

CHAPTER 4

CONCLUSION

This research brings me to a conclusion that logo is one of the most important elements as a corporate identity or brand identity. A company should have a clear and effective brand identity due to reflect the company's values. A recognizable identity is essential for any company that wants to stick in the minds of its consumers. If the company comes up with message that cannot be delivered by the feeling of brands will give miscommunication for audiences. A great logo needs no explanation if necessary, it just works. Good logos are recognizable and have appeal at first glance then immediate more appealing as someone have to take in time to look in detail. A logo should create an image for the brand which will be reflected by market industry. A great logo gives positive emotions that can be brought by the audience.

Coca-Cola is a powerful brand since its introduction in 1886, and has an image with a refreshing soft drink transcends ethnicity, gender, age, education, and social class. In fact, Coca-Cola is part of many consumer of American lifestyle. The strong brand image and the distinctive taste of this soft drink made Coca-Cola not only the best-selling soft drink in the world. But the best recognized logo brand in the world. An image of Coca-Cola drives has unchanged for more than 100 years, it still evokes a fill of individual emotion. The role of logo design has evolved from being a process of creating a simple identifying mark, to one of infusing emotion, values and meanings into a logo and supporting an emotional brand and marketing strategy.

Coca-Cola has changed in logo brand, yet the consistently used typography letter. The evolution in logo proves the important of company's development. Development and maintenance of the company especially a brand logo is necessary for following consumer's willingness. The trend design in a logo is really important to study.

To understand and to study the evolution of logo and the role of art affected, is important to analyze with Charles Sanders Pierce theory. The current logo of Coca-Cola brand has dominant red and white color. If it is interpreted by using only the culture side, background experience and kind, that logo might be misinterpreted. However, once again that we have Pierce and other semioticans who introduce us how to interpret a sign or symbols.

From the analysis in the previous chapter, the writer suggests to the other researchers or students to learn more about semiotics theory. Hopefully semiotics give contribution for people

about its knowledge, information the importance of understanding Coca-Cola logo above, and the relation about current style that is important to attract consumer's view. In learning semiotics as today, there is still uncertainty about its contributions.

The last of this conclusion, the logo Coca-Cola brand is definitely representing the brand. The logo speaks in its way, and illustrate value of the brand successfully. However, the writer realize this research contributes to the idea of relationships between brand identity, advertising message, and brand image. Thus, communicational and psychological point of view research are worth to be conducted.

