



Semiotics Sign and Meaning in the Selected Logos of Coffee Shops in Pekanbaru

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ABSTRACT

Coffee shop is very popular in Indonesia. Coffee shop usually has logo which contain their own characteristic to identify the coffee shop. This research focused about element of the sign and meaning through the coffee shops logos in Pekanbaru. The purpose of this research was to analyze what the elements of the sign and what the interpretant meaning of the sign in coffee shops logos. This research used qualitative method to describe the research about elements and interpretant sign in each coffee shop logo. This research using triadic semiotics theory which created by Charles Sanders Peirce to do analysis. Total data to analyze were 10 coffee shops in Pekanbaru. The result showed that the icon where to focus on the image or could be said the icon such as a half circle, manual coffee grinder handle, coffee bean grow some leaf, letter "D" fill with house and grass, the bridge and plastic up with coffee bean, letter "A" with coffee bean and roof house with letter "O" fill with coffee bean. The index sign was to shown which had the name of their coffee shop. The symbols was to focus on the philosophical meaning of the logo color.

KEYWORDS

Semiotics; Logo;
Coffee Shop

ABSTRAK

Kedai kopi sangat populer di Indonesia. Kedai kopi biasanya memiliki logo yang mengandung ciri khas tersendiri untuk mengidentifikasi kedai kopi tersebut. Orang biasanya memulai percakapan satu sama lain, semua orang dapat bertemu dengan teman mereka di kedai kopi, orang dapat berbicara, berkumpul, dan bersantai. Penelitian ini difokuskan untuk mempelajari unsur tanda dan makna melalui logo kedai kopi di Pekanbaru. Tujuan dari penelitian ini adalah untuk menganalisis apa saja unsur-unsur tanda dan apa makna interpretan dari tanda tersebut pada logo kedai kopi. Penelitian ini menggunakan metode kualitatif untuk mendeskripsikan penelitian tentang elemen dan tanda interpretan .

KATA KUNCI

Semiotik; Logo; Kedai kopi

pada setiap logo kedai kopi. Penelitian ini menggunakan teori semiotika triadik yang diciptakan oleh Charles Sanders Peirce untuk melakukan analisis. Total data yang akan dianalisis adalah 10 kedai kopi di Pekanbaru. Hasil penelitian menunjukkan bahwa ikon tempat memfokuskan gambar atau dapat dikatakan ikon seperti setengah lingkaran, pegangan penggiling kopi manual, biji kopi tumbuh beberapa daun, huruf "D" diisi dengan rumah dan rumput, jembatan dan plastik. dengan biji kopi, huruf "A" dengan biji kopi dan atap rumah dengan huruf "O" isi dengan biji kopi. Tanda indeks untuk menunjukkan yang memiliki nama kedai kopi mereka. Simbol-simbol itu untuk fokus pada makna filosofis dari warna logo.

INTRODUCTION

Semiotics was study about symbols which already had their respective meanings. Sometimes people do not know what the meaning of the symbol means and consider it was normal, but actually the symbol had the clear and important meaning related to each owner of the company. Semiotics is the study which learned how signs and symbols could create meaning such as pictures, traffic sign, emoticons, words and many more. Semiotics get an important part for companies to discusses about the sign which can be widely seen in the national or international business sector connect to the science of semiotics. The first semiotics concept is the sign which rises a stimulus it can also be interpreted to indicate other conditions. The second semiotics concept is a symbol to markers for signs which were still complex and also got much values (Littlejohn & Foss, 2012: 54).

Logo has the high value of collaborative intelligence which is the visual object and as the strategic business tool that allow identify through the companies. Some meaning or association will come with time through interaction with the logo. The logo has a siren icon that symbolizes a mermaid in Greek mythology with two different sides, some sailors are fascinated by the beauty of the mermaid but instead bring disaster to sailors from melodious voice, which makes sailors sleepy and the ship sinks throwing rocks in the sea, so it means the same as people who drink coffee will make complacent also do not even realize if people spent some time just for a cup of coffee (Putra, A. A., Tama, A. K., Simbolon, H. O., 2020).

