

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

TERM PAPER



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UNIVERSITY OF DARMA PERSADA

JAKARTA

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Submitted in Part Fulfillment for Obtaining

Strata One (S-1) Degree



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INTELLECTUAL PROPERTY STATEMENT PAGE

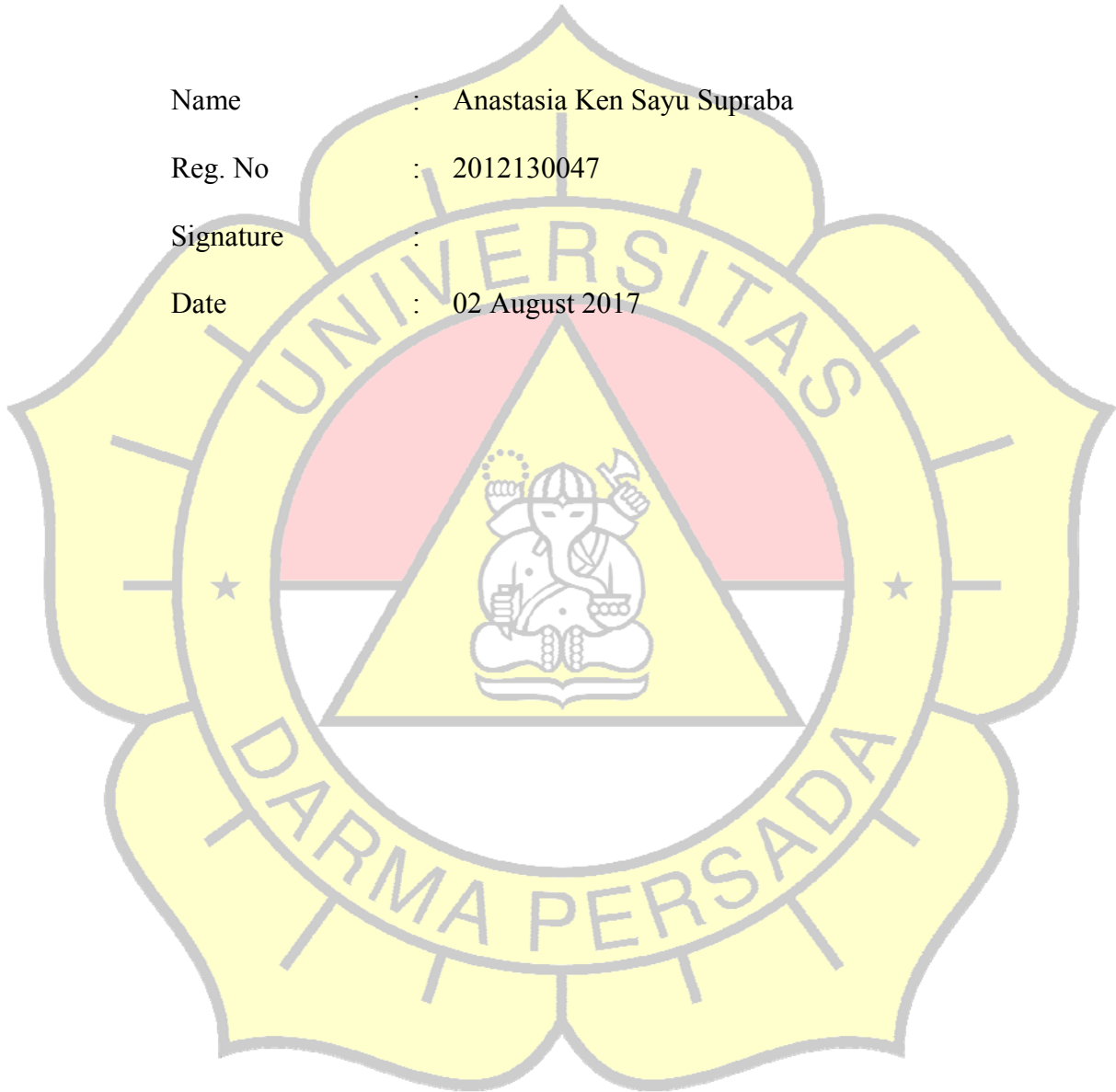
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I realize that this paper is far from excellence because of my limited time, ability, knowledge, and references of literature, therefore, constructive criticisms are welcome and hopefully this research would be useful for the reader who has an interest in literary work and other useful things in this research.

Jakarta, 02 August 2017

Anastasia Ken S.

