

**ROLAND BARTHES' DENOTATION, CONNOTATION, AND MYTH  
IN THE CHANGE OF FOUR STARBUCKS LOGOS:  
A STUDY OF SEMIOTICS**

TERM PAPER



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ENGLISH DEPARTMENT FACULTY OF LETTERS  
UNIVERSITY OF DARMA PERSADA  
JAKARTA  
2018

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TERM PAPER

Submitted as Partial Fulfilment of the Requirements  
For Obtaining Strata-1 Degree



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ENGLISH DEPARTMENT FACULTY OF LETTERS  
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2018

## **INTELLECTUAL PROPERTY STATEMENT PAGE**

### **ROLAND BARTHES' DENOTATION, CONNOTATION, AND MYTH IN THE CHANGE OF FOUR STARBUCKS LOGOS: A STUDY OF SEMIOTICS**

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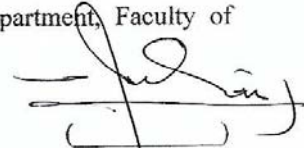
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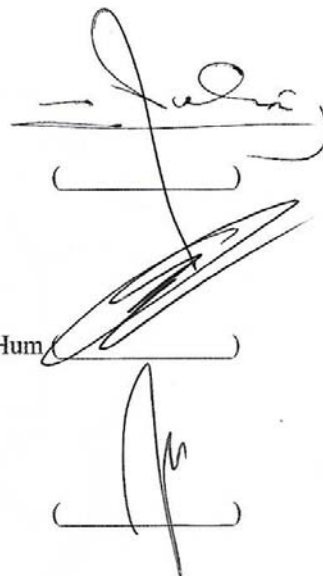
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Jakarta, 20<sup>th</sup> January 2018

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## ABSTRAK

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Program Studi : Sastra Inggris (S1)  
Judul : Roland Barthes' Denotation, Connotation And Myth In The Change Of Four Starbucks Logo: A Study Of Semiotics

*Penelitian ini ditujukan untuk menganalisis perubahan yang terjadi pada logo Starbucks. Starbucks telah empat kali melakukan perubahan pada logo yang telah menjadi karakteristik Starbucks. Elemen-elemen yang diubah tetap mengacu kepada logo pertama yang dibuat oleh Starbucks. Penelitian menggunakan pendekatan semiotik Roland Barthes dari denotasi, konotasi, dan mitos, penelitian ini menghasilkan beberapa temuan: (1) Perubahan keempat logo Starbucks terdapat pada figure 'Siren' yang awalnya tidak menggunakan pakaian pada bagian tubuh atasnya menjadi tertutup oleh rambut yang dimiliki siren. Warna logo yang berubah semula coklat menjadi berwarna hijau (2) makna denotasi dan konotasi dari masing-masing logo memiliki perubahan (3) mitos yang ada terletak pada figure 'Siren' dan pada warna yang menyimbolkan sebuah perkembangan, mewah, simple, dan lain-lain.*

**Kata kunci:** Semiotik, Denotasi, Konotasi, Mitos, Starbucks, logo



## ABSTRACT

Name : Rifa Nadira  
Program of Study : Strata One (S-1) Degree of English Department  
Title : Roland Barthes' Denotation, Connotation And  
Myth In The Change Of Four Starbucks Logo: A  
Study Of Semiotics

*This research is intended to analyze the changes that occur on the Starbucks logo. Starbucks has created four changes to the logo that has characterized Starbucks. The changed elements still refer to the first logo created by Starbucks. The research used the semiotic Roland Barthes approach of denotation, connotation, and myth, this study yields several findings: (1) The four changes of the Starbucks logo are found in figure 'Siren' which initially does not use cloth on the upper body become covered by the flowing hair of siren. Logo's color changes from brown into green color (2) denotation and connotation meaning of each logo has changes (3) the existence of myth appears in the figure 'Siren' and in colors that symbolize a development, luxury, simple, and others.*

**Keywords:** *Semiotic, Denotation, Connotation, Myth, Starbucks, logo*

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# **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

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

## CHAPTER II

### FRAMEWORK OF THE THEORIES

#### 2.1 Semiotics

##### 2.1.1 Definition of Semiotics

The term Semiotics was introduced by Hippocrates (460-377 BC), the inventor of Western medical science, such as the science of symptoms. The phenomenon, according to Hippocrates, is a Greek *semeion* for a "mark" or "sign" (sign) physically. In this case, the signs are about all things created as a form of delivering information that has a certain meaning so that it is communicative. Tinarbuko (2008: 16) explains sign is able to replace something else that could be thought of or imagined. Semiotic originally develops in the field of language, then develops also in the field of visual arts and visual communication design. Furthermore, according to Sobur (2009: 69), semiotics defines that *the phenomenon of social, society and culture as signs. The semiotics studies the system, the rules, the conventions that the signs have*. Hoed (2008: 47) adds *semiotics is study of signs in human life. It means that everything that exists in our lives seen as a sign, that is something we have to give meaning*.

Kaelan (2009:166) quotes Peirce's point of view that semiotics is based on logic, because logic learns about how someone reasons, while reasoning according to Peirce is used through signs. Sobur (2009:12) explains that Peirce is one of semiotics experts who has proposed a theory, namely triangle meaning; sign, object, and interpretant. One form of sign is the word. Meanwhile, the object is something that the sign refers. Finally, the interpretant is a sign that exist in someone's mind about the object referenced a sign. If the three elements of meaning interact in someone's mind, the meaning of object will appear and be represented by the sign. The important thing in this semiotics process is about how the meaning appears from a sign when the sign is used by someone while she or he is communicating. For instance when a girl is wearing a miniskirt, she is communicating about herself to someone else who might interpret her as a symbol of sexiness. Similarly, when Nadia Saphira appears in the movie "*Coklat Strowberi*" with her acting and physical appearance is alluring, the audience could just interpret it as a beautiful young icon and exciting.

Another semiotics expert is Ferdinand De Saussure. Sobur (2006) explains this theory of semiotics is put forward by Saussure into two terms; signifier and signified. *Signifier is seen as physical forms. Signified is seen as meaning revealed through concepts. Existence of Saussure's semiotics is relation between signifier and signified based on convention, known as signification.* Saussure defines semiotics as study of sign in human social life. It means that sign and meaning behind the sign are formed in social life. In communicating, someone uses sign for delivering the meaning about object and others will interpret that sign. Object for Saussure is known as “referent”. Almost similar with Peirce’s “interpretant”, Saussure states “object” as a referent and mentions it as an additional element in sign process.

Hurwitz (2009) mentions a semiological analysis specifically explains how some parts of the text (words, pictures, movies, magazine ads, songs, etc.) are used to form a meaning. The text can be formed jointly by the participants but in many cases the meaning will be variety for the participants. Therefore, semiotics can be a method to establish and analyze how communication works. As a result the semiotic theory is useful as a tool for researching or investigating misconceptions in intercultural communication.

Studying Semiotics provides benefits as follow:

1. Studying semiotics can make us pay more attention to the role of signs and roles that we and others play in shaping social reality.
2. By exploring various perspectives of semiotics we can realize that information or meaning is not presented in the world. Meanings are not sent to us but we are actively creating meaning based on existing codes.
3. We learn from semiotics that we live in a world of signs and have no other way to understand them except through the various signs and codes that have been formed.
4. Understand the stages of semiological analysis and apply them in media studies, visual communication, mass communication, advertising, and others.

The existence of Semiotic is important to know the meaning of a sign. not only benefits, Pateda (2001: 29) explains that there are nine kinds of Semiotics that have been known as follow:

1. Semiotics analytic is semiotics that analyzes sign system. Semiotics has sign as object and analyzes them into ideas, objects, and meanings. Ideas can be called as symbol; meanwhile, meaning is something contained in a symbol that refers to a particular object.
2. Semiotics descriptive is a concern of Semiotics to the sign system that everyone can experience now although there are other signs that still exist like witnessed today.
3. Semiotics fauna (zoosemiotics) is aimed to pay special attention to the sign system produced by animals. Animals usually produce signs to communicate with each other, but they often also produce signs interpreted by humans.
4. Semiotics cultural is specific semiotics that examines sign system applicable in the culture. The culture that exists in society that also includes the system uses certain signs that distinguish it from other societies.
5. Semiotics narrative is semiotics that examines the sign system of tangible myth and folklore.
6. Semiotics natural is a semiotic that specifically examines the sign system generated by nature.
7. Semiotic normative is semiotics that specifically examines the sign system made by human beings tangible norms, such as traffic signs.
8. Semiotics social is semiotics examines the sign system created by human. Both symbols of tangible words and symbols in the form of words in units are called sentences.
9. Structural semiotics is semiotics that specifically examines sign systems through language structure.

### **2.1.2 Roland Barthes Semiotic**

Related to the title, this section is specifically about Roland Barthes' semiotics. Kurniawan (2002: 53) in Barthes (1988: 179) defines semiotic and *semiology* have the same meaning. The using of the term is based on someone's thought. Those who join Peirce use the word "semiotics" and those who join Saussure use the word "*semiology*". *Semiology* (or semiotic) of Barthes refers to Saussure's semiotics which related to signifier and signified in a sign. Barthes

defines that *language is sign system reflecting to the assumption of particular society in certain time*. Semiotic in Barthes' terms-semiology basically is about *how humanity interprets the things. Interpreting means that objects do not only bring the information, but also constitute a structured system of signs. In other words, when someone looks at an object, the object tries to communicate by delivering the meaning*.

Sobur adds that in semiotic there are denotation and connotation. Those terms are introduced by Barthes. Barthes is known as one of structuralist thinkers who practices linguistic and Saussurean' semiology. Barthes is successor of Saussure thought about semiotics. Barthes adds denotation and connotation to his semiology (semiotics). The existences of denotation and connotation are the difference between Saussure and Barthes semiology although Barthes still applies the signifier-signifier of Saussure's term. Barthes also adds the myth in his semiotics to mark society. Myth is in second level of sign. This means that after sign-signifier-signified has been formed, that sign will become the new sign. The new sign in the first level is called denotation or terminology system, meanwhile sign in the second level is called connotation. When a sign has denotation meaning then denotation develops into connotation meaning, the connotation will be a myth. Myth is revealed after interpreting denotation become connotation meaning.