It is commonly known the coffee product has a high value for national or international market business and it is the continuous product which is competitive to be priority for ICO (international coffee organization) because coffee is like by many people including teenagers or adults. So that is why the coffee shops logos very important for the company to identify and use for it. In each brand uses logo as an image to all coffee shops company which is able to get the customer attention. Symbols that have the different in one brand from another, they are often easily identifiable and serve to invoke certain brand in the consumer's imagination. Consumers are accustomed and search for the company logos as visual shortcuts rather than brand names (Selame, 1988). In relation to the background, there were some problems to follows, they were: What were the semiotics sign and the meaning found in the selected logos of some coffee shops in Pekanbaru?

Peirce's Triadic Model

Semiotics theory must have to apply in the field of education, basically in studies of language learning and teaching. Due to the use of image tool also body language, these studies highlight the educational benefits of semiotics approaches for learning the meaning of new words and analyzing text (Qadha & Mahdi, 2019). Ollerhead (2018) even said that immigrant ELLs in Australia that are try to teach to use some emoji, color combinations, and also other semiotics educative resources add to their vocabulary and continually progress so the semiotics techniques control them to participate the whole of their own emotions and intellectual abilities more fully in the process of learning. Three basic concepts form the semiotics model. The first concept is sign, it is making from physical shape and it is understand the audience. sign, it have both totality that emerges from the interaction of the signifier and the signified (Saussure, 1983). Second concept is context. In semiotics, context happens to those parts of a discussion and also contact that give meaningful and clear meaning to the ongoing change, it allows the receiver of the communication to make sense of it and remove the purposeful meaning (Bowcher, 2018). It is enables to receiver of the contact to deal for it and take the original meaning and third concept is meaning. Meaning have the relation between the receiver of a sign and their own perception of the world around them in cognitive semiotics, which means the meaning formed when receiver connects and interacts with near to be understable of the sign (Zlatev, 2018). Those model concepts, semiosis shapes to relation in the sign, context and meaning. Perceptively semiotics that is in revolve sign it involves the creation of value. According to Peirce (1980) there are three which connected to the sign as the trichotomy concept.

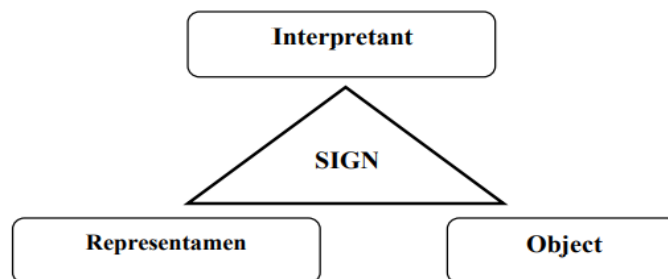


Figure 1 Peirce's Triadic Model

The Peirce model Semiotics method in the process of sign formation and unrestricted interpretation of signs, known as the Semiosis process, it felt that the three components could be merged, together with the categories they imposed on signs, to provide a comprehensive list of sign kinds. Each sign also is categorize as the mixture from its three components.

Logo

Logo is something that tangible as the reflection of things that are non-visual of a company. For example like culture, attitudes, whose behavior is in the form of visual (Suwardikun, 2000:7). According to Adams & Morioka (2009:16) it characteristic as symbol of the business, service, product, concept, publication or service. Theory of logo it have to identity of a company in a visual

form that is apply in various facilities and activities of the company as a form of visual communication, besides the function of the logo is a trademark identity of a business entity and is the characteristic of the company (Carter, D. E., 1986). The meaning of the logo is derive from the characteristic represent by history, business culture, position, or objectives. Outside or beyond the logos shape, the emphasis is on the meaning (Rustan, 2009: 8). The logo must also describe or image the company. According to the theory of Katz's book in Wheeler (2009) says that the logo must show the companies vision and mission, the segmentation target to each the community. Each brand reflects the character of the brand. Logo is the simplification of the word logotype itself. The term logo is popular and many use it in 1937, until now the word logo is more popular than logotype. Logos can use any elements, such as: gram logos, images, writing, and others.

