

CHAPTER 2

THEORETICAL FRAMEWORK

This chapter discusses the framework of the theories which support the understanding of the problems formulated in Chapter 1. This chapter will consist of the theory of Semiotics, Logo, Colour Scheme, Triadic Semiotic Charles Sanders Pierce, Interpretant, Representment, Object, also Previous Related Studies.

2.1 Semiotics

In etymology, semiotic comes from the term Greek “semion” which means “Sign”. The sign itself is defined for this reason as a social convention that was incorporated before, it’s admitted to have some meaning. (sobur 2009:95. Sign itself can be an identity, culture, language, etc. , and also need a social convention to agree on the meaning of its signs. For example, it can be seen in Indonesia especially in java when someone dies a yellow flag can be seen around the residence of the deceased, while in Sumatra the color of the flag is different yellow flag can be seen around the residence of the deceased, while in Sumatra the color of the flag is different yellow flag means celebration party such as wedding party and other similar events. The study of myths and metaphors is known as semiotics, which is the science of significant meaning. Symbols, codes, meanings, myths, and metaphors are the essential principles of semiotics. The three elements of a sign, according to Saussure, are:

- A. Signs include material aspects (sounds, letters, images, motion, shapes)
- B. Signifier. The signifier is the material aspect of the language: what is said or heard and what is written or read
- C. Signified are mental images, thoughts, and concepts. Signs are the mental aspects of language.

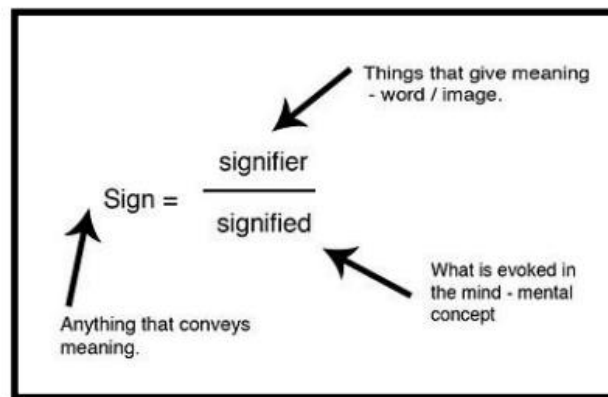


Figure 2.1 Semiotics concept of Saussure

These three elements must be complete, and without any of them, no sign can be considered even improbable. As a result, a signified is an idea or what is conveyed by a signifier, and the relationship between the Signified and the signifier is referred to as a symbolic relationship that produces meaning. The word "Supermarket," for example, can be a sign because it has a Signifier (the word itself) and a signified (real place where we can shop).

Semiotics is a broad study of signs as vital components of cultural life and communication. According to semiotics, we can only learn about culture and reality through the process of signification, which involves the use of signs. These studies presume that a cultural or sociological occurrence is a significant of meaning. Due to its method and importance in understanding the sign, semiotics has evolved into a sign interpretation.

Most semioticians said a semiotic is a theory related to the lie, fake or theory of the lie. Semiotics is in principle the discipline that studies everything which can be used to lie.

One of the semioticians, Umberto Eco, concentrates on communication semiotics. Semiotics, he wrote in his book *A Theory of Semiotics*, is concerned with everything that might be interpreted as a sign. Everything hinges on a sign. Which can be interpreted as a big replacement for something else. This something else does not have to take the place of anything else. This something else does not have to take the place of anything else. This something else does not have to exist

or be present at the time when a sign serves as a substitute for it. In principle, semiotics is the study of everything that can be exploited to deceive others. If something can't be used to lie, it can't be used to speak the truth either. It can't be utilized to "tell" anything at all. The definition of a "theory of lie" should, in my opinion, be viewed as a very thorough program for general semiotics.

2.1.1 Logo

The word logo itself is absorbed from the ancient Greek language, namely Logos which means mind, mind, word, reason, and speech. The word logo is taken from the word logotype which was originally used from 1810 to 1840 and has the meaning of writing the name of an entity that is specially formed by utilizing a lettering technique or using a certain interesting typeface.