The writer assumes that semiotic is a science or analysis method to review signs. Reviewing signs is about the study of sign, the functions of sign and the production of the sign. Barthes puts forward Saussure's semiotics by adding another elements in his semiotics; denotation, connotation and myth.

## **2.2 Sign**

### **2.2.1 Definition of Sign**

Littlejohn in Sobur (2004:64) defines that *a sign indicates something other than itself to produce meaning, and meaning is the relation between an object or idea and a sign. Signs can be accessed or accepted by the senses that we have*. Signs will deliver the information or written messages in every activity and human behavior.

Graham Allen (2004: 41) redefines the relationship between language and the world through a new definition of words or the sign. *A sign is the combination of a material signifier (sound or written sign) and signified (concept).* The signified is not the object or action but its mental concept. Not only signifier and signified, but also Pateda adds that there are two signs which are caused by people. Those are verbal sign and nonverbal sign. The verbal sign is an utterance and nonverbal sign is a gesture.

Peirce (1931-58, 2.172) declares that signs take the form of words, images, sounds, odours, flavours, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. *'Nothing is a sign unless it is interpreted as a sign'.* Saussure offered a 'dyadic' or two-part model of the sign. He defined a sign as being composed of:



Picture 1: Sign

- a. 'signifier' (signifiant) - the form which the sign takes; and
- b. 'signified' (signifié) - the concept it represents.

The sign is the whole that results from the association of the signifier with the signified (Saussure 1983, 67; Saussure 1974, 67). The relationship between the signifier and the signified is represented in the Saussurean diagram by the arrows. The horizontal line marking the two elements of the sign is referred to as 'the bar'.

### 2.2.2 Signifier and Signified

Theory of Barthes cannot be separated from Saussure's. According to Saussure, sign has two entities, namely signifier and signified. This is the difference between Saussure's and Barthes although Barthes uses the term Saussure's signifier-signified.

Jackobson (1963b, 111; 1984b, 98) explains *the signifier is interpreted as the material or physical form of the sign – it is something which can be seen,*



*heard, touched, smelled or tasted.* The signified is defined as the meaning. It is the mental aspect of language including thought, mental illustration, or concept. The relationship between the signifier and signified is referred to as ‘signification’. If we take linguistic example, the word ‘open’ (when it is invested with meaning by someone who encounters it on a shop doorway) is a sign consisting of:

- a. a signifier: the word ‘open’,
- b. a signified concept: that the shop is open for business.

Saussure (1983: 101) adds a sign must have both a signifier and a signified. You cannot have a totally meaningless signifier or a completely formless signified. *A sign is recognizable combination of signifier with a particular signified.* The same signifier (the word ‘open’) could stand for a different signifier (and thus be a different sign) if it were on a push-button inside a lift (‘push to open door’). Similarly, many signifiers could stand for the concept ‘open’ (for instance, on top of a packing cartoon, a small outline of a box with an open flap for ‘open this end’) – again, with each unique pairing that constitutes a different sign.

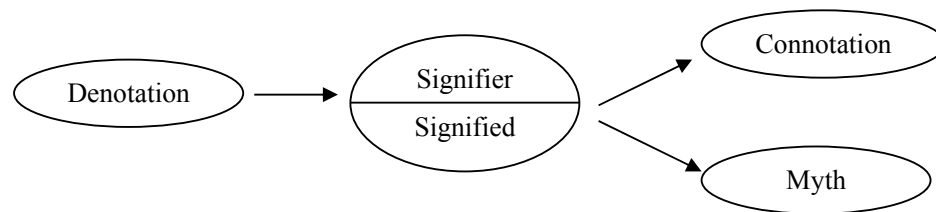
## **2.3 The Order of Signification**

### **2.3.1 Definition Order of Signification**

Syahri (2011: 18) explains Barthes’ idea known as “order of signification” is the study of meanings or symbols in a language or sign. Order signification is divided into denotation, connotation and other aspects of the sign, that is myth. Denotation is the first order of signification. This part consists of signifier and signified. It means that denotation is defined as what we see as literally in other words means dictionary meaning. Meanwhile, connotation is the second order of signification that contains the change meaning of the words associatively. Associative meaning is the meaning that has relationship with situation outside the language.

Barthes on John Fiske (2004: 128) defines *the first of signification as relation between signifier and signified in a sign towards external reality.* Barthes calls it denotation; the most obvious meaning of the sign. Connotation is a term used by Barthes to show the second order of signification. This describes the

interaction that occurs when a sign meets the feelings or emotions of the reader as well as the values of his culture. Connotation has subjective or least intersubjective meaning. Subjective is based on the feelings or sense of people, while the intersubjective is produced in social interaction. In other words, denotation is what the sign represents of an object, whereas the connotation is how to describe it. At the second of order signification relating to content, the sign works through myth. Myth in this term will be obtained after interpreting denotation become connotation meaning because all the result is an advanced interpretation of denotation and connotation that is adapted with condition and culture in society. The example, lush bamboo tree caused connotation of “sacred and spooky” because it regarded as dwelling of the spirits. This “sacred and spooky” connotation then become as common assumption attached to bamboo tree symbol, so that sacred bamboo tree is no longer a connotation but turned into a denotation of second order of sign. In this level, “sacred and spooky bamboo tree” is regarded as a myth finally. The above explanation can be represented on following picture:



Picture 2: Order of Signification

Source: John Fiske (2004:128)

Hjemslev (1961: 114) in Barthes (1957) explains the concept that meaning appears when there is relation between signified and signifier. As described above, *unity of a signifier with an idea or signified is sign. In other words, signifier is a meaningful “sound” or meaningful “scribble”. Thus, signifier is material aspect of the language; it is what is said or heard and what is written or read. Meanwhile, signified is mental, thoughts or image of concept.* Barthes

adopted from Hjelmslev the notion that there are different orders of signification. The first order of signification is denotation: at this level there is a sign consisting of a signifier and a signified. Furthermore, connotation is a second-order of signification which uses the denotation sign (signifier and signified) as its signifier.

Based on the description above, the writer concludes that both Fiske and Hjelmslev define the order signification that first order signification denotation is the sign of what it looks. The second order signification is the concept of what sign describes to the people who see the sign. People will identify not only knowing the concept of the sign, but also will find out the myth which appears inside the sign.

### **2.3.2 Denotation**

According to Barthes (1957), denotation is the first order of signification. It refers to the simple or literal relationship of a sign to the references; signifier and signified. *Denotation is the step of the sign which explains the relation between signifier and signified producing the explicit meaning.* Denotation meaning is also a common meaning which is accepted and approved in society. Based on Spradley in Sobur (2009: 263), *denotation meaning involves referential meaning. 'Denotation' tends to be described as the definitional, 'literal', 'obvious' or 'common sense' meaning of a sign.* In the case of linguistic signs, the denotation meaning is what the dictionary attempts to provide. Panofsky (1970: 51-3), the art historian proposes the denotation as a representational visual image that is what all viewers from any culture and at any time would recognize the image as depicting.

From the explanation above, the meaning of denotation can be defined as the initial meaning of a sign, text, and so on. In this phase, it explains the relation between signifier and signified in a sign as well as between sign and object they represent in external reality. External reality means everything that can be caught by sensory perception. Denotation refers to common-sense thing, the meaning of a sign. Denotation is also known as dictionary meaning of a word or terminology of object.

### 2.3.3 Connotation

Barthes (1967: 91) defines *connotation is the second order of signification comprises signifiers, signified. In the framework of Roland Barthes, the connotation is a sign which derives from the signifier of a denotative sign (so denotation leads to a chain of connotation)*. Barthes gives the priority to connotation and he notes that is not easy to separate the signifier from and signified. Meanwhile, Fiske (2010) adds that *connotation is the cultural meaning that become attached to a term. Connotation illustrates interaction that occurs when sign meets the emotions and culture values of the reader. Connotation has subjective meaning or at least intersubjective*. This happens when interpretant is affected by many objects or signs. For Barthes, important factor of connotation is signifier in first order is Connotation sign.

Based on the explanation above, the writer defines the connotation as second order signification to get the clear sign which identifies the hidden meaning. Berger compares connotation to denotation as follows:

Connotation	Denotation
Figurative	Literature
Signified	Signifier
Inferred / conclusion	Evident
Suggest meaning / giving impression about meaning	Describes / explanation
Realm of myth	Realm of existence

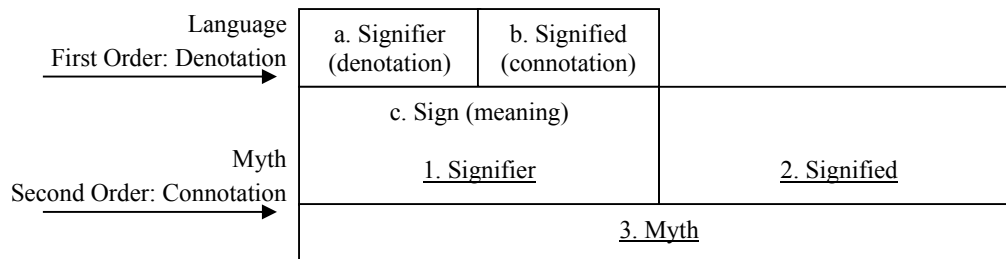
Table 1: The Comparison of Connotation and Denotation (Berger, 1994:86))

Berger (1994: 85) gives the example: a Barbie Doll denotes a toy doll, first marketed in 1959, that was 11.5 inches high, had measurements of 5.25 inches at the bust, 3.0 inches at the waist, and 4.25 inches at the hips (these measurements have changed in recent years). What we have here is a literal description of a

Barbie Doll and no more. What Barbie Dolls connote is another matter, about which there are many different views. For example, some scholars have suggested that the introduction and subsequent great popularity of the doll (and others like it) mark the end of motherhood as a dominant role for little girls in the United States, because Barbie spends her time as a "courtesan," buying clothes and having relationships with Ken and other dolls. She does not prepare little girls to be mothers, as earlier dolls did, dolls the girls could treat as babies, imitating their mothers' roles. A great deal of criticism involves examining the connotations of objects, characters, and images and tying these meanings to historical, cultural, ideological, and other concerns.

