CHAPTER I
INTRODUCTION

1. Background of the Research

Every year, brands come up and make the competition larger in the market. The variety of brands intend to identify the goods or services of one to each other competitors. For the example, the beverage of tea known from before were "*Teh Kotak*" and "*Teh Sosro*" with the idea of purity tea they produced. Nowadays, the various brands tea beverage appear with any innovations such as *NuGreentea, FreshTea, Teh Pucuk* and so on. However, the new brands successfully attract consumer from their products which present with modern breakthrough. The fact is nowadays they are able to compete each other even with the known brands. The intention of brand which states as the name of the company, the products, the expectations, and the consumer's experience of the company, is truly applied by these brands. Brands must think creatively and out of the box in order to survive in the market.

A brand image is holding an important part as well. And logo is the most important part of the brand message and the most visible to consumers. A logo differs from a brand in the materialistic representation of a product. A logo has a larger meaning, it is a graphic symbol that represents the true values of a corporation (Heilbrunn, 1998b). Logo as a symbol must differentiate one model or brand from another. They are recognized by consumers, and will easily recall in consumer's mind. With the recognizable logo, it will make consumers attracted and know the product. Logo is simply as visual identity of company. They serve as visual representations of businesses, both public and private, to convey their content and purpose (Considine & Haley, 1992). The company who will communicate with consumers should make the logo clearly and eye-catching to deliver the message. Therefore, company should make innovation by following consumer's will, whereas to change the logo if it's necessary.

Nowadays, at least half of people would consider the evolution of some logo brands time by time. Logo must admit that it will become the look of the product. Evolution means decent with modification or the change in the form, physiology, and behavior of organisms over many generations of time. The evolutionary changes of living things occur in a diverging, tree-like pattern of lineages (Ridley, 1993, p.20). The evolutionary has changes of living things until any

kind type of life, no exception design style. Advertisements must follows on these changes in order to communicate a point quickly and effectively to consumers.

The example is from this brand, though half of people know and recognize this logo brand known with "Coca-Cola" has been changed from many times. Meanwhile, they keep consistently use the main figure of logo.

By evolution of this logo brand is they are regarded as one of the most popular and recognized logo in the history of graphic design and advertising. It has evolved over the years. They change and innovates logo to represent consumers of the true values of corporation purpose. One of example is the current logo evolution who slightly changed as below.

Figure 1

(2003)   (2007)

Source: www.mcwade.com

Discovering from the changes of logo conveyed from the corporation, they want something clearly to be delivered. In that case, the logo is consistently used only typography (letters) for the design logo. In 2003 Coca-Cola's logo has gotten synched up in shadows touch with fake water drops; however in 2007 the logo changes slightly just with white-on-red presentation that is simpler, clearer, and stronger. High-contrast red and white could not be stronger; an effect amplified just smooth and plain without high touch. Granted, the flash of red with white color and cursive writing is aesthetically appealing and enticing.

This research will examine the evolution of Coca-Cola logo used the semiotic model belonging Pierce's theory semiotic framework. It is made up of the sign itself, the object that is

referring to, and the viewers' interpretation. Therefore, the writer are curious to find out what is exactly the role on Coca-Cola logo used for consumers' view.

2. Identification of The Problem

According to the background stated above, the writer identifies the main problem of the research is about the role of the Coca-Cola logo's evolution in creating the brand image in Semiotics analysis. The writer assumes that there are the roles of the Coca-Cola logo's evolution to attract consumer.

3. Limitation of The Problem

According to the identification of the problem stated above, this research will focus on exploring Coca-Cola logo's evolution by using semiotic theories. Furthermore, the writer is going to find out if the brand image of Coca-Cola logo evolution will attract consumer.

4. Formulations of The Problem

According to the limitation of the problem stated above, the writer formulated problems of the research as the following:

1) What is the meaning on each evolution of Coca-Cola's logo?
2) How is brand promise of Coca-Cola logo evolution delivered by the logo to attract consumer?

5. Objectives of The Problem

According to the identification of problem and the restriction of the problem above, the objectives of this research are:

1) To find out the meaning on each Coca-Cola logo evolution.
2) To find out how brand promise of Coca-Cola logo evolution to attract consumer.

6. Significance of the Problem

It was mentioned earlier that logo is arguably the most important part of the brand, as it is the part of a company's brand message that is most visible to consumers and, ideally, it comes to stand for the brand itself in their minds. Coca-Cola is one of the strongest brands in the world. To

maintain that strong image of company, Coca-Cola of course needs to choose the logo that can convey its message to the customer. However, in this research I will find out if the logo designed really represents the brand image that the company would like to convey.

7. Framework of The Theories

This research is aimed to find out the meaning on each Coca-Cola logo evolution to attract consumer. This research is going to be conducted by using the theory of representamen, an interpretant, and an object belonging to Charles Sanders Pierce in determining the symbol-icon-index of the logo to find out its role for the brand.

8. Methodology of The Research

This research will analyze the logo brands using qualitative method while the data collected from articles, some books, and libraries. Through using the symbol, color, shape, and words from the design style logo brands, the writer will prove the assumption for consumer's view.

9. Benefits of The Research

Hopefully this research gives contribution on semiotics and information about the importance of understanding of Coca-Cola logo above and the related current styles to attract the consumer view. Likewise, Mick, Burroughs, Hetzel, & Brannen, 2004, as vital as Semiotics seem to be today, there is still uncertainty about its contributions.

10. Systematic Organization of The Research

Based on the benefits of the research above, the systematic organization of the research in this term paper is as following:

CHAPTER 1   : INTRODUCTION

This chapter consists of background of the research, identification of the problem, limitation of the problem, formulations of the problem, objectives of the problems, significance of the problem, framework of the theories, methods of the research, benefits of the research and systematic organization of the research.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

This chapter consists of the theories that are used in the research: first, the overview of brand and brand logo and its role to the company; second, the color theory and shapes theory; third the semiotic theory, specifically about the symbol, icon, and index.

CHAPTER 3 : THE ROLE OF THE COCA-COLA LOGO EVOLUTION IN CREATING THE BRAND IMAGE: A STUDY OF SEMIOTICS

This chapter discusses if the logo Coca-Cola represents the brand image that the company would like to deliver to their customer by applying the Charles Sanders Pierce with Representamen, an Interpretant, and an Object theory in this chapter.

CHAPTER 4 : CONCLUSION

The last chapter consists of conclusions, suggestions and summary of the project.