So, at first, this logotype was created by using only one writing element. In the process of development, logos are made even more creatively by combining several elements, such as images, sketches, etc. Based on the explanation above, we can conclude that the definition of a logo is writing, sketch, or image that has a certain meaning and can represent the identity of a form of entity, such as an institution, organization, company, or region, country, or product. Usually, a logo contains a certain philosophy and basic framework in the form of a concept that aims to create an independent character. In addition, each form of the logo is also required to have a certain characteristic to distinguish one logo from another, both in terms of shape and color.

A logo used will describe the quality as symbolized, such as the company's cultural approach, the placement of important positions, or the aspirations of the company itself.

In conclusion, the notion of a logo is an instrument that describes self-esteem where all of its values can create a good and trustworthy image. A logo will make people remember and recognize a form of an entity without having to read a description or explanation about the entity.

2.1.1.1 Type of Logo

Letter Mark

The definition of a letter mark logo or monogram logo is a type of logo that describes the name of a company or brand by utilizing the initials of its brand name. Usually, this type of logo only uses two to four letters according to the brand, so it can be more easily remembered by the public. Some examples are the logos of CNN, HP, HBO, IBM, NASA, etc.

Wordmark

The definition of a wordmark logo is almost like a letter mark logotype, that is, by only using letters to symbolize a company. The difference is, that the word mark will use the entire brand or company name without abbreviations. This type of logo is usually used if the company name or product name is not too long, simple, and unique. Some examples are the logos of Facebook, Disney, Coca-Cola, etc.

Pictorial Mark

A pictorial mark logo or symbol is a logo that uses icons decorated with certain graphics to describe a brand. The shape of the logo or icon will continue to be attached and must be able to represent the identity of the product or brand. Some examples are Apple logo, Nike, Twitter, etc.

Abstract Logo

The definition of an abstract logo is almost the same as a pictorial mark because it still uses a certain graphic. The difference is, that this type of logo has a random geometric shape. This type of logo is also usually very effective because can represent a business in one image. Some examples are Pepsi, Adidas, BP, etc. logos.

Mascot Logo

The definition of a mascot logo is a type of logo designed with a character to describe a brand or company. In general, this type of logo

contains elements of bright and cheerful colours which are considered the mascot of the brand or company. This type of logo was created to present a certain appeal to children and families, for example, the KFC logo with the mascot of Colonel Sanders, Kool-Aid with the mascot Kool-Aid man, Alfa Mart with the mascot Albi the bee, etc.

Combination Logo

The definition of a combination logo is a type of logo that combines a letter mark or word mark logo with an abstract, mascot, or symbol. The text contained in this logo will usually be combined well so that it can present a logo that looks attractive. Some examples are the logos of Burger King, Lacoste, Doritos, etc.

Emblem Logo

The emblem logo is a type of logo in which there are letters placed in an icon or symbol, badge, or seal and become the essence of the existence of the symbol. Bias, this logo is often used by a particular institution such as schools, communities, organizations, the automotive industry, or government agencies. Some examples are the logos of BMW, Harley Davidson, Starbucks,

2.1.1.2 Logo according to its constituent elements

The elements of logo formation are divided into four groups. However Thus, these groups can combine so that contain mixed elements, namely:

- a) There is a logo in alphabetical form The logo is contained in the form of letters and is intended to creating letter shapes and combinations of letter shapes
- b) There is a logo in the form of a concrete object The shape of this concrete object, for example (a character, facial mimic, attractive body shape), animal shapes, plants, tools equipment, objects, and so on.
- c) There is a logo in the form of an abstract, polygon, or spiral in the abstract logo there are elements that make abstract shapes, geometric

shapes, spirals, arcs, triangles, squares, polygons, dots, lines, arrows, various curved shapes, or form of expression.

d) There is a logo in the form of symbols, numbers, and other elements
Various forms or images that have been widely known for embodying a heart, cross, plus sign, lightning sign, sign musical notation, or something.

e) Logotype This logotype is a picture mark. Because the logotype is a description of the (word mark). As a result, the logotype resembles the distinctive writing that defines the name and brand.

A logo must have a characteristic such as the colour of the logo shape. There are also elements of logo formation, including:

1. Shape

The Shape makes the appearance of something, usually in the form of a rectangle, a square, circle, elliptical, and more. Forms make elements that are not less important than other elements, considering that ordinary geometric shapes make symbols that carry value to certain emotions.