ABSTRACT

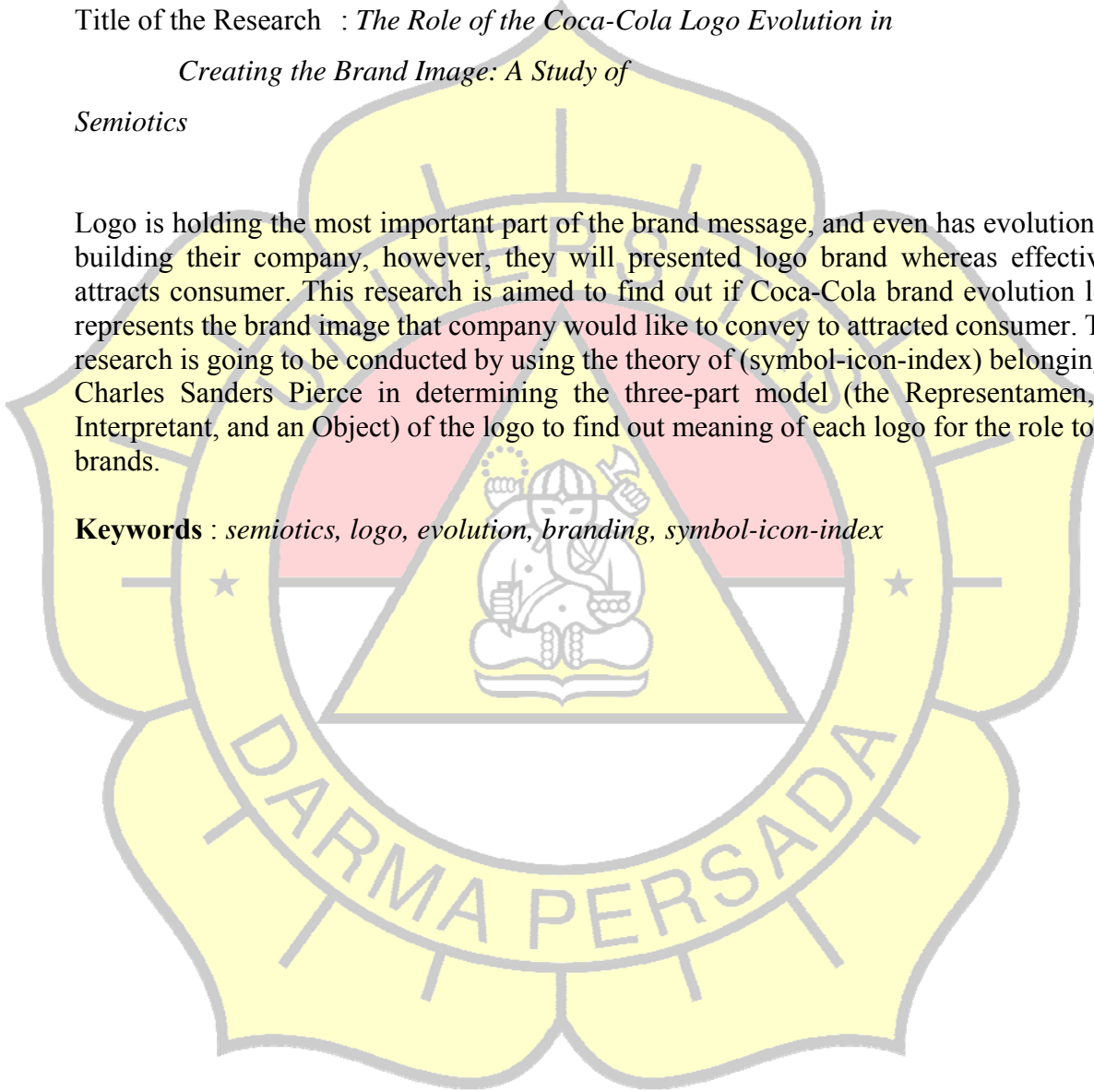
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Title of the Research : *The Role of the Coca-Cola Logo Evolution in
Creating the Brand Image: A Study of
Semiotics*

Logo is holding the most important part of the brand message, and even has evolution for building their company, however, they will presented logo brand whereas effectively attracts consumer. This research is aimed to find out if Coca-Cola brand evolution logo represents the brand image that company would like to convey to attracted consumer. This research is going to be conducted by using the theory of (symbol-icon-index) belonging to Charles Sanders Pierce in determining the three-part model (the Representamen, an Interpretant, and an Object) of the logo to find out meaning of each logo for the role to the brands.

