CHAPTER I
INTRODUCTION

1.1 Background of the Research

The identity of a company can be very important in interpreting an identity of a company. Identity of a company is representation of vision and mission which is reflected as logo. A logo represents the characteristic of the company which is suitable with the background of company such as cultural behaviors, attitudes, personalities that are poured in visual form. Logos, signs, or symbols that contain meaning are used as the identities of an organization, company or individual to be remembered easily. In every logo have meaning the color, picture, shape, and also the name. The meaning of the logo communicates something between the creator of the logo and people. Due the importance of a logo, the company creates logo in order to attract the attention of consumers. By only seeing the logo, customers can find out the company without seeing the name of its logo. Nowadays, people can see logo in every public places such as in street, mall, school, hospital, office and so on.

Logo undergoes a change of shape from a complex logo forms to a simple and memorable form. Various options of elements are added from the use of initials, company name, monogram and pictogram. As time goes by, a logo needs a renewal in accordance with changes that occurs in company. Logo change is certainly needs a long consideration because it is not only about design but also the purposes and meaning of logo has to in line with company. Especially, if the logo has been used for many years, logo has become the identity of company like Starbucks. Starbucks is the world's largest coffee shop company from America. Starbucks was firstly opened in Seattle in 1971 by Jerry Baldwin, Zev Siegel and Gordon Bowker with the main menu is coffee. Starbucks is known not only by the taste of the coffee but also the logo of it. Starbuck and its logo are just like one unit which cannot be separated. It makes Starbuck popular around the world. The logo is pictured of double-tailed mermaid, or siren, as it is in Greek mythology. Siren represents half gadfly human deliver the sailors to their death. Since Starbuck has established, Siren has already become the iconic which is known by the people. But it doesn't mean that the logo has no changes since the first it was created. The controversial began

when the creator, Terry Heckled drew Siren in topless pose. Then, it revised to hair down to Siren's breast. The revised logo still be banned by people until the logo revised again to make Siren's smile be dominant than the topless pose of Siren.

Logo of Starbucks is like a body part of presenting the image of company. Logo becomes a real concept that can be seen as a visual image of a Starbucks that is easily recognized by customers. The characteristic of Starbucks logo is very visible. Siren has become the character in Starbucks logo. During the change of four logos, Siren still exists to represent Starbucks.

Understanding the logo of Starbuck is very interesting. The writer assumes that a customer only see the logo of Starbuck without knowing the exact meaning of the logo. Yet, analyzing logo is not easy as the writer needs to apply one of linguistics branches named semiotics to be able to analyze the logo. As we know, semiotics is the learning of signs. It relates to the phenomenon of social, society and culture are signs. According to Sobur (2006: 11) semiotics refers to the study which learns about meaning of a symbol or signs. Roland Barthes is known as one of structuralist thinkers who practices the model of linguists and *semiologi'* Saussurean. Barthes opines language is sign system reflecting assumptions of a particular society within a certain time.

This research aims for those who are willing to learn Barthes' theory through the case. The writer will analyze the change of four Starbucks logos. The analyze focuses on connotation, denotation meaning and myth by using Barthes' theory through semiotics approach. The writer searches the similar topic of this term paper at University of Darma Persada library about logo but the writer cannot find it. Most of the research uses advertisement topic through Barthes' semiology. Therefore, the author is interested to discuss the logo using Barthes' theory. Beside three aspects of Barthes' theory, the reader will know the Starbucks, the change of Starbucks logos, elements and factors of logo creation in this research. Not only for academic purpose, this research also for those who are willing to create a logo. By reading this research, a creator will consider and learn the message appear in logo.

1.2 Identification of the Problem

As explained in background above, the writer identifies that Starbucks has become popular among other coffee shops around the world. Not only name of its brand, but Starbucks Coffee logo also has become characteristic of Starbucks Coffee. Inside the logo must have meaning that has a certain meaning. By time, Starbucks has changed their logo four times because of their needs. In four logos, there are changes, factors and elements of creation logo changed like shape, color, and text. The writer tries to identify the four Starbucks logo because Starbucks logo has different meaning behind many four logos through the theory of Roland Barthes.

