

**THE SIGN ANALYSIS OF MANCHESTER UNITED
RELATED TO THE LOYALTY OF THE FANS:
A SEMIOTIC STUDY**

TERM PAPER

Submitted in partial-fulfilling for obtaining

Strata One (S-1) Degree



By

ARYZA RIESDYANTI

2009130020

**STRATA ONE (S-1) OF ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF DARMA PERSADA
JAKARTA
2015**

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INTELLECTUAL PROPERTY STATEMENT PAGE

THE SIGN ANALYSIS OF MANCHESTER UNITED RELATED TO THE LOYALTY OF THE FANS: A SEMIOTIC THEORY

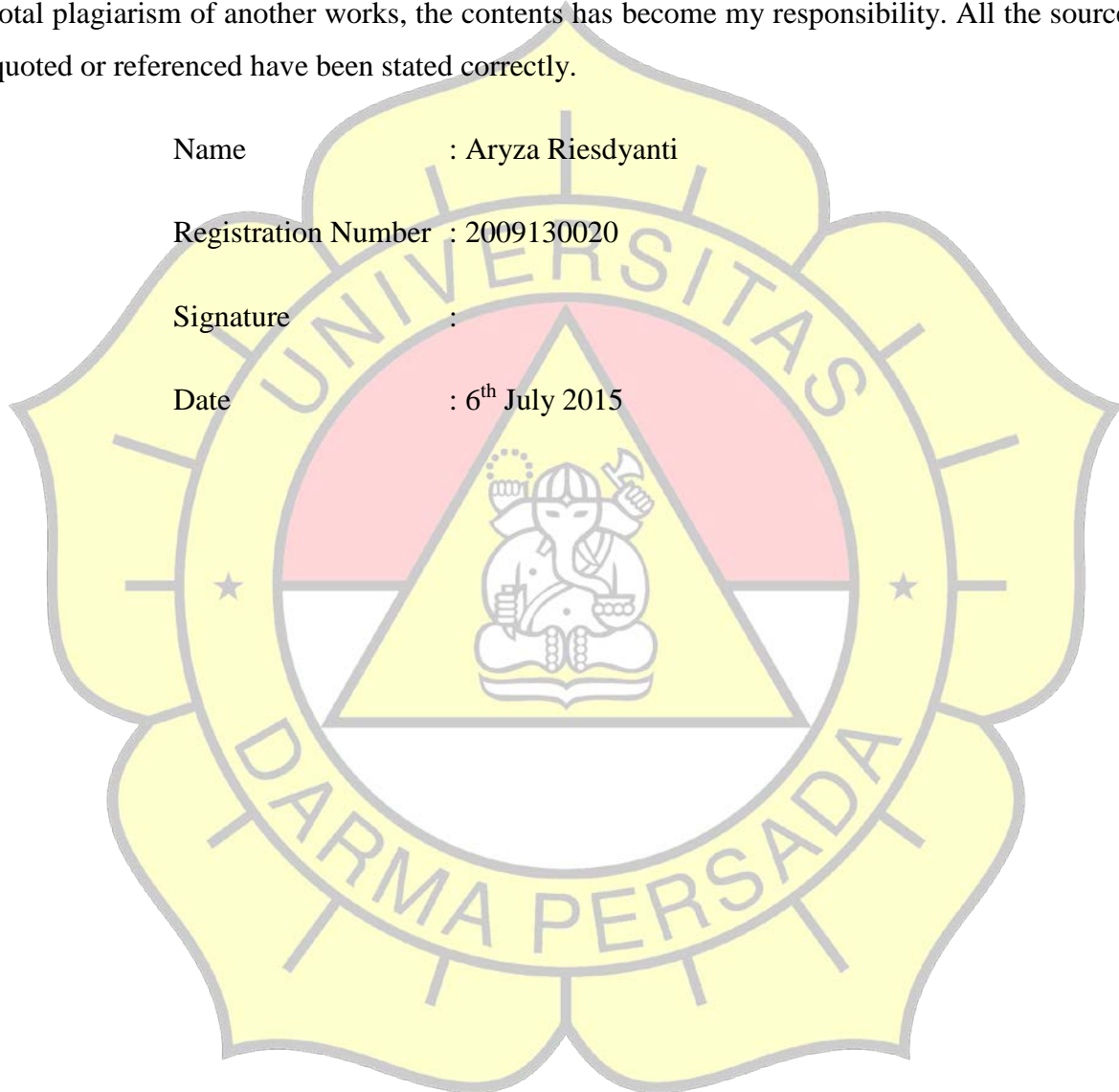
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TEST FEASIBILITY APPROVAL PAGE

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The title of the term-paper : The Sign Analysis of Manchester United
related to the Loyalty of the Fans
a Semiotic Study

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PREFACE

Alhamdulillah *rabbil alamin*, all praise is due to Allah SWT, who grants me His blessings, guidance, strength and patience to complete this term paper entitled. This term-paper is submitted in part-fulfilling for obtaining Strata One (S-1) degree in English Department, University of Darma Persada.