There were some related findings according to semiotic analysis. First was Ananda, (2020) the student of Sumatera Utara University, write the thesis title *A Semiotics Analysis on Logos of Indonesian Islamic Student Association*. The research used the Peirce theory to analyze the object, representamen and interpretant to HMI Logo. The research used the qualitative descriptive method. The data source of the research was non-verbal of ten HMI and HMI institution logo. The result of the thesis was to recognize and describe HMI Logo. The similarity was the object of research was the researcher concern to Semiotics Logo. The second was Mitha (2020) the student of Sumatera Utara University, write thesis title *Sign Element of International Food and Beverage Logos: A Semiotics Analysis*. The researches investigate how semiotics could be able to find meaning in each beverage and food logos. The logo analyze by used Peirce triadic theory to identified the elements of the sign based of the object, the representamen and the interpretant. The results was to identified the meaning of logo by itself, it helps to more understand what Peirce theory was able for it. The similarity of the research was only focus to Semiotics Logo. The research used the qualitative method and descriptive approach and research was used Peirce theory for analyze the elements of Logo. The third was Bella (2019) the student of Sumatera Utara University, wirtie thesis title *A Visual Semiotics Analysis on Health Poster*. The research was to identified about the health poster from the hospital by used the qualitative method. The research used analyze with Peirce theory and used trichotomy model such as like qualisign, sinsign, and interpretant which could able and ease to express the meaning. The result of analysis was had to answering the research about the health poster.

METHOD

This research was designed with qualitative approach. The research carried out through creating a source of data, collecting data and analysing data (Creswell, 2012). According to Crossman et al. (2018), the goal of qualitative techniques was to provide description, explanation, and method of naturalistic social environment. The researcher used the icon, index and symbol as for the strategy analysis and it was using the Pierce theory. So the qualitative research was match to do the analysis. By applying qualitative research, the researcher tried to find about semiotics sign and meaning.

The Object of the research as data in this research was about 10 selected coffee shops logo in Pekanbaru, 1) logo is Separuh Bumi which is location at Ragi, Jl. Tengkerang Barat, 2) D'booster location at Jl. Bangau Sakti, 3) Koppii Company location at Jl. dr. Setia Budhi

No. 168, 4) Krema koffee location at Jl. Soekarno-Hatta No.128, 5) Terrava location at Jl. Pemuda 88b, 6) Rindu kopi location at Jl. Seberut No.1. 7) Kedai Kopi Depan Rumah location at Tangkerang Labuai, 8) Leton Coffee location at Jl. DI Panjaitan No.39, 9) Atlas Coffee and Bike location at Jl. Tarempa No.9, and 10) Front Yard House of Coffee location at Jl. Seroja No.50 Padang Bulan.

In this research, the data collection technique can be seen in the following steps: a) search “coffee shop logo Pekanbaru” in the internet, b). choose coffee logos and download, c). selecting, there were many of the data through 10 logos based on coffee shops in Pekanbaru. Suyadi (2012; 84) suggests that data collection technique was the method used by researchers in recording the required data or information.

In this research, technique of analyzing data was descriptive techniques. According to Sugiyono (2017), analyzing data was an activity after data from all respondents or the other sources had been collected. The analyzing data steps were: a) Abstracting, by using Pierce theory where the 10 logos were based on the coffee shops in Pekanbaru b). Transforming, data transforming used by put the data into the table; c). Display logos with table, data display was to create and bring together all information which could be confessing the result design and also information; and d). Conclusion drawing, the results or conclusions of the research was the signs on the semiotics of the coffee shop logo and also the way the semiotics signs give the meaning to deliver detail of information in each of the coffee shop logo brands.

FINDING AND DISCUSSION

The researcher was had to find the conclusion about analysis of semiotics sign and meaning which represent to the ten coffee shop logos in Pekanbaru. About the analysis data the researcher had to use the Peirce triadic theory to find some elements in the object including icon, index and symbol, also the researcher used the representamen, object, and interpretant which could be able to research the meaning deliver in each sign. It is in line as the statement from Zlatev (2018) that meaning is produced when a sign's receiver connects with and engages with a sign's close enough counterparts to be understood by the sign for it to have any significance.

“Separuh Bumi” Logo

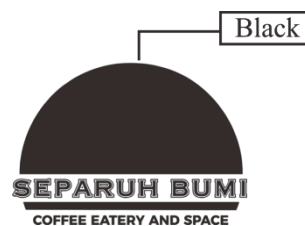


Figure 2. Separuh Bumi Logo

The logo consisted of the sign which was icon, index and symbol. Icon was in the half circle. The index was “Separuh Bumi” at the top and “Coffee Eatery and Space” at the bottom also the symbol it was used white colour. “Separuh bumi” gets iconic, index and symbol elements. The iconic was the half circle which was look like a half earth. In the index “Separuh bumi” Coffee Eatery and Space” it was their coffee shop name. The black colour as a symbol which was usually make for logos, and could create meaning.