#### 2.3.4 Myth

John Fiske (2010) explains *myth is story used a culture to clarify or understand some aspects of reality or nature*. For Barthes, myth is a way of a culture about things, ways to conceptualize or understand something. Barthes thinks of the myth as the links of related concepts. Barthes (1993;115) adds *myth is also called as popular belief. Barthes is rather specialized one of the term of myth refers to a chain of concepts widely accepted throughout a culture, by which its members conceptualize or understand a particular topic or part of their social experience*. The role of myth, as Barthes explains, it is to expose the signs to show what appears to be determined by history.



Picture 3: Map sign of Barthes

Source: Paul Cobley & Litza Jansz, 1999, *Introducing Semiotic*, N.Y.

Totem Books, (Sobur, 2003:69)

Based on table above, Language or the first order explains (a) as signifier/denotation is added to (b) signified/connotation it will become (c) as sign/meaning. Then to the second order of signification, (c) signifier/denotation will be added to (2) signified/connotation, it will result (3) myth. In the beginning of signification that is always called as denotation; the first signification order. Further development of the initial marking is called the second signification order. Second order system of signification which is also called as the connotation can be developed to a new form of sign.

## **2.4 Logo**

### **2.4.1 Definition of Logo**

The word of logo was originally from Greek “*logos*”, means word, thought, speech of reason. Kusrianto (2009: 232) states that *logo is identity used to describe image and character an institution, company and also organization. Not only as the identity, logo contains meaning and values about characteristics, vision and mission of an institution, company and also organization.* According to Lip (1996: 31), company’s logo or organization is *a specific design, either in the form of symbol and image pattern or written letters that describe the image of company.* The role of logo becomes very important especially to make someone will remember, interested, then buy the product. From this function, the logo becomes an image whether the image of a product, company or organization. Over time, logo undergoes deformation of shapes from complicated logo form to a simple and memorable form. Various elements are added such as initial use and company’s name accordance with the needs.

Sudiana (1995: 25) mentions the functions of logo as follow:

1. Identity of products, service or organization
2. The distinction of a product, service or organization
3. Communication tools that communicate on authenticity, value and quality
4. Value added (for example cause prestige)
5. Valuable asset
6. Signs of a legal protection

Logo is not created without consideration. From the points above, logo is created to complete the function of a company.

#### 2.4.2 Types of Logo

Logo is used to represent the name of a specific name, to make it easier to remember. The types of logo according to Wheeler on Ramanda (2011) as follows:

a. Logo Word Mark

This logo consists of writing or abbreviation of a product or institution and is designed to convey brand attributes and brand positioning. Text is domain on this type of logo. People can see the text directly as the representative of this logo. The examples are *Nokia*, *Sony*, *Asus*, and so on.



Picture 4: *Sony Logo*, Example of Logo Word Mark

Source: *www.sony.net*

b. Logo Letterform

This type of logo consists of one characteristic letter or more and has a role as reminder to people who see the company's name. Letter or initial is used as a base to this type. Shape is also used for other support this logo. The examples are *McDonald*, *Honda*, and so on.



Picture 5: *McDonald Logo*, Example of Logo Letterform

Source: *thesun.co.uk*

c. Logo Emblem

Logo emblem has an object or element which consists of text and symbol inside. This logo is designed for form in detail. This logo is combination of text and also the image. The example for this type logo is often found in logo *Manchester United*, *Harley Davidson*, *Chelsea FC*, and so on.



Picture 6: *Manchester United Logo*, Example of Logo Emblem

Source: [www.manutd.com](http://www.manutd.com)

d. Logo Pictorial Mark

Logo pictorial mark is visual element that can be understood easily. We don't need much time to understand the logo. Sometimes logo is designed without name, because through the logo form, customer has already recognized the company. Such as: *Apple*, *Garuda Food*, *Mozilla Firefox*, and so on.



Picture 7: *Mozilla Firefox Logo*, Example of Logo Pictorial Mark

Source: [www.mozilla.org](http://www.mozilla.org)

e. Logo Abstract Mark

This abstract form is used to deliver the business value of a company. It emphasizes on philosophy of company formation. Form and shape are designed as base while the text is only a support for this logo type. The examples are *Pertamina*, *Indosat*, *Adidas*, etc.





Picture 8: *Pertamina Logo*, Example of Logo Abstract Mark

Source: [www.pertamina.com](http://www.pertamina.com)

f. Logo Character

This logo has human character image or another figure character as main logo. It is followed by text or initial as complement. Usually this logo character is easy to be recognized and remember. The logo is unique because there is character in it. The examples are *KFC*, *WWF*, *Hoka Hoka Bento*, *DreamWorks*, and so on.



Picture 9: *WWF Logo*, Example of Logo Character

Source: [www.worldwildlife.com](http://www.worldwildlife.com)

### 2.4.3 Factors of Logo Creation

According to Carter (1993), the essential factors in creating logo as follows:

1. Good design and meaningful:
  - a. Matches and good means logo design is match with the business objectives. Logo design invites good meaning that does not deviate for the company
  - b. Revised design means if the logo is no longer in accordance with the company's business objectives then it should be revised by using the old logo as the basis for the new formation logo

2. The right name:
  - a. Easy to remember means the logo must be created to impress everyone who saw the logo to keep in mind
  - b. Easy to read means the logo is created with a design that can be easily read by everyone.
  - c. Easy to understand means the logo is created with writing, images, and colors that are not difficult to understand
3. The planned and similar packaging systems are:
  - a. Simple means the logo is not excessive in the use of colors and font type
  - b. Show different means design logo is different with other logos.
4. Use of elements in the identity program are:
  - a. The use of color means the color in designing logo appropriate with the desired goals
  - b. Font type is designed with an interesting and impressive font

According to Evelyn Lip (1995), logo design must fulfill the following conditions:

1. Appropriate with culture
2. Logo must bear the image and show the actual condition activity of the company and describe the commercial goals of the organization it represents
3. Must be a visual communication tool
4. Must be balanced and therefore can be black and white or balanced in color.
5. The logo should describe a rhythm and proportion
6. Must be artistic, elegant simple but has an emphasis or focal point
7. The design should be harmonious
8. Must combine writing or letter so that it can convey the message in logical and clear

Based on elements of logo creation, the writer can conclude that to create a good logo, the creator should consider all aspects because logo determines the image and character of company.

#### **2.4.4 Elements of Logo Creation**

Smith (1993: 226) mentions that elements of logo creation are:

1. Line
2. Shape
3. Color
4. Typography

The next paragraph will explain the elements of logo creation as follow:

1. Line (Visual Symbol)

According to Lillian Gareth (48) defines line *as set of dots lined up then the dimension of length will stand out*. The formation of line is movement of a dot that forms a scratch. Scratch is usually created by using pens, pencils, brushes, and so on. The function of line is to represent structure, shape and geometry. Line is used as visual elements that can be used anywhere with the aims to clarify and simplify the reader.

2. Shape

Definition of shape according to Leksikon Grafika is *the form of something, like rounded ellipse, circle, rectangle, and so on*. From the definition can be described that shape is the form of something like rounded ellipse, circle, rectangle, triangle, and so on that can be used in a logo. In process of designing logo, shape takes a position that is not less important than other elements.

3. Color

Color has an influence in lives to affect our emotions, perception, and moods in way to describe something. Color is objectively or physically defined as the nature of light emitted subjectively or psychologically as part of the sense-of-sight experience. Sadjiman (2010:13) explained that every color has characteristic in this case is character traits possessed of a color. It means that color represents characteristics of an object to deliver the message to people who see the color. Characteristics of color need to be created consideration in applying the color in order to achieve the creator's purposes. Kurosu (2011: 561) defines color is a bridge between the meaning of a product and the customer's emotions. People have strong, direct feelings and impressions toward colors. In product design, colors are not only beautiful and decorative, but also carry symbolic meanings. As the primary visual factor for

appreciation of beauty, colors deeply affect our visual experience and emotions. Colors play an important role in forming a conception.