More than four years study of English Language and Literature gives me more than I could have asked for: the valuable knowledge, priceless friendship and unforgettable memories. I am so grateful to all my lecturers in English Department who have taught and guided me thoroughly since my first semester. Especially, in finishing this term-paper, I would like to give my regards and thanks to people who have helped me.

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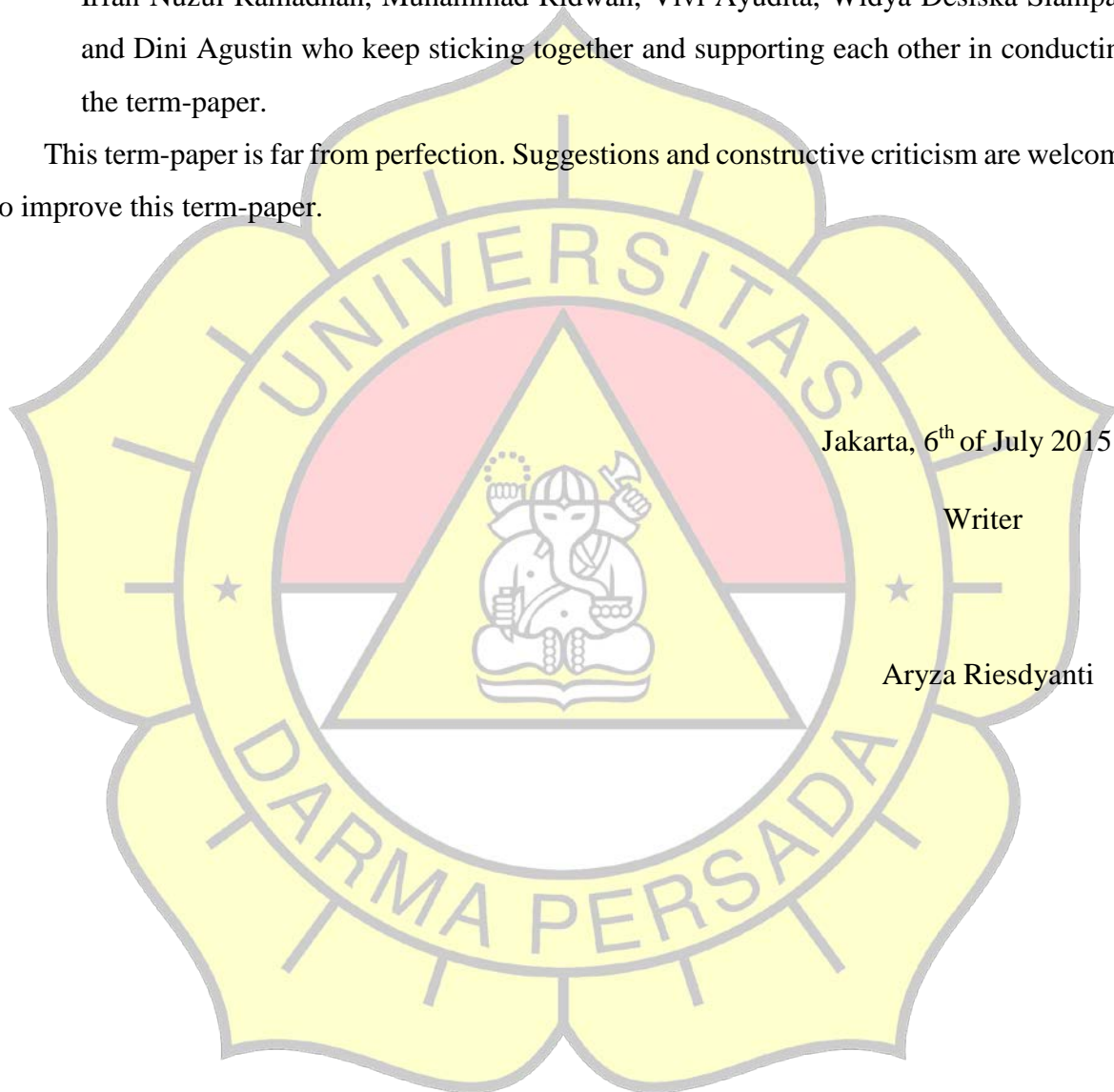
9. My dear friends, Wahyu Wibowo, who has unlimitedly encouraged and cared about me to face the weakest and the hardest parts of mine, especially, in conducting this term-paper; Soraya Assagaf and Prilla Ludira who keep supporting me to catch up their back as soon as I can; my *Future Linguists* friends, Febriyanti Andini, Fikri, Khairuddin Nida, Joko Malis, Siti Chairani Putri, Intan Permata, and Abdulah Sukandar; my Xerox family, Arya Endika Fahri, Najmuddin, Faris Adwyrinov, Muhamad Fandi Wardana, Irfan Nuzul Ramadhan, Muhammad Ridwan, Vivi Ayudita, Widya Desiska Sianipar, and Dini Agustin who keep sticking together and supporting each other in conducting the term-paper.