Keywords : *semiotics, logo, evolution, branding, symbol-icon-index*



ABSTRAK

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Logo memegang peranan paling penting dari pesan suatu merek, bahkan berevolusi untuk membangun perusahaan mereka, bagaimanapun, mereka akan menampilkan logo merek dimana secara efektif menarik pelanggan. Penelitian ditujukan untuk mencari tahu pada evolusi logo merek Coca-Cola apakah mewakili citra perusahaan yang ingin disampaikan untuk menarik pelanggan. Penelitian ini akan dilakukan menggunakan teori (symbol-ikon-indeks) milik Charles Sanders Peirce dalam menentukan tiga bagian model (Penggambaran, Penafsiran, dan Objek) dari logo untuk menemukan makna dari setiap logo untuk peran dari merek tersebut.

Kata kunci : semiotika, logo, evolusi, merek, symbol-ikon-indeks

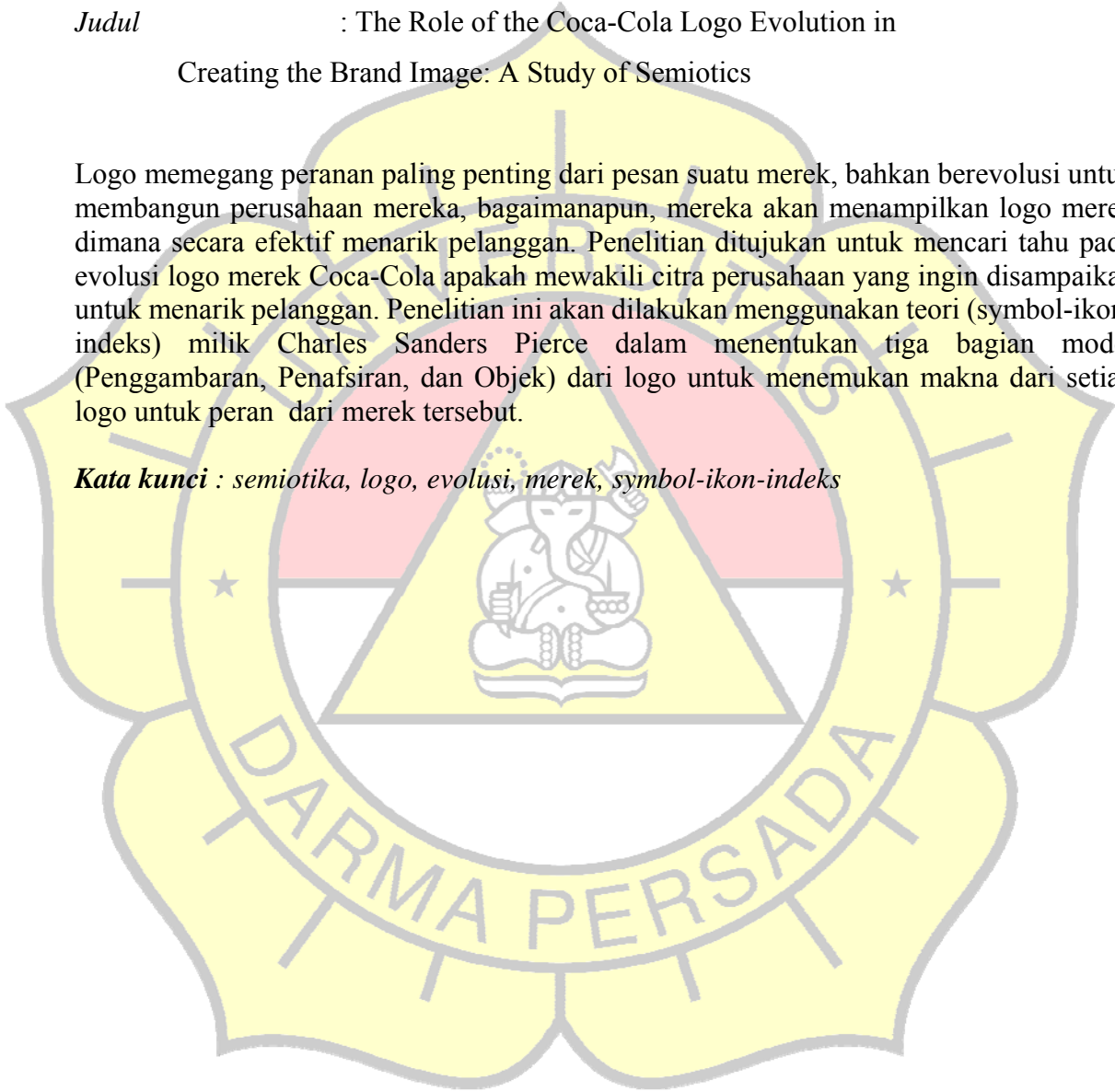


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