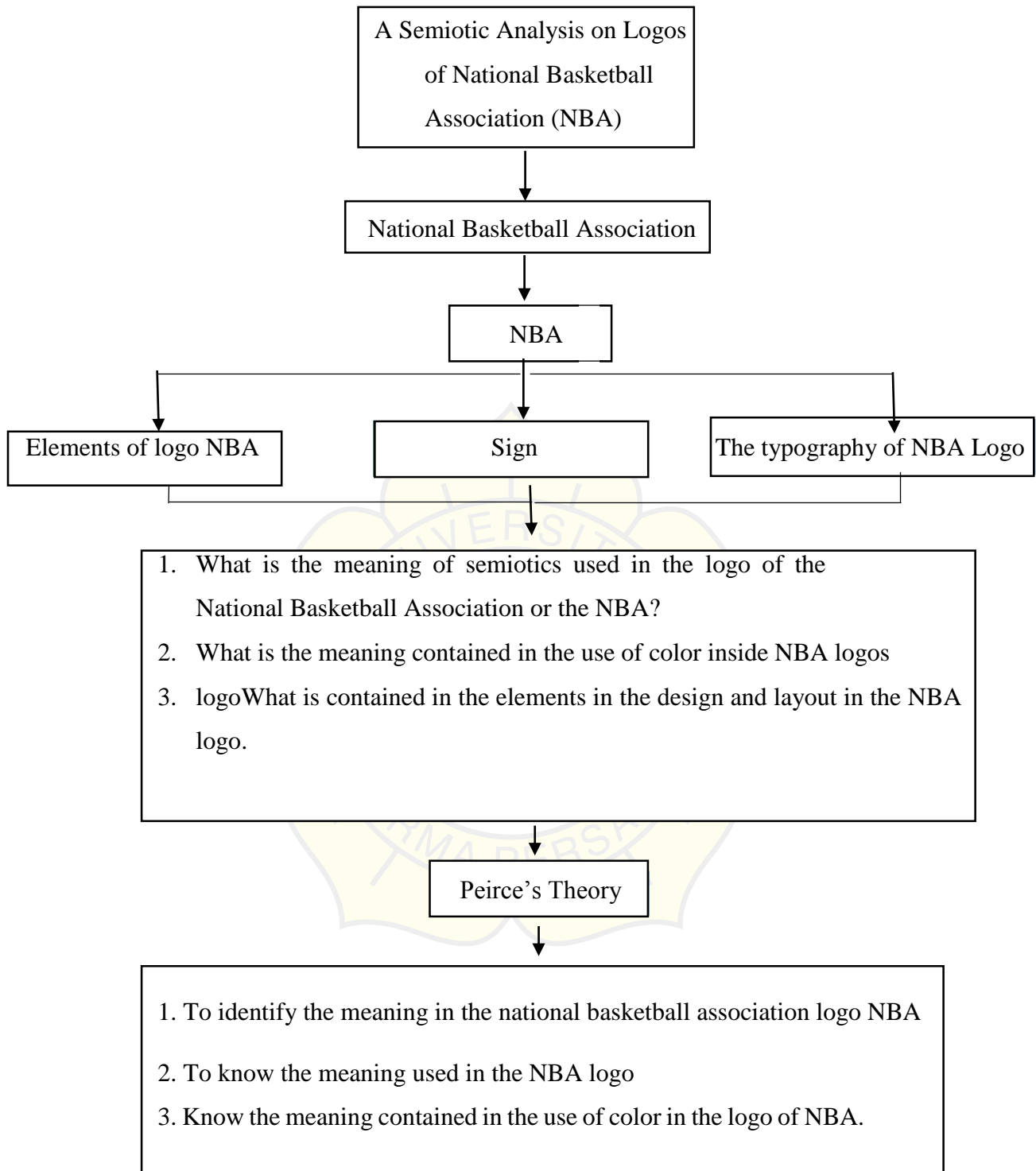


SCHEME OF THE RESEARCH



POSTER OF THE RESEARCH



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

Mochamad Rizky Dwi A

2015130128

UNIVERSITY OF DARMA PERSADA

BACKGROUND:

With the Semiotic theory approach, it is expected to know the basics of harmony between verbal and non-verbal signs to support unity in a logo, as well as knowing the relationship between the result of the content of messages (verbal and non-verbal) with the level of creativity of the logo design maker. 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 uncovered in the theory of triangulation of meaning and triangulation. This research is qualitative by referring to the constructivist paradigm. The unit of analysis used in various image / symbol, color, and typography that is on the entire National Basketball Association logo image. Each unit of analysis has its own meaning

FRAMEWORK OF THEORIES:

Semiotic Theory:

Peirce's

- Interpretant
- Index
- Sign
- Object

METHOD OF THE RESEARCH:

The writer analyzed the NBA logo (National Basketball Association) The logo of the NBA company 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

RESULT OF THE RESEARCH:

Theory used the relationship of three important components of sign in order to find how the meaning of the sign can be interpreted as the identity of the company. The Writer finally can answer the research question in this research. in logo NBA many meanings about The identity of the company can be seen by analyzing the semiotic meaning of verbal and visual signs found in the logo.

PRESENTATION SLIDES

TERMPAPER

A SEMIOTIC ANALYSIS ON LOGO NATIONAL BASKETBALL ASSOCIATION

Mochamad Rizky Dwi A
2015130128

CHAPTER 1 INTRODUCTION

Semiotics are a part of knowledge that grows in language. Sign is an aspect in terms of language, that is what is said or heard and what is written or read. Signs are seen as meaning revealed through concepts, functions and / or contained values.

The logo is a picture with a meaning, it can be in the form of a painting, sketch, or just writing. The role of the logo is to represent the identity of certain parties, whether it is a business, company, organization, country, region, product, etc.



•All logo definitely have a purpose and meaning in the logo. In the nba logo, there are some very influential elements in the logo. Like, silhouette and color from nba logo. And that elements are very influential to the nba market to introduce a basketball competition to the whole world.

•The relationship between the nba logo with semiotics is the marks and markers. As a signer showed on a logo, a mark showed is at the elements there are in the logo



Background of the Research

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:

- What is the meaning of semiotics used in the logo of the National Basketball Association or the NBA?
- What is the meaning contained in the use of color inside NBA logos?
- 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:

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



CHAPTER 2 FRAMEWORK OF THEORIES

2.1 Introduction

2.2 Semiotic

2.3 Logo

2.4 Theories of Semiotics

2.4.1 Semiotics Theory by Charles Sanders Pierce

CHAPTER 3

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

In this chapter, the writer elaborates in detail the result of the analysis about semiotics meaning in Logos of National Basketball Association (NBA). In analyzing the data, the writer will use Pierce's semiotics theories.

3.1 Profile and History National Basketball Association (NBA)

3.1.1 Profile Jerry West

3.2 Description of Research Subjects

3.2.1 NBA Logos

3.2.2 Identification of Signs

3.3 Description of Research Results

3.3.1 Vertical Rectangular Shape

3.3.2 Shape of Jerry West Dribble Style

3.3.3 Color On the Logo

3.3.4 The NBA Alphabet

3.4 Research discussion

CHAPTER CONCLUSION

NBA league is one of major basketball league in the world that held in The United State of America. There are 16 teams that play in the playoff games every year. The playoff game is the second phase after the team plays in the regular season.

In this NBA logo that is included in the verbal. Category is "NBA" (National Basketball Association) Word as an abbreviation that represents the company. The rectangular shape and Silhouette Shape of Jerry West are being included in the category of Icons used by the company.

In this NBA logo red color on the NBA logo, white color on the NBA logo, blue color on the NBA logo, the font is used on the logo shows a meaning contained in the logo. Symbol media is the form of spoken language, actions, objects / visual forms. In this NBA logo, the words "NBA" Word enter the Symbol.