Table 1. Interpretation Meaning Sign of “Separuh Bumi” Logo

No	Object	Represetamen	Interpretant
1.	Half circle	The shape of the logo	The half circle it was like the shape of the half earth with the cut the circle adds beauty and simplicity to the logo
2.	“Separuh Bumi” text write in black and white color at below half circle	“Separuh Bumi Coffee Eatery and Space” represent the name of coffee shop	“Separuh Bumi” was the coffee shop logo that had the characterization of balance and simplicity, “separuh” was half and “bumi” which had the meaning of being connected to each other.
3.	A black and white color	The color of the logo	Used only black color had an elegant and stylish looks which makes the logo special and luxurious. Combine with white color to add balance through the font

The coffee shop logo “Separuh Bumi” has objects, representamen and interpretant. The signs on the “Separuh Bumi” coffee shop logo were half circle, “Separuh bumi” text and then used of color to the logo. Image, text and color created as the logo were the fixed object. Then, “Separuh Bumi” coffee shop logo that focuses to meaning was interpretant and had the connection with representamen and object. The interpretant of “Separuh Bumi” logo had the simplicity, beauty, balance through the half circle and elegance through the black color, it made more special and luxury. The interpretant “Separuh Bumi” logo which expresses half the emotion or what was meant was never finish, meaning that people connecting each others who drink coffee will never done until the mood was comfortable.

”D’Booster” Logo



Figure 3 “D’Booster” Logo

In the object logo had the elements of icon, index and symbol. The icon of the object was a walking boba plastic cup drink while whistling. The index was “D’booster” at the bottom boba plastic cup drink. The symbol was used yellow, black and white color to the logo. D’Booster gets the iconic, index and also symbolic in the logo. The walking boba plastic cup drink while whistling was the iconic sign which look like the plastic cup they used for it . The Index was “D’Booster” that was their coffee shop name. Yellow, black and white color as the symbol sign which was usually make for logos, and could create meaning.

Table 2. Interpretation Meaning Sign of “D’Booster” Logo

No	Object	Represetamen	Interpretant
1.	The image of walking boba plastic cup drink while whistling	Walking boba plastic cup drink while whistling represent the coffee shop	Walking boba plastic cup drink which could be seen as happy and energetic also the cup get the joyful vibe
2.	D’Booster text write in black color below plastic cup drink	D’Booster represent the name of coffee shop	D’booster that brings the impression of be excite and brings the mood back, the letter “d” which means the, a “booster” that could be mean as a mood booster, so if someone drink the coffee it could be more energetic again
3.	A yellow, black and white to the logo	Used three color for the logo	Yellow in the background as the joyful sensation looks with the white color for plastic cup to make more refresh combine with black color to get pretty and strong to the logo

The coffee shop logo “D’Booster” has objects, representamen and interpretant. The object aimed to sign of logo. The signs on the “D’Bosster” coffee shop logo were walking boba plastic cup, “D’booster” text and then used of color to the logo. Image, text and color created as the logo were the fixed object. Then, “D’Booster” coffee shop logo that focuses to meaning was interpretant and had the connection with representamen and object. The interpretant for “D’Booster” was joy, energetic and happiness vibe and with yellow color it made more attractive. The interpretant behind the d’booster logo means that these drink which people drink can booster for someone to active again with joyness and the boba glass whistling icon describe as flexibility, relax and calm

Kopii Company” Logo

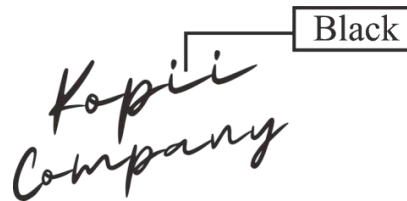


Figure 4. “Kopii Company” Logo

The object logo element was index and symbol, the index was “Kopii Company” with the upright calligraphy, the symbol it’s just the black color through the text logo. “Kopii Company” gets Index and symbolic signs. The index was “Kopii Company” which represent to their coffee shop name. That symbol used black color as the symbol of usually make for logos, and could create meaning.