a. Red

Red is a very strong color. It is a noticeable color that is often used on signs for signaling caution or warning. Red color meaning is often associated with the word stop. It is a warm color that evokes a strong sense of passion, lust, sex, energy, blood and war. The red color is good at stealing attention from other colors, which is useful in many contexts. The color red is often used on flags as a symbol of pride and strength. (<https://www.color-meanings.com/red-color-meaning-the-color-red/>)

b. Yellow

Yellow is the brightest color that the human eye can see. Yellow color meaning represents youth, fun, joy, sunshine and other happy feelings. It is a cheerful and energetic color. The color yellow is often used for children's toys and clothes. The yellow color is often hard to read when placed on a white background, so designers must be careful when using the color yellow. It quickly becomes hard to read and you might not notice it at all. Although yellow is a bright and cheerful color, it can quickly become dirty and unpleasant, as it approaches the darker shades. (<https://www.color-meanings.com/yellow-color-meaning-the-color-yellow/>)

c. Green

Green is the color of nature and health. It represents growth, nature, money, fertility and safety. The color green is a relaxing color that is pleasing to the eye and is said to have healing powers. It is often used to represent anything that has to do with health. The color green has a strong sense of right and wrong, and a good judgment. It sees both sides of the case, weighs them up, and then take the moral and appropriate decision. The color green promotes love of nature, family, friends, pets and home. It is the color of people who love being in the garden, at home, or being a good host. But green color meaning can also be associated with being new

or inexperienced. (<https://www.color-meanings.com/green-color-meaning-the-color-green/>)

d. White

White is often associated with being pure, fresh and good. The color of a fresh snowstorm illustrates a peaceful and pure winter scene. The color white is often used as background on many websites, as it is easy to read black or dark text on it. White color meaning is best when used in a plain and simple design. It gives a nice clean look. The color white is also used by lots of charity and non-profit organizations, where it symbolizes something good and positive. (<https://www.color-meanings.com/white-color-meaning-the-color-white/>)

e. Black

Black is a color that is often used to portray something evil, depressing, scary and even death in the Western civilization. Black is also a very powerful color that symbolizes class, elegance and wealth. In color psychology black means power and control, and it holds on to information and objects instead of sharing them with others. (<https://www.color-meanings.com/black-color-meaning-the-color-black/>)

f. Brown

The color brown is serious and very down to earth, with properties like stability, structure and support. The brown color stands for protection and supporting the family with great sense of duty and responsibility. Brown color meaning calls for high priority, a strong need for security, belonging to a family and having lots of good friends. Brown stands for material security and acquirement of material possessions. The color brown finds quality in everything – a comfortable home, the best food and drink, as well as loyal friends or a partner. It is a color that exudes physical comfort, simplicity and quality. (<https://www.color-meanings.com/brown-color-meaning-the-color-brown/>)

#### 4. Typography

According to Sihombing (2001: 3) typography is *knowledge of letters can be learned in art discipline*. Selecting and styling letters aim to create a special impression, so that it will help the reader to get comfort of reading. Pudjiastuti (1999) explains that some types of letters have characteristics as follow:

1. Font type of *Sans serif* or *slab serif*, such as *Helvetica* or *Lubalin*, to display a firm but artistic.
2. Font type of *Century Schoolbook*, which is friendly and easy to read, reminds us of the atmosphere in elementary school.
3. A circular handwriting type like the *Snell Roundhand*, it is depicted to reveal the old memories.
4. Classic font type like *Bouer Bodoni* to create an elegant impression.
5. Modern computer font type like the *Émigré* is appropriate for creating a modern style.
6. Typewriter letter *Courier* font type as a newly published newspaper.
7. *Copperlate* font type that resembles handwriting is able to create the impression of skill and quality.
8. Classic Serif font type, such as *Bodoni*, *Caslon*, *Century* or *Garamond*, to create the impression of a prestigious and eternal.

Rustan (2011: 108) adds bold letters give impression of being masculine, authoritative, mature, serious, regular, heavy, dark, firm, strong, solid, and confident.

# CHAPTER III

## ROLAND BARTHES' DENOTATION, CONNOTATION, AND MYTH IN THE CHANGE OF FOUR STARBUCKS LOGOS: A STUDY OF SEMIOTICS

### 3.1 Starbucks

#### 3.1.1 History of Starbucks

Starbucks brand comes from America. A coffee shop was established in Seattle, USA. Starbucks is known as a place to relax and place to socialize for urban society in 1971. At the beginning, Starbucks was founded by 3 people; Jeny Baldwin, Zev Siegel, and Goredon Bowker. The name Starbucks is taken from Moby Dick Novel's character with its two-tailed mermaid logo called siren. Siren is believed to have a good effect on the logo. Starbucks offer the coffee lover coffee selection from all over the world. Starbucks coffee buyer itself goes to the coffee-producing regions in Latin America, Africa, Arabian and Pacific Asia to choose the best Arabica coffee.

As additional, not only the best quality of coffee but Starbucks also offers 30 blends coffee and single-origin coffees. Meanwhile, handcrafted beverages, Starbucks have fresh-brewed coffee, hot and cold espresso beverages, *frappuccino* coffee and blended beverages which not contain coffee; smoothies and tea. Fresh foods are served in Starbucks such as baked pastries, bread, salad, pasta, oatmeal, and fruits. Besides beverages product, Starbucks also provide merchandise like equipment for coffee and tea, cup and accessories, music, book notes, and gifts. Starbucks also has product named customer product, is product that can be processed at home. The products are coffee beans and ground coffee (Starbucks brand). The existence of non-coffee product can develop customer to try many variants that Starbucks offers. That is also the reason why Starbucks coffee removed the name of 'coffee' on its brand; only Starbucks.

Now Starbucks get the privilege to connect with millions customers everyday through products that are more than 19,000 stores in over 60 countries. The countries where Starbucks is deployed such as Argentina, Aruba, Australia, Austria, Bahamas, Bahrain, Belgium, Brazil, Bulgaria, Canada, Chile, China, Costa Rica, Curacao, Cyprus, Czech Republic, Denmark, Egypt, El Salvador,

England, Finland, France, Germany, Greece, Guatemala, Hungary, India, Indonesia, Ireland, Japan, Jordan, Kuwait, Lebanon, Malaysia, Mexico, Monaco, Morocco, New Zealand, Netherlands, Northern Ireland, Oman, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Scotland, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States, Vietnam and Wales.

As the number one coffee shop company over the world, Starbucks prioritizes service for customers' convenience and creates effective communication between all partners and customers. The main vision of Starbucks is creating a inclusive environment to all customers without seeing the differences among them. Partners (name for Starbucks barista) have to create a effective communication with all customers, then customers can feel the atmosphere the third home. Meanwhile, Starbucks has mission to inspire and nourish the human soul. *One person, one cup and one neighbourhood at a time.* This mission explains that Starbucks wants to create a third home atmosphere. The third home is definition that explains the place where people spend a lot of time other than in their own homes as the first house and in the second home; office. In this third home, customers can gather with friends, relatives, or even a single person while enjoying the product served and feel comfortable as at home.

### 3.1.2 Starbucks Logo

Starbucks has changed the logo several times. The character that exists in logo named Siren, a seductive woman in form of a mermaid with two tails and dominated by green as the typical color of Seattle.



Picture 10: The change of four Starbucks logos

Source: [www.selipan.com](http://www.selipan.com)



According to the evolution of the logo above, Starbucks has created makeover the logo four times. The first that can be seen significantly is Siren. The mermaid Siren at the first logo was topless until it has been changed into the Siren face is close up after many years. The second is the “STARBUCKS” text appeared from the first logo to the third evolution logo. In the last evolution logo the text of “STARBUCKS” disappeared. The four evolution logos have different reason to be revised.

The first logo was introduced in 1971 by Terry Heckled. The logo represents the topless Siren with the two-tailed in a circle colored chocolate. The color defines the symbolic of coffee which strengthening and impression of the coffee itself. But, the logo has controversy from people. The picture of topless Siren got criticism and asked to be revised. Finally the logo was forced to be revised to not make another controversy.

The second revision in 1987, Siren has flowing hair to cover her breast. In this revision, the color had been changed into green color. This color represents growth, freshness, uniqueness, and prosperity of Starbucks, which was created by Howard Schultz. The name of Starbucks was inside the circle with two stars on each side (right and left). However this logo still needed to be revised because Siren still showed her body.

The third evolution of Starbucks logo has more close-up view of Siren. In this logo, Siren face is shown and only a few part of Siren body. This evolution logo was created in 1992. The navel disappeared from the design and only the two-tailed were visible. The two stars and the name of Starbucks are still inside the circle. The color is still green for this third evolution logo.

The last evolution logo was redesign in 2011. This related to 40<sup>th</sup> celebrate of Starbucks. Actually, Siren is still in the logo. The difference is the mark of “Starbucks Coffee” is removed. The removal of “Starbucks Coffee” writing has a reason because Starbucks wants to grow the company not only offering coffee but also another products such as ice cream, tea and yogurt. “Starbucks Coffee” brand makes people thinking that Starbucks offers only coffee, in fact Starbucks offer another menu. Therefore, Starbucks removed writing of “Coffee” become “Starbucks” in the logo.

After the writer explains about the changes of four Starbucks logos, as for the factors in creating the logo on the four Starbucks logo as follow:

1. Good design and meaningful





No	Logo	Explanation
1		The logo matches with the business objectives. It represents the coffee company by showing the description of the products company sells. The character figure is matched with myth company believe in.
2		The logo is revised related to the character figure in logo. The character figure is revised because no longer accordance with the company needs. The logo refers to the first logo as the basis for the new formation logo.
3		The logo is still revised related to the character figure in logo. The character figure is revised to show character figure face is closer than previous logo. The company revised as needs.
4		The last logo is changed without description of products company sells. The company revised as needs to show people that company sell products not only coffee.

Table 2: Good Design and Meaningful of four logos change

2. The right name

The right name means the name of logo is easy to remember, easy to read, and easy to understand. The four logos use name of “Starbucks”. During the change of four logos, the company does not change the name or brand of Starbucks. The name of “Starbucks” is easy to keep in mind. With the simple and elegance design of text, “Starbucks” can be easily read and not to difficult to understand.

### 3. The planned and similar packaging systems







No	Logo	Explanation
1		The logo is simple which does not use colliding color. Brown is calm color not too bright but represents the company objectives.
2		The three logo use simple color and font type. It looks more elegance than using complex font type.
3		
4		

Table 3: The Planned and Similar Packaging Systems

### 4. Use of elements in the identity program are:

No	Logo	Explanation
1		The color is appropriate with company's desire goals. Color and font already represents company needs.
2		The color is more impressive with fresh color.



3		Font and color are interesting with impressive design
4		White and green are impressive although there is no text in logo. It still simple and impressive.


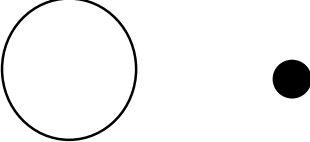




Table 4: Use of Elements in The Identity

Second, the writer will find out the elements of logo creation as follows:

1. Line (Visual Symbol)

The four logos use line to create shape such as Siren lips, eyes, nose and the top of tails.