This term-paper is far from perfection. Suggestions and constructive criticism are welcome to improve this term-paper.

Jakarta, 6th of July 2015

Writer

Aryza Riesdyanti

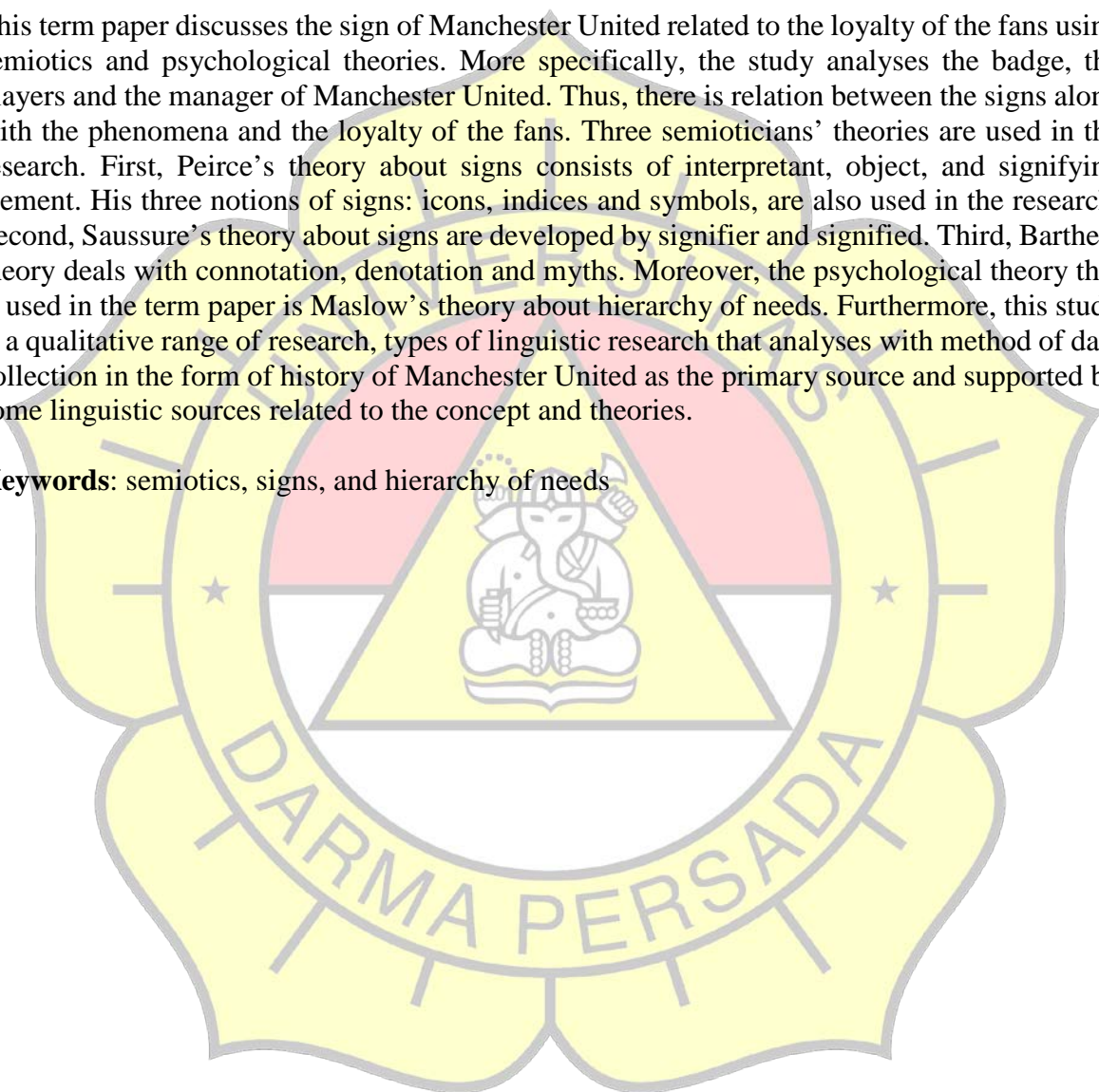


ABSTRACT

Name : Aryza Riesdyanti
Program of Study : English Language and Literature
Title : The Sign Analysis of Manchester United
related to the Loyalty of the Fans:
a Semiotic Study