Table 3. Interpretation Meaning Sign Elements of “Kopii Company” Logo

No	Object	Represetamen	Interpretant
1.	“Kopii Company” text write in black color to the logo	“Kopii company” represent the name of coffee shop	“Kopii Company” text in the style of upright calligraphy where there was a friendly, artistic and simple impression. “kopii” was coffee, “company” was what was meant by selling something like coffee
2.	A full of black color	The color of the logo	The black color as the main of the logo. With the color the logo could be more strong and elegance

The coffee shop logo “Kopii Company” doing research using objects, representamen and interpretant. The object aimed to sign of logo. The representamen aimed as the form which accepted as the sign. The interpretant aimed to the sign that had meaning. The signs on the “Kopii company” coffee shop logo were “Kopii company” text and then used of color to the logo. Text and color created as the logo was the fixed object. Then, “Kopii company” coffee shop logo that focuses to meaning was interpretant and had the connection with representamen and object. The interpretant of the “Kopii company” logo has a message that this coffee company was describe in an artistic and simple way, where if someone who wants to drink coffee can express feelings in a modern but simple, elegant and artistic way so that coffee also has it is own art that makes people not bored with just one that look.

“Krema Koffie” Logo



Figure 5 “Krema Koffie” Logo

This object logo element was icon, index and symbol. The icon was the manual coffee grinder handle. The index was “Krema Koffie”, The symbol just used the black color to the text logo. Crema Koffie gets Iconic, Index and Symbolic sign. The manual coffee grinder handle was the iconic sign which look alike the manual coffee grinder they get. The index was “Krema Koffie” which was identified their coffee shop name. the symbol color only used black as the symbol which was usually make for logos, and could create meaning.

Table 4. Interpretation Meaning Sign Elements of “Krema Koffie” Logo

No	Object	Represetamen	Interpretant
1.	The image of manual coffee grinder handle	The manual coffee grinder handle represent to the coffee shop	Manual coffee grinder handle as the icon for the logo, it was clear that was the sign it was connect with coffee thing
2.	“Krema Koffie” text write in black color to the logo	“Krema Koffie” represent to the name of coffee shop	“krema koffie” had retro font style that looks classic like the font style in the 70’s but with a much more modern version. “Krema” was an Italian word for crema, which means cream, meaning the cream in espresso. “Koffie” was only coffee
3.	A full of black color	The color of the logo	Used only black color for the logo could give netral, classy and beauty for the logo

The coffee shop logo “Krema koffie” doing research using objects, representamen and interpretant. The object aimed to sign of logo. The representamen was a form that was accept as a sign. The interpretant aimed to the sign that had meaning. The signs on the “Krema koffie” coffee shop logo were manual coffee grinder handle, “Krema koffie” text and then

used of color to the logo. Image, text and color created as the logo were the fixed object. Then, “Krema koffie” coffee shop logo that focus to meaning was interpretant and had the connection with representamen and object. The interpretant of “Krema koffie” logo had the vintage and classic style and with black color to add more beauty for these logo. The interpretant behind the “Krema koffie” logo it means making the distinctive taste of bitter coffee more delicious, initially people do not like bitter coffee, but because crema or yellow foam added on top of the espresso, the taste becomes lighter, distinctive and sweet to drink for teenagers and adults also the icon on the handle of a manual coffee grinder that describes it shown if these are the real coffee shop.

“Terrava” Logo



Figure 6. “Terrava” Logo

These object logo elements were icon, index and symbol. The icon was coffee bean that had grown leave. The index was “Terrava think different, think terrava!”. The symbol leads to green, young brown and old brown to the logo. Terrava gets Iconic, Index and Symbolic. A coffee bean which it grown leaves was the icon which looks like the coffee bean plant. The index was “Terrava, think different, think terrava!” their coffee shop name. the symbol color were green, young and old brown as the symbol which was usually make for logos, and could create meaning.