2. Shape

No	Logo	Explanation
1		 Circle and bold dots
2		 Circle - dots - star - curve
3		 Circle - star - curve


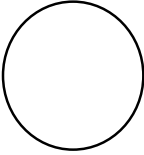


4		   <p>Circle - star - curve</p>
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Table 5: Shape of Four Logos Change

### 3. Color



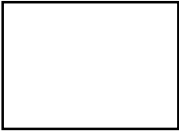



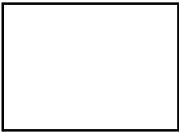







No	Logo	Explanation
1		  <p>Brown and white</p>
2		   <p>Green – black - white</p>
3		   <p>Green – black - white</p>
4		  <p>Green and white</p>

Table 6: Color of Four Logos Change

### 4. Typography

Selecting *Freight Sans* as font style of Starbucks is aimed to give simple impression and will help reader to get comfort of reading the font.

Beside factors and elements, the four Starbucks logo contains the following condition:

1. Appropriate with culture



Picture 11: The change of four Starbucks logos

In the first logo, Siren is represented topless. At that time, Starbucks logo gets some critics from people because it is considered the topless picture is inappropriate in the logo. Along with the growth of Starbucks around the world, logo is revised to cultural adjustment which is not all countries can accept the topless picture (Siren). Until the last logo change, Starbucks does not use topless Siren but Siren face. Starbucks always makes adjustments to the critics that related to the Starbucks customer culture.

2. Logo bears the image and shows the actual condition activity of the company and describes the commercial goals. With the existence of four logos change, Starbucks always makes changes for better company goals. The goal is to be the best coffee company around the world. It is proven with the evolution time to time. The image of Starbucks logo is related with myth, color, and element in logo.
3. Logo as a visual communication tool means a logo is not only as a brand but also a media to deliver information brand to public. In the first logo, brown color represents that Starbucks delivers that specialization in best coffee. The color is adjusted to the products; coffee. In the second logo until the last, green is used to show that products are made from nature and fresh. The green color is brighter than brown color.
4. The logo is balance in color. The creator uses two colors in the first logo. Two colors is balance because there is no color which is more dominant between brown and white. Brown and white are balance. The use of white, black and green in the second and third logo change are also balance. As well as the last


logo, white and green are good combination in logo because white is neutral color when it is combined with other color.

5. The logo describes a rhythm and proportion which does not intersect with the products that Starbucks serves.
6. Logo is artistic, elegant simple but has an emphasis or focal point can be seen from the four logos change are focused on Siren figure because Siren is the main character in Starbucks logo.
7. The design is harmonious among color, shape, and the message of the company.
8. The logo combines writing or letter so that it can convey the message in logical and clear. The first logo until the third logo uses the letter of “Starbucks”, “Coffee” to make people know that Starbucks serves coffee products. But in last logo, Starbucks removes the letter “Starbucks” because Starbucks has already 46 years use the brand in the logo and wants that people recognize Starbucks without seeing the brand name. Starbucks removes the letter “Coffee” Starbucks serves not only coffee but also another menu.

### 3.2 Analysis

#### 3.2.1 The First Starbucks Logo

##### a. Denotation and Connotation

No	Name	Denotation	Connotation
1	Circle	 <ol style="list-style-type: none"> <li>1. A circle shape in inside and outside of a logo</li> <li>2. Brown color in circle</li> </ol>	<ol style="list-style-type: none"> <li>1. A circle shape represents a dynamic, growth, unbroken, quality, perfect, and life impression. There is a circle in logo to strengthen the character in the logo.</li> <li>2. The color brown finds quality in everything. It is a color that exudes physical comfort, simplicity and quality.</li> </ol>



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Table 7: Denotation and Connotation of First Starbucks Logo

The main shape of Starbucks logo is circle and the logo has inner circle inside. Generally, the circle shape is usually used in logo. As denotation meaning, circle on Oxford dictionary is *a round plane figure whose boundary (the circumference) consists of points equidistant from a fixed point (the center)*. Circle is described as dynamic, growth, unbroken, quality, perfect, and life impression. Circle has no start and no end. Then, denotation of brown color according to Oxford dictionary is *a colour produced by mixing red, yellow, and blue, as of dark wood or rich soil*. Brown color is chosen to represent the comfort, simplicity and quality. It relates to coffee which has brown color. The brown color finds quality in everything – a comfortable home, the best food and drink, as well as loyal friends or a partner, the same as Starbucks mission.


No	Name	Denotation	Connotation
1	The word	 <ol style="list-style-type: none"> <li>1. Word of “Starbucks”, “Fresh Roasted Coffee”</li> <li>2. White color of the word</li> </ol>	<ol style="list-style-type: none"> <li>1. The word of Starbucks is a brand. Coffee, tea and spices are as the main products they serve. The font type of “Starbucks” design featured a simple bold font that attracted all age groups.</li> <li>2. White color is used to show and emphasize another color and give simple impression; same as the font text and clean look.</li> </ol>

Table 8: Denotation and Connotation of First Starbucks Logo



According to Oxford dictionary, the denotation of word is *a single distinct meaningful element of speech or writing*. It is written “Starbucks”. In connotation meaning, “Starbucks” is known by people as a brand name. “Fresh Roasted Coffee” is the main products of Starbucks. Since the first established, coffee is the main product. “Fresh Roasted Coffee” means Starbucks serves the fresh coffee after the process of roasting from the best quality coffee beans. The font type is designed simple bold to strengthen the word itself. It looks elegance with the combination of white color. White color as denotation meaning on Oxford dictionary is *the color of milk or fresh snow, due to the reflection of all visible rays of light; the opposite of black*. White as connotation meaning represents the simple impression. Simple impression in both font and color aims to match with other aspects of the logo. White color is also used to emphasize another color (brown) to make the combination text and logo clean (neat).


No	Name	Denotation	Connotation
1	The topless woman	 <ol style="list-style-type: none"> <li>1. A woman</li> <li>2. Topless</li> </ol>	<ol style="list-style-type: none"> <li>1. Siren is name of a creature in Greek mythology. Siren is described as beautiful woman like mermaid.</li> <li>2. Breast clearly can be seen because Siren is topless like mermaid.</li> </ol>

Table 9: Denotation and connotation first Starbucks logo

In Starbucks logo, there is a woman in crown holding two tails. According to Oxford dictionary, woman is defined as *an adult human female*, and topless is *(of a woman) having the breasts uncovered*. Thus, a topless woman is a human female who doesn’t cover her breast. With her beautifulness, the woman in logo gives seductive effect for customers to buy Starbucks. As connotation, this woman is named Siren. Siren is a creature like mermaid in Greek mythology. Mermaid is represented as a topless although there is also mermaid who covers their breast.


No	Name	Denotation	Connotation
1	Crown	 <p>1. Crown</p>	1. Crown is described as symbol for power, eternity, glory, and prosperity.

Table 10: Denotation and Connotation of First Starbucks Logo

Crown is worn by woman symbolizes power, eternity, glory and prosperity. Starbucks wishes with a crown on Siren, the power, eternity, glory, prosperity will give positive effect to Starbucks itself. Meanwhile, Oxford dictionary defines crown as *a circular ornamental headdress worn by a monarch as a symbol of authority, usually made of or decorated with precious metals and jewels.*


No	Name	Denotation	Connotation
1	The two tails	 <p>1. Two tails of mermaid</p>	1. As a creature from Greek mythology, Siren is depicted with two tails.

Table 11: Denotation and Connotation of First Starbucks Logo

Oxford dictionary explains tail is *the hindmost part of an animal, especially when prolonged beyond the rest of the body, such as the flexible extension of the backbone in a vertebrate, the feathers at the hind end of a bird, or a terminal appendage in an insect.* Mermaid moves by moving the tail aims to set the direction of balance. Mermaid has one tail generally. In this logo, mermaid has two tails to show the balance recipe in Starbucks product. It also relates with Siren which is as depicted with two tails in Greek mythology.

## b. Myth

In this logo, myth is shown in Siren character. Siren in Greek mythology is portrayed as mermaid-like. The facts that in Spanish, French, Italian, Polish, Romanian and Portuguese the word for mermaid is respectively *Sirena*, *Sirene*, *Sirena*, *Syrena*, *Sirena* and *Sereia*, furthermore in biology the *Sirenia* comprises an order of fully aquatic mammals that includes the *dugong* and manatee. Usually a mermaid has one tail, but in Greek mythology, Siren is depicted as two-tailed mermaid like picture below:



Picture 12: Siren in Greek mythology

Source: Quora.com


In Greek mythology, Siren is depicted as a beautiful mermaid-woman who aims to seduce sailors sail in the sea with the most powerful and the intriguing songs, and often vulnerable to the unfortunate death of sailors who cannot resist the temptation. The sailors who listen to Siren's powerful songs will get obsession and don't realize the ship is heading to the rocks. Starbucks' CEO Howard Shultz wrote: "*Terry [Heckler] also pored over old marine books until he came up with a logo based on an old sixteenth-century Norse woodcut: a two-tailed mermaid, or siren... That early siren, bare-breasted and Rubenesque, was supposed to be as seductive as coffee itself.*" The existence of Siren on Starbucks logo is created to seduce whoever sees the logo. It is also important because the logo creator wishes that Starbucks will seduce people to consume the Starbucks products, just like Siren who success teasing the sailors with her songs. The power of Siren also can be seen from Siren's expertise that Siren sings a beautiful song to the sailors. Thus, Siren can control whoever she sings to. Just like the coffee aroma served

before people visit the Starbucks which is very exciting. Siren is not intended to suggest the collapse of customers who buy the coffee but represents the interesting and tempting qualities of the coffee itself. It relates with the fact that people are easily tempted by Starbucks because Starbucks is a popular coffee brand shop although the price is quite high. Unconsciously, people become the loyal customers and are willing to buy Starbucks coffee frequently.