2. Line

Lines are the building blocks of an image. The line has elongated dimensions and direction. Lines have properties, such as short, long, vertical, horizontal, straight, curved, wavy, broken, textured, and so on. According to Adi Kusrianto (2007), scratching a line has the following impression meaning:

- a. Straight line: Strong, sturdy, firm, and alive
- b. Flat Lines: Weak, sleeps and turns off curved lines: Weak, soft, leads.
- c. Slashes: moderately angular wavy lines: smooth, soft, rhythmic.

3. Colour

Colours make complement to the image and represent a psychological atmosphere painter in communication. Colour is also an element that is

very sharp to touch the sensitivity of vision so that it can stimulate the emergence of feelings of emotion, sadness, joy or enthusiasm, and others.

Molly E. Holzschlag, an expert on colour, in her writings

“Creating Colour Scheme” lists the abilities of each colour when it comes to psychologically respond to

audience as follows:

Table 2.1 Creating Colour Scheme

Colour	Psychological responses that can be generated
Red	Strength, energy, warmth, lust, love, aggressiveness, danger.
Blue	Trust, conservative, security, technology, cleanliness, order
Green	Natural, health, good sight, jealousy, renewal
Yellow	Optimism, hope, philosophy, dishonesty/cheating, cowardice, betrayal.
Purple	Spiritual, mystery, majesty, shapeshifting, fierce, arrogant.
Brown	Earth, trustworthy, comfortable, enduring.
Grey	Intellect, Futuristic, fashionable, moody, destructive.
White	Purity/holy, clean, thorough, innocent (without sin), sterile, death.
Black	Power, sexuality, luxury, death, mystery, distraction

2.2 Triadic Semiotics Theory by Charles Sanders Peirce

Charles Sanders Peirce (1834-1914) was a pioneer of pragmatism doctrine and one of the founders of the semiotic approach and logic philosophy. Through his writings and text, which were compiled 25 years after his death in a single comprehensive piece of work entitled *Oeuvres Completes*, he provided the basis of the general theory of signs (Chandler, 2002). Peirce coined the term "semiotic," which he defined as "a concept of logic that concentrates on the understanding of human thought processes" (Eriana, 2015). There are three sides to a sign, according

to Charles Sanders Peirce (1980). Representamen, object, and interpretant are the three sides.

The following quote shows one of his definitions for the relationships involved in using a sign:

“A Representamen is a subject of a triadic relation to a second, called its Object, for a third, called its Interpretant, this triadic relation being such that the Representamen determines its interpretant to stand in the same triadic relation to the same object for some interpretant.” (Peirce, 1980)

A sign, according to Peirce, consists of a physical form (representamen) that can be written, spoken, or represented by neurons firing in the brain, a meaning (object), and another sign (interpretant) that reflects the original sign, such as in the mind of a person generating or viewing a sign. It should be noted that Peirce's use of the term "relation" differs from that of modern mathematics, which distinguishes between a "relation" and its "instances" more clearly.

In his book *Basic Concepts of Peircean Sign Theory*, Peirce (1965) defined a sign as "anything that stands for something to someone in some degree or capacity." To comprehend a sign, Peirce devised a triangle-meaning model. The representamen, object, and interpretant make up a triangle meaning. Peirce is the semiotics theorist who has provided the most comprehensive and advanced theoretical framework to date. Charles Sanders Peirce's triadic and evolutionary semiotics takes a phenomenological approach to signification, emotions, and perceptions as the foundation of his theory of how to generate meaningful signals in cognition and communication). Peirce coined the term "representamen" to emphasize that a sign is anything that "represents" something else to indicate (or "re-present") it in some way. Signs come in a variety of shapes and sizes. Words, numbers, sounds, images, artwork, and traffic signs are just a few examples. While indications can be many things, they can be classified into a few different sorts.