The white, red and blue colors in the NBA logo symbolize the characteristics of a company that are clean, energized, has strength, confidence and professionalism.

Helvetica Pro Black Condensed font was chosen by "NBA" because this font is a font that describes the identity of the company which is very compatible with the company itself because it reflects the NBA as a company that holds a basketball competition has a strong and sturdy impression when seen by the public and does not look stiff and more efficient.

Very proper to the basketball game which is full of body contact games that have to use all the energy until the game is over, it matches the identity of the basketball game and the company.

Many signs in logo NBA, The sign is also correlated to the object and the representant in order to identify the identity of the logo. The identity found in the logo mostly related to the identity of the company has meaning about basketball games such as iconic silhouette dribble Jerry West as identity of a basketball game.

THANK YOU



CURRICULUM VITAE

Name : Mochamad Rizky Dwi A
Place/Date of Birth : Bandung, 26 April 1997
Sex : Male
Address : Komp. Vijaya Kusuma B.8 No.4 East
Bandung
Mobile : 08996256078
Email : empat.ratus@gmail.com
Citizenship : Indonesia



Education Background

2003 - 2009 : Elementary School / SDN Merdeka V Bandung
2010 - 2012 : Junior High School/ SMPN 8 Bandung
2012 - 2015 : Senior High School/ SMAN 26 Bandung
2015 - Now : English Literature/ Darma Persada University

Work Experience

September, 2018 – 2020 : Driver Grab Bike
5th April 2020 : Warehouse Shopee

Achievements

2015 : LIMA Basketball Jakarta Series“LIGA MAHASISWA” Final four

Coffese “Tarakanita cup” 1st Place

2016 : Up at the villa

Gundar Psycology cup 2nd Place

2017 : Yokohama , California by Toshio Mori

Short Story “Young Goodman Brown”By. Nathaniel Hawthorne

LIBAMA “Liga Basket Mahasiswa Jakarta” 4th Place

2018 : The Jungle Book by Rudyard Kipling

Devices in Flowers for Algernon

2019 : Rektor Uki Cup 2nd Place

Universitas Paramadina Cup 2ndPlace

2020 : Ladies In Black “Australian Film “

Uin “Psychology cup” 2nd Place

TOEIC RESULT





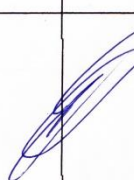
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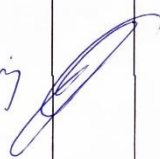

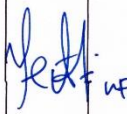
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I. Lembar Kepembimbingan Skripsi

LAPORAN KEMAJUAN PENULISAN SKRIPSI SARJANA

Nama Mahasiswa : NICH. PRIN. DUA
 Dosen Pembimbing I : Tommy Prdkar SS, M Hum
 Dosen Pembimbing I : Nurul Fitraul SS, M. Hum
 Judul Skripsi : A semiotic analysis on logos
of national Basketball association
(NBA)
 Mulai Bimbingan :
 Tahun Akademik : 2020

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.		Research Outlining	
2.		framework of The Theories revisited	
3.		Form & Function in Semiotics	

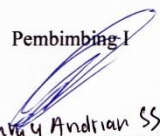
4.		"Meaningfulness" page 618	
5.		Text coherence	
6.		Conclusion Reproduction	
7.		Rebuttal Summary	
8.	Selasa/ 21 Juli 2020	Review Bab Satu	 uf.
9.	Selasa/ 21 Juli 2020	Review Bab Dua	 uf.

10.		Rvisi Bab 3 & 4	
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Jakarta,

Menyetujui :

Pembimbing I



(Tommy Andrian SS, M.Hum)

Pembimbing II



(Nurd Fitriani, SS M.Hum)

Mengetahui :

Pembimbing Akademik


(Julian Syah M.Pd...)

Kajur Inggris S-1


(Tommy Andrian SS, M.Hum)