Crown is worn by Siren symbolizes power. The existence of crown will hopefully become the real power, eternity, glory, and prosperity to Starbucks itself. Then about color, the main color of the logo is brown. Brown color illustrates the coffee itself. The fresh, clean and healthy coffee of Starbucks is represented through the brown color. The brown color is combined with white color in another element. The white color represents purity and cleanliness.

### 3.2.2 The Second of Starbucks Logo Change

#### a. Denotation and Connotation

No	Name	Denotation	Connotation
1	Circle	 <ol style="list-style-type: none"> <li>1. The main shape of logo is circle</li> <li>2. The inner circle is white</li> <li>3. The green color is main color</li> <li>4. The black color is color of inner circle</li> </ol>	<ol style="list-style-type: none"> <li>1. A circle shape is used to represent a completeness and movement.</li> <li>2. The inner circle is used to strengthen the logo. The white color also gives simple impression but elegance; solid with the green color.</li> <li>4 Green color as the background represents nature and growth. The color green promotes love of nature, family, friends, pets, and home. The nature is proven by offering the best</li> </ol>

			quality product from nature which can be enjoyed with family or friends. 5 The black color is used to represent powerful color that symbolizes class, elegance, and wealth.
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Table 12: Denotation and Connotation of Second Change Starbucks Logo

The second evolution logo is the change of the first logo. First, the logo still uses circle shape to represent completeness and movement of Starbucks. As denotation meaning, circle on Oxford dictionary is *a round plane figure whose boundary (the circumference) consists of points equidistant from a fixed point (the center)*. In this logo, the creator uses two inner circles to strengthen the logo with white color. Then, denotation of white color according to Oxford dictionary is *the color of milk or fresh snow, due to the reflection of all visible rays of light; the opposite of black*. Starbucks uses white color like the word of “Starbucks” to give simple impression but elegance. Starbucks changes the logo color into green. Oxford dictionary defines green as *the color between blue and yellow in the spectrum; colored like grass or emeralds*. Starbucks gives the impression of green color as growth and nature. With the changing of logo, Starbucks wishes a growth from time to time. Moreover, Starbucks always uses the products from nature. Then, at the end logo Starbucks uses black color. According to Oxford dictionary black means *the very darkest color owing to the absence of or complete absorption of light; the opposite of white*. Black color is used to represent very powerful color that symbolizes class, elegance and wealth.


No	Name	Denotation	Connotation
1	The word	 <p>1. The word of "Starbucks" and "Coffee"</p>	1. The font word of Starbucks logo design features a simple yet bold font that attracts all age groups.

Table 13: Denotation and Connotation of Second Change Starbucks Logo

The second changing of Starbucks logo still uses the same word of "Starbucks". In connotation meaning, "Starbucks" is known by people as a brand name. In this second logo change, Starbucks changes "Fresh Roasted Coffee" into "Coffee". Starbucks wants to make their specialization on coffee products. The Starbucks font is designed simple bold to strengthen the word itself. The simple bold font "Starbucks" aims to confirm that Starbucks is the best coffee. It looks elegance with the combination of white color. White color as denotation meaning on Oxford dictionary is *the color of milk or fresh snow, due to the reflection of all visible rays of light; the opposite of black*. White as connotation meaning represents the simple impression. Simple impression in both font and color aims to match with other aspects of the logo. White color is also used to emphasize another color like green and black to make the combination text and logo are elegance.


No	Name	Denotation	Connotation
1	The crown	 <p>1. The crown is still used</p>	1. Crown is described as symbol for power, eternity, glory, and prosperity.

Table 14: Denotation and connotation second Starbucks logo

In this second logo change, the crown still exists. Oxford dictionary defines crown as *a circular ornamental headdress worn by a monarch as a symbol of authority, usually made of or decorated with precious metals and jewels*. Crown is as symbol of power, eternity, glory and prosperity. Starbucks wishes that a crown on Siren, the power, eternity, glory, and prosperity will give positive effect to Starbucks itself.


No	Name	Denotation	Connotation
1	The curve shape	 <p>1. The curve shape</p>	1. The curve shape represents flowing hair of Siren. A mermaid has a long flowing hair. Her flowing hair covers up her breast.

Table 15: Denotation and Connotation of Second Change Starbucks Logo

According to Oxford dictionary, curve is *line or outline which gradually deviates from being straight for some or all of its length*. The curve shape represents her flowing hair. The curve shape on Siren's hair is shown to cover her breast in contrast to the first logo in which Siren's hair is left behind her back. The curve is chosen to beautify Siren appearance with long and smooth hair.


No	Name	Denotation	Connotation
1	Stars	 <p>1. Two stars 2. Star on crown</p>	<p>1. Star represents a goal to reach success. It also symbolizes as light or something shines.</p> <p>2. Star on crown strengthen the power, eternity, glory and prosperity.</p>

Table 16: Denotation and Connotation of Second Change Starbucks Logo

Oxford dictionary defines star as *a fixed luminous point in the night sky which is a large, remote incandescent body like the sun*. Star is raised on crown and between the two sides of circle. Star represents to reach success. Star also symbolizes as something shine and lights. Star is combined with crown to strengthen power, eternity, glory and prosperity. Starbucks shows two stars that exist on circle side as the balance. The name of Starbucks will be shining and great in providing the best coffee to customers.


No	Name	Denotation	Connotation
1	Two tails	 <p>1. The curve shape</p>	1. The curve shape is depicted as tails that Mermaid has.

Table 17: Denotation and Connotation of Second Change Starbucks Logo

The curve is two tails with the curve shape. The curve shape is chosen to equate with flowing hair. According to Oxford dictionary curve is *line or outline which gradually deviates from being straight for some or all of its length*. Mermaid moves by moving the tail aims to set the direction of balance. Mermaid has one tail generally. In this logo, mermaid has two tails to show the balance recipe in Starbucks' product. It also relates with Siren which is depicted with two tails in Greek mythology.


No	Name	Denotation	Connotation
1	Navel	 <p>1. Point</p>	1. Belly button to show her beautiful body after the topless is forbidden to show

Table 18: Denotation and Connotation of Second Change Starbucks Logo



After the breast is covered, Starbucks adds navel to replace his uncover breast. Navel is added to beautify her beautiful body as mermaid. The navel is illustrated by point. According to Oxford dictionary, point is defined as *a dot or other punctuation mark, in particular a full stop.*

#### **b. Myth**

In this second logo change, the myth is still shown in Siren character. In Greek mythology, Siren is depicted as a beautiful mermaid-woman who aims to seduce sailors sail in the sea with the most powerful and the intriguing songs, and often vulnerable to the unfortunate death of sailors who cannot resist the temptation. The sailors who listen to Siren's powerful songs will get obsession and do not realize the ship is heading to the rocks. The existence of Siren on Starbucks logo is created to seduce whoever sees the logo. It is also important because the logo creator wishes that Starbucks will seduce people to consume the Starbucks products, just like Siren who succeed teasing the sailors with her songs. Siren is not intended to suggest the collapse of customers who buy the coffee but represents the interesting and tempting qualities of the coffee itself. It relates with the people are easily tempted by Starbucks because Starbucks is a popular coffee brand shop although the price is quite high. Unconsciously, people become the loyal customers and are willing to buy Starbucks coffee frequently. The word of "coffee" is more shown in this logo. It emphasizes that Starbucks has specialization in coffee.

The main color of the logo changes from brown into green. Green has a positive message for instance a tree has green color. Tree produces oxygen for living. It relates with wealth of nature. Nature impression is very attached to the green color. Starbucks changes the color to make image of nature in Starbucks. Thus, everyone who sees the green color feel the nature of Starbucks. The green color is combined with white color in another element. The white color is added to give simple and elegance impression. Then, Siren still uses crown in this logo to symbolize power. The existence of crown will hopefully become the real power, eternity, glory, and prosperity to Starbucks itself. The power of Siren also can be seen from Siren's expertise that Siren sings a beautiful song to the sailors. Thus,

Siren can control whoever she sings to. Just like the coffee aroma served before people visit the Starbucks which is very exciting. The topless Siren is not shown anymore in this logo because it is considered too vulgar. Starbucks changes Siren with only navel. Siren breast is covered by her flowing hair.

### 3.2.3 The Third of Starbucks Logo Change Logo

#### a. Denotation and Connotation


No	Name	Denotation	Connotation
1	Circle	 <ol style="list-style-type: none"> <li>1. The main shape of logo is circle</li> <li>2. The inner circle is white</li> <li>3. The green color is main color</li> <li>4. The black color is color of inner circle</li> </ol>	<ol style="list-style-type: none"> <li>1. A circle shape is used to represent a completeness and movement.</li> <li>2. The inner circle is used to strengthen the logo. The white color also gives simple impression but elegant solid with the green color.</li> <li>3. Green color as the background represents nature and growth. The color green promotes love of nature, family, friends, pets, and home. The nature is proven by offering the best quality product from nature which can be enjoyed with family or friends.</li> <li>4. The black color is used to represent a very powerful color that symbolizes class, elegance, and wealth.</li> </ol>

Table 19: Denotation and Connotation of Third Change Starbucks Logo

Starbucks does not change many elements in the third logo. First, the logo still uses circle shape to represent completeness and movement of Starbucks. As denotation meaning, circle on Oxford dictionary is *a round plane figure whose boundary (the circumference) consists of points equidistant from a fixed point (the center)*. The creator still uses two inner circles to strengthen the logo with white color. Then, denotation of white color according to Oxford dictionary is *the color of milk or fresh snow, due to the reflection of all visible rays of light; the opposite of black*. Starbucks uses white color like the word of “Starbucks” to give simple impression but elegance. Starbucks still uses green color in this logo. Oxford dictionary defines green is *the color between blue and yellow in the spectrum; colored like grass or emeralds*. Starbucks gives the impression of green color as growth and nature. With the changing of logo, Starbucks wishes a growth from time to time. Moreover, Starbucks always uses the products from nature. Starbucks uses black color in inner circle of the logo. According to Oxford dictionary black means *the very darkest colour owing to the absence of or complete absorption of light; the opposite of white*. Black color is used to represent very powerful color that symbolizes class, elegance, and wealth that symbolizes Starbucks which always presents the best quality and classy coffee.