2.2.1 Interpretant

The idea of interpretant (I) or sign usage is a way of thinking from people who use a sign and give it a special meaning or meaning that people

have in their minds about an object that the sign refers to. The most significant aspect of the semiotic process is how meaning emerges from a sign when it is used by people to communicate. The interpreter is equipped with rhyme, decency, and argument. The rheme is the likelihood for an interpretant, such as a notion, the decent is the interpretant's fact or the true description of a thing, and the argument is the interpretant's logical reasoning. Furthermore, the rheme is a qualitative possibility in Peirce's Philosophical Writings.

2.2.2 Representamen

Qualisign, which is formed by quality, such as the concept of color, and sin sign, which is formed by genuine physical reality like the shape of an object, are two types of Representamen (R). Sin sign (sin meaning "existing just once" as in single, basic Latin Semel) is an actual entity or event, according to Peirce. Then there is the Leg sign, which is the law or rule that governs how something should be done, such as the sound of a whistle in a soccer match. The legisign is primarily created by humans to order social life, and as a result, practically every convention is a legisign.

2.2.3 Object

A social context that becomes a reference from a sign or thing it refers to is called an object (O) or a reference. Objects are classified into three categories: representamen, object, and object-like. They are Icon, in which the sign bears a likeness to the fact to which it refers, or a sign that represents and bears the characters of the Object, whether or not the object exists. The next classification is Symbol, which is a symbol that is

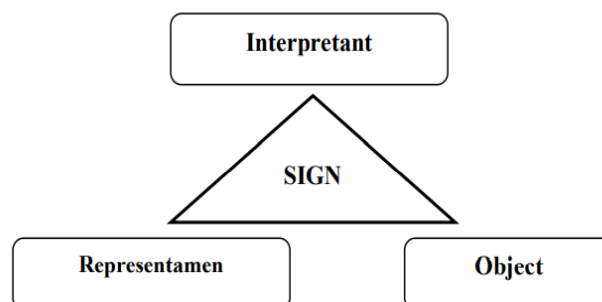


Figure 2.2 Charles Sanders Peirce's Triadic Model

associated with an object as a result of an agreement. A symbol is a broad law or set of principles that only apply to a specific scenario, place, or society. It's important to note the difference between a symbol and Legisign. Then there's the Index, which the sign associates with the object due to the cause-and-effect relationship:

The cognitive characteristics of the two forms of semiotics created by Ferdinand de Saussure and Charles Sander Peirce differ. Most semioticians agreed that the Saussure type of semiotic was the model of semiotic signification and the Piercian model was the model of communication semiotic. The Saussurean approach emphasizes the sign as a system and structure while rejecting the use of a sign in a communication process involving humans. The semiotically approach in the process of the sign production and unrestricted interpretation of sign, known as the semiosis process, was a Peircean model.

Peirce believed that the three elements could be merged, along with the classifications they imposed on signs, to produce a comprehensive list of sign kinds. A sign can be classed as aqualisign, sinsign, or legisign since it has a sign-vehicle. That sign can also be defined as an icon, an index, or a symbol because it has an object. Finally, that sign can be classed as a rheme, decent, or Delorme, depending on whether it also determines an interpretant. Each sign is then classified as a combination of its three elements, such as one of the three types of sign-vehicle, plus one of the three types of object, plus one of the three types of interpretant (Priss, 2015).

Category	Firstness	Secondness	Thirdness
Trichotomy			
Representamen	Qualisign	Sinsign	Legisign
Object	Icon	Index	Symbol
Interpretant	Rheme	Dicent	Argument

Table 2.1 Classification of Signs by Charles Sanders Peirce

Based on Peirce's sign categorization diagram, there are two principles for permitted and combination.

At first, each element's kind can be classified as a quality, an existential fact, or a convention. That is, there are three types of signs derived from qualities (the qualisign, the icon, and the rheme), three types derived from existential truths (the sinsign, the index, and the decent), and three types derived from conventions (the sinsign, the index, and the decent) (the legisign, the symbol, and the delome). The second rule is that the interpretant's classification is determined by the object's classification, which is determined by the sign classification. vehicle's If an element is categorized as quality, its dependent element can only be classed as a quality, according to the rules that establish permissible classifications. If an element is classified as an existential fact, then its dependent element may be classified as either an existential fact or a quality. If an element is labeled as a convention, its dependent element can be labeled as a convention, an existential fact, or a quality.

