this silhouette is very stand out in this logo. This silhouette has meaning in the game of basketball. In this silhouette describes the game of basketball using hands by bouncing the ball to the floor and the silhouette is an important component in the NBA logo.

In this NBA logo the red color explains that the basketball game is full of enthusiasm and courage associated with basketball games. the white color on the NBA logo means fairplay and mutual respect, although the basketball game is hard but the most important part is mutual respect for each player who competes in the NBA competition. the blue color on the NBA logo means professionalism which is an important part of this company. The font used on the logo indicates the

meaning contained in the logo. symbols as a medium to explain spoken language, actions, objects / visual forms. In this NBA logo, the words "NBA" are entered into the symbol category.