No	Name	Denotation	Connotation
1	The word	 <p>1. The word of “Starbucks” and “Coffee”.</p>	1. The font type of Starbucks logo design features a simple yet bold font that attracts all age groups. White color adds the impression of simple and elegant of the text.

Table 20: Denotation and Connotation of Third Change Starbucks Logo

The third change of Starbucks logo still uses the same word of “Starbucks”. In connotation meaning, “Starbucks Coffee” is known by people as a brand name. The “Starbucks Coffee” font is designed simple bold to strengthen the word itself. It looks elegance with the combination of white color. White color as denotation meaning on Oxford dictionary is *the color of milk or fresh snow, due to the reflection of all visible rays of light; the opposite of black*. White as connotation meaning represents the simple impression. Simple impression in both font and color aims to match with other aspects of the logo. White color is also used to emphasize another color like green and black to make the combination text and logo are elegance.


No	Name	Denotation	Connotation
1	The crown	 <p>1. The crown is still used</p>	1. Crown is described as symbol for power, eternity, glory, and prosperity.

Table 21: Denotation and Connotation of Third Change Starbucks Logo

In this third logo change, the crown still exists. Oxford dictionary defines crown as *a circular ornamental headdress worn by a monarch as a symbol of authority, usually made of or decorated with precious metals and jewels*. Crown is as symbol of power, eternity, glory and prosperity. Starbucks wishes that a crown on Siren, the power, eternity, glory, prosperity will give positive effect to Starbucks itself.


No	Name	Denotation	Connotation
1	The curve shape	 <p>1. The curve shape</p>	1. The curve shape represents flowing hair of Siren. Her flowing hair covers up her breast.

Table 22: Denotation and Connotation of Third Change Starbucks Logo

According to Oxford dictionary, curve is *line or outline which gradually deviates from being straight for some or all of its length*. The curve shape represents her flowing hair. The curve shape on Siren's hair is shown to cover her breast like in the second logo. The curve is chosen to beautify Siren appearance with long and smooth hair.


No	Name	Denotation	Connotation
1	Stars	 <ol style="list-style-type: none"> <li>Two stars</li> <li>Star on crown</li> </ol>	<ol style="list-style-type: none"> <li>Star represents a goal to reach success. It also symbolizes as light or something shines.</li> <li>Star on crown strengthen the power, eternity, glory and prosperity.</li> </ol>

Table 23: Denotation and Connotation of Third Change Starbucks Logo

Oxford dictionary defines star as *a fixed luminous point in the night sky which is a large, remote incandescent body like the sun*. Star is raised on crown and between the two sides of circle. Star represents to reach success. Star also symbolizes as something shine and lights. Star is combined with crown to strengthen power, eternity, glory and prosperity. Starbucks shows two stars that exist on circle side as the balance. The name of Starbucks will be shining and great in providing the best coffee to customers.


No	Name	Denotation	Connotation
1	Two tails	 <ol style="list-style-type: none"> <li>The curve shape</li> </ol>	<ol style="list-style-type: none"> <li>The curve shape is depicted as tails that mermaid has.</li> </ol>

Table 24: Denotation and Connotation of Third Change Starbucks Logo

The curve is two tails with the curve shape. The curve shape is chosen to equate with flowing hair. According to Oxford dictionary curve is line or outline which gradually deviates from being straight for some or all of its length. Mermaid moves by moving the tail aims to set the direction of balance. Mermaid has one tail generally. In this third logo change, balance is always continuously developed on Starbucks product quality.

#### **b. Myth**

In this third logo change, Siren is still depicted as a beautiful mermaid-woman in Starbucks logo who seduces sailors sail in the sea with the most powerful and the intriguing songs, and often vulnerable to the unfortunate death of sailors who cannot resist the temptation in Greek mythology. The sailors who listen to Siren's powerful songs will get obsession and don't realize the ship is heading to the rocks. The existence of Siren on Starbucks logo is created to seduce whoever sees the logo. It is also important because the logo creator wishes that Starbucks will seduce people to consume the Starbucks products, just like Siren who succeed teasing the sailors with her songs. Siren is not intended to suggest the collapse of customers who buy the coffee but represents the interesting and tempting qualities of the coffee itself. It relates with the people are getting easy tempted by Starbucks because Starbucks is popular coffee brand shop even the price is quite high. Unconsciously, people become the loyal customers and are willing to buy Starbucks coffee frequently. The word of "coffee" is more shown in this logo. It emphasizes that Starbucks has specialization of coffee.

The main color of the logo is green. Not only nature impression which be the representation of green color but also green color shows a growth of Starbucks. Thus, everyone who sees the green color can feel the nature of Starbucks in many years. The green color is combined with white color in another element. The white color is added to give simple and elegance impression. Then, Siren still uses crown in this logo to symbolize power. The crown is as Siren expertise of beautiful songs that Siren sings to the sailors. The existence of crown will hopefully become the real power, eternity, glory, and prosperity to Starbucks itself. The power of Siren also can be seen from Siren's expertise that Siren sings

a beautiful song to the sailors. Thus, Siren can control whoever she sings to. Just like the coffee aroma served before people visit the Starbucks which is very exciting. Evidently, the second logo which shows Siren navel still needs to be revised. In this third logo, Starbucks takes more close-up of Siren. It aims to make everyone always remember of Starbucks by seeing Siren face. It is more simple than the previous logo which shows Siren body with navel.

### 3.2.4 The Fourth of Starbucks Logo Change

#### a. Denotation and Connotation


No	Name	Denotation	Connotation
1	Circle	 <ol style="list-style-type: none"> <li>1. A circle of a logo</li> <li>2. Green Color in circle</li> <li>3. White Color on Character in circle</li> </ol>	<ol style="list-style-type: none"> <li>1. A circle shape is used to represent a dynamic, growth, unbroken, quality, perfect, and life impression.</li> <li>2. Green color as the background represents nature and growth. The color green promotes love of nature, family, friends, pets, and home. The nature is proven by offering the best quality product from nature which can be enjoyed with family or friends.</li> <li>3. White is often associated with being pure, fresh and good. It gives a nice clean look. Starbucks provides the fresh and clean products.</li> </ol>

Table 25: Denotation and Connotation of Fourth Change Starbucks Logo

As denotation meaning, circle on Oxford dictionary is *a round plane figure whose boundary (the circumference) consists of points equidistant from a fixed point (the center)*. The circle shape is still used for the last logo. Circle is represented as dynamic, growth, unbroken, quality, perfect, and life impression. The creator removes inner circle which has been used in the first to third logo. Then, the last change of logo is simple with the color of green and white. Denotation of white color according to Oxford dictionary is *the color of milk or fresh snow, due to the reflection of all visible rays of light; the opposite of black*. Starbucks uses white color like the word of “Starbucks” to give simple impression but elegance. Starbucks still uses green color for this logo. Oxford dictionary defines green as *the color between blue and yellow in the spectrum; colored like grass or emeralds*. Starbucks gives the impression of green color as growth and nature. With the changing of logo, Starbucks wishes a growth from time to time. Moreover, Starbucks always uses the products from nature.


No	Name	Denotation	Connotation
1	Crown and star	 <ol style="list-style-type: none"> <li>1. Crown in head</li> <li>2. Star on crown</li> </ol>	<ol style="list-style-type: none"> <li>1. Crown is described as symbol for power, eternity, glory, and prosperity.</li> <li>2. Star represents shine and gives light to others. Star on crown strengthen the power, eternity, glory and prosperity.</li> </ol>

Table 26: Denotation and Connotation of Fourth Change Starbucks Logo

In this last logo change, the crown still exists. Oxford dictionary defines crown as *a circular ornamental headdress worn by a monarch as a symbol of authority, usually made of or decorated with precious metals and jewels*. As symbol of power, eternity, glory and prosperity, Starbucks wishes that a crown on



Siren, it will give positive effect to Starbucks itself. Oxford dictionary defines star as *a fixed luminous point in the night sky which is a large, remote incandescent body like the sun*. Star also symbolizes as something shine and lights. Star is combined with crown to strengthen the power, eternity, glory and prosperity.


No	Name	Denotation	Connotation
1	A smile	 <p>1. A smile of woman face</p>	1. A smile makes everyone who sees smile feeling comfort. A smile brings sympathy and positives things.

Table 27: Denotation and Connotation of Fourth Change Starbucks Logo

According to Oxford dictionary, smile is *form one's features into a pleased, kind, or amused expression, typically with the corners of the mouth turned up and the front teeth exposed*. As connotation meaning, a smile represents hospitality of Starbucks. Starbucks wants customers to feel comfortable once they come to Starbucks. With the hospitality to the customers, Starbucks wishes that customers will come back to enjoy the foods and beverages.


No	Name	Denotation	Connotation
1	Curve shape	 <p>1. Curve shape</p>	1. The curve shape represents flowing hair. The curve impresses elegance, movement, and growth.

Table 28: Denotation and Connotation of Fourth Change Starbucks Logo

According to Oxford dictionary curve is *line or outline which gradually deviates from being straight for some or all of its length*. The curve shape

represents her smooth and graceful flowing hair grows to create movement. The curve shape on Siren's hair is shown to cover her breast like the previous logo. The curve is chosen to beautify Siren appearance with long and smooth hair.


No	Name	Denotation	Connotation
1	The tails	 <p>1. Two tails</p>	1. As we know, a mermaid only has one tail. In this logo, mermaid has two tails to show a balance of this product.