Table 5. Interpretation Meaning Sign Elements of “Terrava” Logo

No	Object	Represetamen	Interpretant
1.	The image of coffee bean grow some leaf	A coffee bean grow some leaf represent to the coffee shop	Coffee bean grow some leaf as the icon on the logo, it’s a coffee drink that they make from their own coffee bean plant
2.	“Terrava” text write in brown color at below coffee bean grow some leaf	“Terrava” represent to the name of coffee shop	“Terrava” means “something” in marathi language so thats why it was call think different, think “terrava” or “something” to thinking something how to make your coffee drink more fresh and tasty
3.	A light also dark green and brown color to the logo	Used three color of the logo	For bright and dark green colors leaves that symbolize the nuances of nature, which had an earthy and refreshing impression combined with brown color on the coffee beans and writing also makes it look solid which would give an earthy and warm impression.

The meaning of the coffee shop logo “Terrava think different, think terrava” doing research using objects, representamen and interpretant. The signs on the “Terrava think different, think terrava” coffee shop logo were coffee bean grown leaves, “Terrava think different, think terrava” text and then used of color to the logo. Image, text and color created as the logo were the fixed object. Then, “Terrava think different, think terrava” coffee shop logo that focuses to meaning was interpretant and had a connection with representamen and object. The interpretant behind “Terrava” logo was the fresh, calmness and simple and with add dark green and brown made it more earthy, solid and warm impression for these logo. The interpretation of the terrava logo was explain that in plants that grow to leaves that make the coffee beans more distinct and fragrant, so when they drink the coffee, people wonder how this coffee drink could be more addictive.

“Rindu kopi” Logo



Figure 7. “Rindu Kopi” Logo

The object logo element was index and symbol. The index was “Rindu Kopi” and the symbol color was black for logo. Rindu Kopi gets index and symbolic in the logo sign. The index was “Rindu Kopi” which was their coffee shop name. The symbol color only used black color as the symbol logo which was usually make for logos, and could create meaning.

Table 6. Interpretation Meaning Sign Elements of “Rindu Kopi” Logo

No	Object	Represetamen	Interpretant
1.	“Rindu Kopi” text write in black color to the logo	“Rindu Kopi” represent to the name of coffee shop	“Rindu Kopi” was like coffee which always mwasses something when it was difficult, the right combination for longing medicine was milk, which was right for bitter situation for the black color in the logo had an impressive and elegant meaning so that it increases the attractiveness for consumers
2.	A full of black color	The color of the logo	

The meaning of the coffee shop logo “Rindu kopi” doing research using objects, representamen and interpretant. The object aimed to sign of logo. The represetamen

aimed as the form which accepted as the sign. The interpretant aimed to the sign that had meaning. The signs on the “Rindu kopi” coffee shop logo were “Rindu kopi” text and then used of color to the logo. Image, text and color created as the logo were the fixed object. Then, “Rindu kopi” coffee shop logo that focuses to meaning was interpretant and had the connection with representamen and object. The interpretant “Rindu kopi” logo which expresses a sense of love and emotion where coffee was a favorite friend who was suitable as the friend to talk to, who can take time to unwind or relax and also chat with family, friends or partners.

“Kedai Kopi Depan Rumah” Logo



Figure 8. “Kedai Kopi Depan Rumah” Logo

In these object logo elements was icon, index symbol. The icon was the letter D which inside there was a housed and grass. The index was “Kedai kopi depan rumah”. The symbol color used dark green to the logo. Kedai kopi depan rumah gets iconic, index and symbolic sign in the logo. The letter D which inside there was a housed and grass was the iconic which look alike the housed and grass look they had. The index was “kedai kopi depan rumah” was their coffee shop name. the symbol color used dark green as the symbol logo which was usually make for logos, and could create meaning.

Table 7. Interpretation Meaning Sign Elements of “Kedai Kopi Depan Rumah” Logo

No	Object	Represetamen	Interpretant
1.	The image of letter D fill with housed and grass	Letter D fill with housed and grass represent to the coffee shop	As the image of letter D fill with house and grass was to show it was actually from their coffee shop place and letter D clearly to show the clue of “Depan”
2.	“Kedai Kopi Depan Rumah” Text write in dark green color to the logo	“Kedai Kopi Depan Rumah” represent to the name of coffee shop	“Kedai Kopi Depan Rumah” which was actually mean they sell coffee in the housed, and had the relax, calm and comfortable meaning. The coffee shop was good for teenagers who likes to drink coffee in front of the housed

