SCHEME OF THE RESEARCH

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

STARBUCKS LOGO

THE FIRST CHANGE OF LOGO

THE SECOND CHANGE OF LOGO

THE THIRD CHANGE OF LOGO

THE FOURTH CHANGE OF LOGO

SEMIOTICS

SIGN

SIGNIFIER

SIGNIFIED

ORDER SIGNIFICATION

DENOTATION

CONNOTATION

MYTH
**ROLAND BARTHES’ DENOTATION, CONNOTATION AND MYTH IN THE CHANGE OF FOUR STARBUCKS LOGO:**

**A STUDY OF SEMIOTICS**

**BACKGROUND**

Understanding the logo of Starbucks is very interesting. The writer assumes that a customer only see the logo of Starbucks 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 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.
ABOUT THE WRITER

Name: Rifa Nadira
Nationality: Indonesian
Sex: Female
Place/Date of Birth: Jakarta, 24 November 1995
Address: Kav Bulak Sentul No 108
Kelurahan Harapan Jaya - Kecamatan Bekasi Utara
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Mobile Phone: 085695198112
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Formal Education
2001 - 2007: SDN Harja XVII, Bekasi
2007 – 2010: SMP Taman Harapan, Bekasi
2010 - 2013: SMKN 1, Bekasi. Multimedia.
2014 - present: University of Darma Persada, Jakarta.
## LISTENING AND READING

### Client Info
- **Name:** Rifa Nudira
- **Date of Birth:** 1995/11/24
- **Test Date:** 2016/01/19

### Listening Score
- **Score:** 360
- **Percent Correct of Abilities Measured:**
  - Can infer purpose and basis of communication in recorded spoken tests: 9% correct (10%)
  - Can understand details in short spoken tests: 9% correct (10%)
  - Can understand details in extended spoken tests: 9% correct (10%)

### Reading Score
- **Score:** 330
- **Percent Correct of Abilities Measured:**
  - Can make inferences based on information in written texts: 9% correct (8%)
  - Can understand and interpret specific information in written texts: 9% correct (8%)
  - Can present information across multiple sentences in a single written text and across texts: 9% correct (8%)

### Total Score
- **Score:** 690

### Proficiency Description Table
* The Proficiency Description Table can be found on our website, [www.ets.org/toiec](http://www.ets.org/toiec)

### How to Read Your Score Report

**Percent Correct of Abilities Measured:**
- Percentage of items you answered correctly on the last test for each of the Abilities Measured. Your performance on questions testing these abilities cannot be compared to the performance of test-takers who have other forms or in different years.

**Note:** TOEIC scores more than two years old cannot be reported or validated.
# LAPORAN KEMAJUAN PENULISAN SKRIPSI SARJANA

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BUJU KONTROL DAN BIMBINGAN MAGASINIA PROGRAM STUDI SASTRA INGGRIS S-5 UNGSADA
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