Table 29: Denotation and Connotation of Fourth Change Starbucks Logo

The curve is two tails with the curve shape. The curve shape is chosen to equate with flowing hair. According to Oxford dictionary curve is *line or outline which gradually deviates from being straight for some or all of its length*. . Mermaid moves by moving the tail aims to set the direction of balance. Mermaid has one tail generally. In this logo, mermaid has two tails to show the balance recipe in Starbucks product. It also relates with Siren which is depicted with two tails in Greek mythology.

#### **b. Myth**

In this last logo change, Siren as the image of Starbucks still exist on Starbucks' logo with her close-up face. Siren is able to seduce sailors sailing in the sea with the most powerful and the intriguing songs. The songs are often vulnerable to the unfortunate death of sailors who cannot resist the temptation in Greek mythology. The sailors who listen to Siren's powerful songs will get obsession and do not realize the ship is heading to the rocks. The existence of Siren on Starbucks logo is created to seduce whoever sees the logo. It is also

important because the logo creator wishes that Starbucks will seduce people to consume the Starbucks products, just like Siren who successful teasing the sailors with her songs. Just like the coffee aroma served before people visit the Starbucks which is very exciting. In this last change of logo, Starbucks removes the word of “Coffee” which has existed in the second and third logo for many years. Starbucks wants to grow the products not only coffee, but another products like tea, yogurt, ice cream, and foods. With the existence of other menu, customers can enjoy new spectacular dishes just like their famous Starbucks coffee.

The main color of the logo is green. Not only nature impression which be the representation of green color, but also green color shows a growth of Starbucks. Thus, everyone who sees the green color can feel the nature of Starbucks in many years. The green color is combined with white color in another element. The white color is added to give simple and elegance impression. Then, Siren still uses crown in this logo to symbolize power, eternity, glory, and prosperity to Starbucks itself. The new dishes will bring Starbucks to have more power to be the number one. In this last logo, Starbucks takes more close-up of Siren. It aims to make everyone always remembers of Starbucks by seeing Siren’ face in logo. No upper body or navel is shown in this logo.

## **CHAPTER IV CONCLUSION**

### **4.1 Conclusion**

Logo is needed to represent company identity. With the existence of logo, a company gives the positive impression to the customers. In this term paper, the writer explains the change of four Starbucks logo such as the factors and elements. The change of Starbucks logo is affected by the company needs. The use of Siren figure as main character in Starbucks logo changes into four times because it is considered of inappropriate culture condition. Not only that, the elements like shape, color, and name is changed by time. The using of Semiotics of Barthes is selected because Semiotic is a study of signs. Semiotics learns about the message or meaning through the signs. Barthes uses denotation, connotation and myth in his theory to reveal the meaning inside a sign. Denotation, connotation and myth is used to find out the meaning words and explicit inside the logo. The writer concludes based on the research that denotation meaning appears in the first Starbucks logo is seen from the main shape of logo is circle and figure of topless Siren wears crown in her head. With the background color of logo is brown. Brown color is combined with white color in the text of “Starbucks” and “Fresh Roasted Coffee”. The second change until the last change of Starbucks logo still use Siren figure. In the second and third change logo, Starbucks changes brown color into green color. The text of “Fresh Roasted Coffee” shortened to “Coffee”. The last logo removes the text of “Starbucks”.

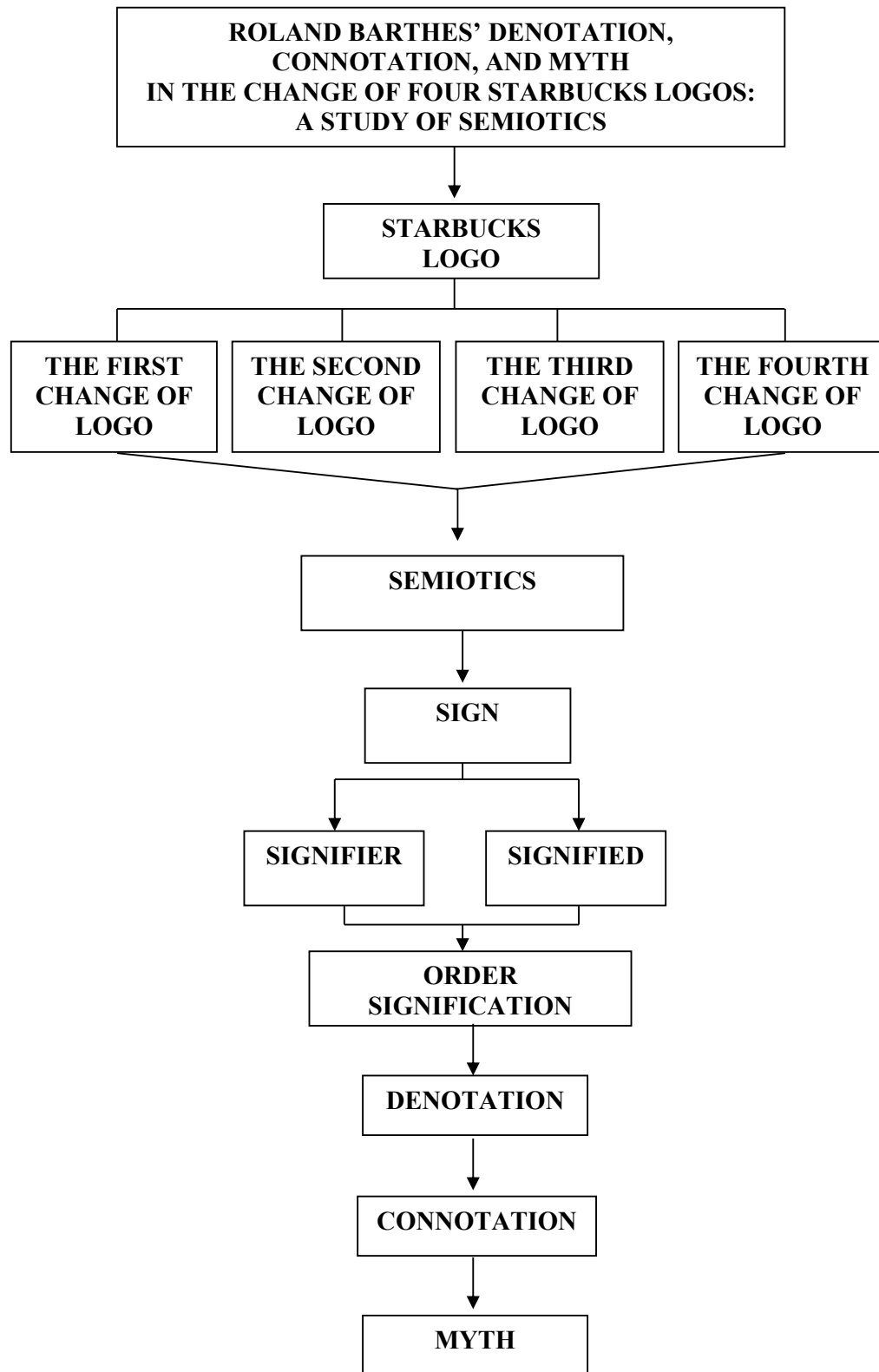
Connotation meaning appears in Starbucks logo are seen from the circle shape represent dynamic, growth, and movement. The color of brown represents coffee as Starbucks specialization in coffee. Brown color is changed into green color to make impression of fresh and nature just like the coffee is fresh from the best quality coffee bean. Black color is also used in inner circle to represent the powerful color. Siren as figure represents the beautifulness and hospitality of Starbucks. Siren welcomes the customers to enjoy the coffee with her friendly smile. The brand name “Starbucks” exist in the first until the third logo change. In the last logo change, Starbuck removes the text of “Starbucks” to show customers

that Starbucks does not only serve coffee but another best quality beverages and foods. Besides it, people already know Starbucks without seeing mark of “Starbucks”. The writer also finds out that Starbucks logo myth appears from Siren and color. Siren in Greek myth represents as beautiful mermaid who can seduce the sailors through her songs. After doing the research, the writer finds out that Starbucks use Siren as the figure in logo to make customers who see the logo feel the hospitality of Starbucks and enjoy the coffee.

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## SCHEME OF THE RESEARCH



## POSTER RESEARCH

### ROLAND BARTHES' DENOTATION, CONNOTATION AND MYTH IN THE CHANGE OF FOUR STARBUCKS LOGO:

#### A STUDY OF SEMIOTICS

The First Starbucks Logo



The Second Change of  
Starbucks Logo



The Third Change of  
Starbucks Logo



The Last Change of  
Starbucks Logo



#### BACKGROUND

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.

#### FORMULATION PROBLEM

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

#### OBJECTIVES

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

#### CONCLUSION

The writer concludes the change of four Starbucks logo such as the factors and elements is affected by the company needs. The use of Siren figure as main character in Starbucks logo changes into four times because it is considered of inappropriate culture condition. Not only that, the elements like shape, color, and name is changed by time. The using of Semiotics of Barthes is selected because Semiotic is a study of signs.



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<p><b>ABILITIES MEASURED</b></p> <p><b>PERCENT CORRECT OF ABILITIES MEASURED</b></p> <p>0%  100%</p>		<p><b>ABILITIES MEASURED</b></p> <p><b>PERCENT CORRECT OF ABILITIES MEASURED</b></p> <p>0%  100%</p>	
Can infer gist, purpose and basic context based on information that is explicitly stated in short spoken texts	80	Can make inferences based on information in written texts	53
Can infer gist, purpose and basic context based on information that is explicitly stated in extended spoken texts	73	Can locate and understand specific information in written texts	68
Can understand details in short spoken texts	65	Can connect information across multiple sentences in a single written text and across texts	45
Can understand details in extended spoken texts	75	Can understand vocabulary in written texts	77
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9.	15/01/18	Revisi terakhir	

10.			
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Jakarta, 16 Januari 2019

Menyetujui :

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(.....)

Pembimbing II

(.....)

Mengetahui :

Pembimbing Akademik

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Kajur Inggris S-1

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