The semiosis process is an infinite process, according to Peirce's book *Basic Concepts of Peircean Sign Theory*, since he believes that the interpretant can be a new representamen, and that if it combines with another item, it would produce a new interpretant, and so on.

2.3 Two Different view of Semiotic Approach

In this section I will describe the two semiotic figures who have different points of view which I will explain below:

2.3.1 Ferdinand de Saussure

In his book *Course in General Linguistics*, Ferdinand de Saussure (1857-1913), a Swiss linguist and one of the most significant theorists on language in the twentieth century, is credited as the "Father of Modern Linguistics." Saussure begins his sign theory by defining language as a system of signs that represent ideas, similar to a system of writing, the

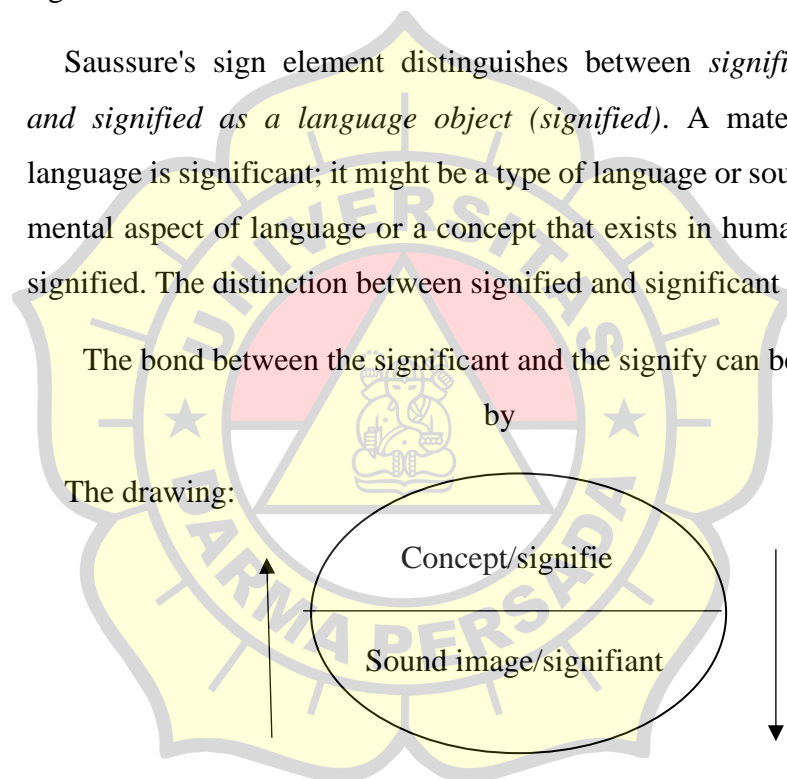
alphabet, symbolic rites, polite formulae, militant signals, and many others. However, it is a language that is the most crucial of all of these systems.

Saussure believed that science that analyzes the life of signs within society is conservable. It would fall under the heading of social psychology and, as a result, general psychology. Semiology (from the Greek *semeion*'sign') is the name he gives to his research. For Saussure, semiology would reveal what constitutes a sign and what law governs the signs.

Saussure's sign element distinguishes between *significant*(*signifier*) and *signified as a language object* (*signified*). A material aspect of language is significant; it might be a type of language or sound pictures. A mental aspect of language or a concept that exists in human cognition is signified. The distinction between signified and significant is arbitrary.

The bond between the significant and the signified can be represented by

The drawing:



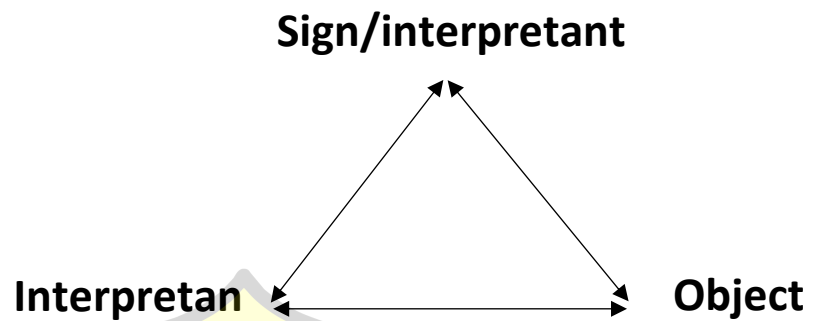
(Image 1. Ferdinand de Saussure. Course in General Linguistics. 1996. p.66)

The word 'tree' in English or the word Latin uses to designate the concept of 'arbor', it is only the association sanctioned by that language that appears to the human mind to confirm the reality.