1.3 Limitation of the Problem

In this limitation of the research, Starbucks logo has revised the logo in four times. The revised logos are revised by the needs of company in that time. Analyzing denotation, connotation and myth also means the writer analyzes the changes including factors and elements of logo creation. The writer limits the case by analyzing the connotation, denotation meaning of four logos - the words that appear in the logo, and myth of the logo. The analysis applies Roland Barthes theory and other theories related to the topic of this term paper.

1.4 Formulation of the Problem

According to the background above, the writer finds out the change of four Starbucks logos. The statements of the problem are below:

1. What is Starbucks logo and how does it change?
2. What are denotation, connotation and myth that disclose in four Starbucks logos?

1.5 Objectives of the Research

Based on the problems, the objective of the research are:

1. To identify the Starbucks logo and its change
2. To identify denotation, connotation and myth that disclose in four Starbucks logos

1.6 Methods of the Research

The method used is qualitative method, which means analyzing and data by describing and depicting circumstances of subjects, objects and other data in the study at the present time based on the fact that there are (Nawawi, 1990: 13). This research uses qualitative research to semiotic analysis method by getting data from books, articles, and any written data that contain the information relate to the case of this term paper.

1. Literature Review

Literature review is the result of tracing the literature that discusses the topic of research relevant to the research to be studied; information about semiotic analysis. This literature review aims to get all data as analysis to the topic

2. Internet Searching

This method uses internet media to get the information which related to the study of semiotics. Through internet the writer could get many sources discussing the theories and the topic.

3. Analysis Data

The process to find out systematically then the writer could analyze the problems, the theories, and the result of the data.

4. Grouping discussion

In interpreting the logo, the writer uses the framework of Roland Barthes' semiotics analysis. The writer analyzes to find out and explain the change of four Starbucks logos, the writer classifies it into several discussion as follows:

a. Separating signs in logo based on the elements of logo such as images or visual and color. By separating signs in table form contained in logo makes the writer easy to analyze meaning and interpret messages from each of sign.

b. Analyzing the signs which will be described by the signifier and signified. In denotation level, messages are categorized as signifier and signified so the writer will find out the explicit meaning.

c. The next of analysis is the meaning of denotation that has been obtained at the first level of meaning becomes a signifier in stage level. With this signifier, the writer can find out connotative meaning. The analysis of denotation and

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connotation will be in table form appropriate with the signs that have been separated like in point 1 (one).

d. Explaining myth of the four logos.

1.7 Benefits of the Research

According to the objective of the research, the benefit of the research as follow:

a. Learn and understand semiotic study through the case. This research is as academic purpose; giving information knowledge for reader about semiotics study, particularly for Barthes' theory related to the Starbucks logo.

b. As practice benefits, particularly give suggestion to Starbucks in interpreting Starbucks logo, and in general this research can be a consideration in creating logo of a company.

1.8 Systematic Organization of the Research

The term paper has paper organization. The writer organizes the term paper into four chapters as follows:

Chapter 1:   Introduction

In first chapter, the writer explains starting from background of the research, identification of the problem, limitation of the problem, statement of the problem, objectives of the research, methods of the research, benefits of the research and systematic organization of the research about Roland Barthes' Denotation, Connotation and Myth in the Change of Four Starbucks Logo: A Study of Semiotics

Chapter 2:   Framework of the Theories

In this chapter consist of the theory of Roland Barthes about connotation, denotation, myth and logo. Semiotics from another experts, sign, signifier, signified, order of signification are other support theories besides Barthes'. Theory about logo consists of definition of logo, types of logo, factors and elements of logo creation.

Chapter 3: Roland Barthes' Denotation, Connotation and Myth in the Change of Four Starbucks Logo: A Study of Semiotics. The four logos change are separated into tables. Each elements of logo is explained through denotation and connotation. Myth is the last analysis that the writer explain.

Chapter 4: Conclusion and suggestion of the research