This term paper discusses the sign of Manchester United related to the loyalty of the fans using semiotics and psychological theories. More specifically, the study analyses the badge, the players and the manager of Manchester United. Thus, there is relation between the signs along with the phenomena and the loyalty of the fans. Three semioticians' theories are used in the research. First, Peirce's theory about signs consists of interpretant, object, and signifying element. His three notions of signs: icons, indices and symbols, are also used in the research. Second, Saussure's theory about signs are developed by signifier and signified. Third, Barthes' theory deals with connotation, denotation and myths. Moreover, the psychological theory that is used in the term paper is Maslow's theory about hierarchy of needs. Furthermore, this study is a qualitative range of research, types of linguistic research that analyses with method of data collection in the form of history of Manchester United as the primary source and supported by some linguistic sources related to the concept and theories.

Keywords: semiotics, signs, and hierarchy of needs



ABSTRAK

Nama : Aryza Riesdyanti
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Judul : *The Sign Analysis of Manchester United
related to the Loyalty of the Fans:
a Semiotic Study*

Skripsi ini membahas tanda Manchester United berkaitan dengan kesetiaan penggemar menggunakan teori semiotika dan psikologi. Lebih spesifiknya, studi ini menganalisis lambang, para pemain dan manajer Manchester United. Demikian, terdapat hubungan antara tanda beserta dengan fenomena dan kesetiaan penggemar. Teori dari tiga ahli semiotika digunakan dalam penelitian ini. Pertama, teori milik Peirce mengenai tanda terdiri dari interpretant, objek dan elemen menandakan. Tiga jenis tanda miliknya, yaitu: ikon, indeks dan simbol juga digunakan dalam penelitian ini. Kedua, teori milik Saussure mengenai tanda yang dibangun oleh penanda dan petanda. Ketiga, teori milik Barthes berhubungan dengan konotasi, denotasi dan mitos. Selanjutnya, teori psikologi yang digunakan dalam skripsi ini adalah teori milik Maslow mengenai hirarki kebutuhan. Lebih lanjut, studi ini merupakan ragam penelitian kualitatif yang menganalisis dengan metode pengumpulan data berupa sejarah Manchester United sebagai sumber utama dan didukung oleh beberapa sumber linguistik terkait dengan konsep dan teori-teori.

Kata kunci: semiotika, tanda, dan hirarki kebutuhan

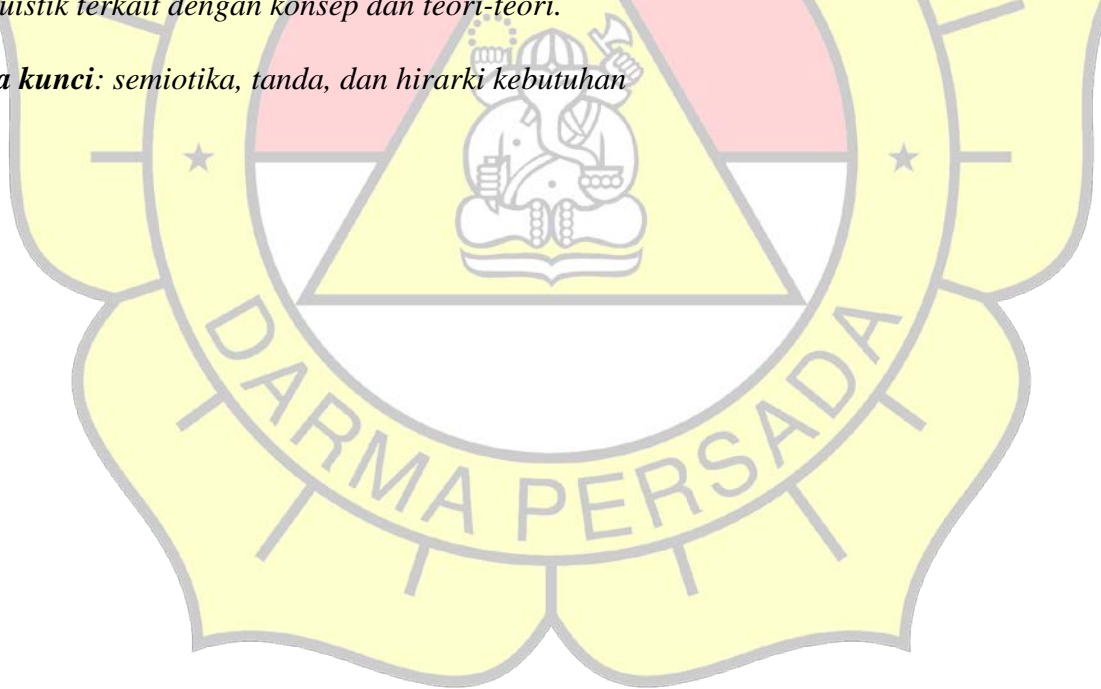


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