2.3.2 Charles Sanders Peirce

Charles Sanders Peirce (1834-1914) is one of the founders of the semiotic approach and logic philosophy. Peircean sign has been defined as

something, which stands to somebody for something in some respect or capacity. He made a triangle-meaning model to understand a sign. A Triangle meaning consists of a *sign, object, and interpretant*.

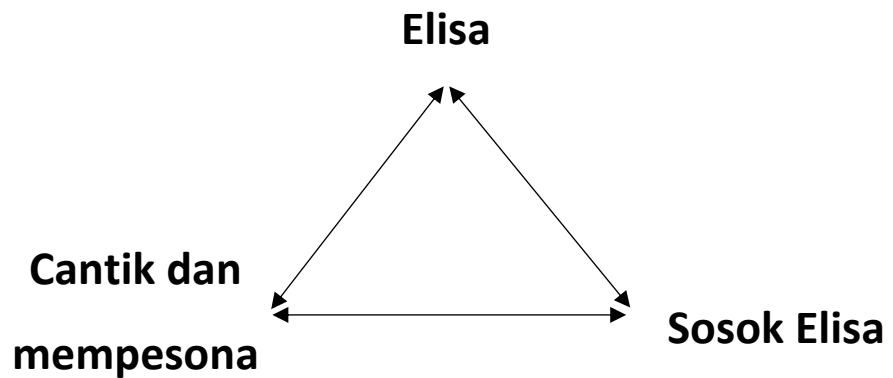


A sign is a concrete thing that can be seen by the people and it represents another thing beyond it. According to Peirce, a sign consists of a symbol (the connection between sign and object because of the convention on the social agreement, Icon (the connection between sign and object because of its similarities and index (the connection between sign and object its causalities and effect).

An object or reference is a social context that becomes a reference from a sign or thing to which it refers to.

Interpretant or the usage of a sign is a concept of thinking from the people who use a sign and give it a special meaning or meaning that people have in their minds about an object which is referred to by the sign. The most important thing in the process of semiotics is how the meaning occurs from a sign when the sign is used by the people to communicate.

An example: when a girl is wearing a short dress, the girl is communicating about herself to other people who can interpret her as a sexy girl. Meanwhile, when Elisa appears in a Strawberry Chocolate Film with her attractive acting and physical appearance, the people who watch her can interpret her as a beautiful and exciting young girl icon.



2.4 Aspect of Semiotic Approach

The two types of semiotics were developed by Ferdinand de Saussure and Charles Sander Peirce have different characteristics within their epistemological. Most of Semiotician agreed that Saussure type of semiotic as the model of semiotic signification, and Piercian model as the semiotic of communication. The Saussurean model has focused on the sign as a system and structure and denied the usage of a sign in a process of communication through individuals. A Piercian model had concerned it semiotical approach in process of sign production and unlimited interpretation of signs called the semiosis process. Actually, this difference has its advantages for the semiotical approach for the sign interpretation due to the interaction between these two types.

A sign symbol appeared in the infinity stones that Thanos has. In the term of the general study of semiotics, a word is a simple element of a sign or called a linguistic symbol. A pictorial symbol according to pictorial semiotics is concerned with the study of pictures as particular vehicles of semiotic signification. This specialty is to understand and bear a meaning of an individual picture onto a verbal description.

A triadic meaning of Pierce's model, determine the sign classification. *Ground* or a *sign* itself is classified into Qualisign (quality on the sign), Signsign (actual event on the sign), and Legisign (a role or norm or a habit on sign).

Based on its object, Pierce classified a sign into Icon (the connection between sign and object because of it's similarities), Index (the connection between sign and

object its causalities and effect), and Symbol (the connection between sign and object because of the convention on the social agreement).

The three sign types can be schematized:

Sign type	Icon	Index	Symbol
Semiotic mode	similarity	Cause or natural relation	Convention
Practical example	Photograph Painting Diagram Touch of silk Musical note Sweet smell	Smoke on fire Symptom for disease Thermometer for heat Crash for falling Feel of fur for cat tail Sour taste lemon	Word Indisignia Morse code Logical sign Algebraic sign

(Image 3: Paul Cobley. *The Routledge companion to semiotic and Linguistic*. 2001. 37)

On the interpretant, a sign classified on Rheme (a sign interpreted to represent based on the choices), Dicisign (a sign interpreted to represent based on the fact, and the argument (a sign interpreted to represent on the reason on something else).

The element of all triangle meaning by Pierce can be schematized by the drawing:

Thricotomy/categories	Ground/Sign	object	Interpretant
Firstness (otonom)	Qualisign	icon	Rheme
Secondness (Connected to reality)	sinsign	index	Dicent
Thirdness	Legisign	Symbol	Argument

(Related to the convention, role and code)			
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2.5 Conventional

According to the dictionary, about the convention or general agreement; established by general consent or accepted usage; arbitrarily determined: conventional symbols. Based on etymology came from French is conventionnel which means meeting to get an agreement. Language itself is also acquired from convention and also many other things.

In deciding on an agreement, of course, there is a forum for deciding it by using the meeting method. Determination of a logo, of course, uses the meeting method to get an agreement and usually in the agreement there are differences of opinion.

Differences of opinion lead to an explanation of the ideas conveyed in a meeting.

2.6 Previous Related Studies

The relevant research on semiotic analysis has been made by Ananda R. Jutawan Manurung (2020) in his term paper entitled “A Semiotic Analysis on Logos Indonesian Islamic Student Association “This research focuses on finding out whether the semiotic analysis of the Indonesian Islamic Student Association is the title of this thesis. The symbol utilized in the Himpunan logo is examined in this thesis. Semiotic analysis based on the Triadic theory is used by Islamic scholars. On logos, Charles Sanders Peirce concentrates on existent representations, objects, and interpretants. There are two types of signs: verbal and visual. The descriptive qualitative approach was employed in this study. The elements gained from each selected logo and logo as a source of data received from the site regarding the Islamic Student Association, one of the only <https://www.pbhmi.co.id> are utilized in this thesis. According to the findings of this study, each logo contains a visual with a very powerful meaning and a verbal indication that serves as meaning support. The findings of this study also suggest that both verbal and non-verbal

communication are important. Visuals may be used to convey the logo's history as well as its identity. Suggestion There are various takeaways from this study, including the need for language learners to get a better understanding of semiotics and the meanings included therein so that they may better grasp the message and content conveyed by the logo.

The second relevant research on semiotic analysis has been made by Asri Hasanah (2010) in her term paper entitled “A Semiotic Analysis On Dagadu T-Shirt” This research focuses on the method by which the author investigates the meaning of signs on Dagadu Product T-shirts to discover the meaning of their linguistic symbols. The writer then connects the languages and graphic symbols. The descriptive qualitative analysis approach was applied in this article, and the writer described the sign on a Dagadu Product T-Shirt. The author employs semiotic theory, particularly in the context of cultural semiotic representation, and concentrates on signal object aspects such as Piercian Semiotic models. The writer finds from the examination that the Dagadu T-shirt employs a traditional Jogja motif. In dagadu design, there is also a link between language and graphic symbols. Both characters seek to educate the audience about Jogja's culture.

The third relevant research on semiotic analysis has been made by Sukma Niarty (2019) in her term paper entitled “Semiotic Study of Social Media Logo” The goal of this study is to figure out what the icons, indices, and symbols in the Social Media Application Logo imply. Logo of a Social Media App Of course, a corporation, has several influencing factors, including: is a type of visual and color communication design. This is a descriptive qualitative research approach. The technique through which researchers conduct their study This study is a semiotic investigation utilizing a descriptive qualitative technique. part most of this research is solely the researchers' analysis using secondary data, which is backed up by a literature review based on personal experiences, as well as scientific articles connected to this research to round out the material that already exists or for consideration. (Manurung, 2020)