3. A full of dark green color for the logo	The color of the logo	Dark green for logo could make it more healing to your mind and eyes, Dark green color got meaning the harmony, happiness and self control
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The meaning of the coffee shop logo “Kedai Kopi Depan Rumah” doing research using objects, representamen and interpretant. The object aimed to sign of logo. The representamen aimed as the form which accepted as the sign. The interpretant aimed to the sign that had meaning. The signs on the “Kedai Kopi Depan Rumah” coffee shop logo were letter D fill with house and grass, “Kedai Kopi Depan Rumah” text and then used of color to the. Image, text and color created as the logo were the fixed object. Then, “Kedai Kopi Depan Rumah” coffee shop logo that focuses to meaning was interpretant and had the connection with representamen and object. The interpretant of “Kedai Kopi Depan Rumah” logo which was the place where coffee shop at home who could made some connection with each other people for rest and sit quietly someone want to sip some cup of coffee in front of the house together with the soothing natural atmosphere, so that people were happy when drinking cup of coffee with their family and couple in front of the coffee shop house.

“Leton Coffee” Logo



Figure 9. “Leton Coffee” Logo

These object logo elements were icon, index and symbol. The icon was the bridge and plastic cup fill with coffee bean. The index was “Leton Coffee”. The symbol color was sky blue with white color to the logo. Leton Coffee gets iconic, index and symbolic sign in the logo. The bridge and plastic cup fill with coffee bean was the iconic sign which look like usual bridge and the plastic cup with coffee bean they had. The index was “Leton Coffee” that was their coffee shop name. The symbol used sky blue and white color as the symbol logo which was usually make for logos, and could create meaning.

Table 8. Interpretation Meaning Sign Elements of “Leton Coffee” Logo

No	Object	Represetamen	Interpretant
1.	The image of bridge and plastic cup fill with coffee bean	Bridge and plastic cup fill with coffee bean represent to the coffee shop	The bridge mixes with plastic cup fill with coffee bean it was to show how they had their own coffee ingredients, the bridge it was to make plastic cup coffee more stand up and firm
2.	“Leton Cofffee” text write in white color at below bridge icon	“Leton Cofffee” represent to the name of coffee shop	“Leton Cofffee” had the philosophy that was like to a bridge to success, because “leton” was a leton bridge but in the past it could be call a siak bridge and that was why consumers were interest to buying these coffee
3.	A sky blue and white color to the logo	Used two color for the logo	sky blue color as a background which makes the logo more beautiful and gives an intuitive and stable impression. combine with white for a pure and neutral look

The meaning of the coffee shop logo “Leton Coffee” doing research using objects, representamen and interpretant. The object aimed to sign of logo. The representamen was a form that was accepts as a sign. The interpretant aimed to the sign that had meaning. The signs on the “Leton Coffee” coffee shop logo were bridge and plastic cup fill with coffee bean, “Leton coffee” text and used of color to the logo. Image, text and color created as the logo were the fixed object. Then, “Leton Coffee” coffee shop logo that focuses to meaning was interpretant and had the connection with representamen and object. The interpretant “Leton Coffee” logo which has a meaning towards success, the robustness that fosters a strong side in the very prominent appearance of the coffee bean had shown that this was was real modern coffee shop with flavors that include the ingredients, so that the coffee also has a unique taste and different when served to the people because of the strong and mild bitter taste that characterizes their coffee beans.

“Atlas Coffee and Bike” Logo



Figure 10 “Atlas Coffee and Bike” Logo

These logo object elements were icon, index and symbol. The icon was letter A fill with coffee bean. The index was “Atlas Coffee and Bike”. The symbol color used light yellow to the logo. Atlas Coffee and Bike gets iconic, index and symbolic. Letter A fill a coffee bean was the iconic sign which A was look like for Atlas and coffee bean look like from what they had. The index was “Atlas Coffee and Bike” was their coffee shop name. The symbol used light yellow color as the symbol logo which was usually make for logos, and could create meaning.

Table 9. Interpretation Meaning Sign Elements of “Atlas Coffee and Bike” Logo

No	Object	Represetamen	Interpretant
1.	The image of letter A fill with coffee bean	The letter A fill with coffee bean represent to the coffee shop	Letter A it was clearly to show if the was for “Atlas Coffee and Bike” also the coffee bean it was show they sell the coffee drinks
2.	“Atlas Coffee and Bike” text write in light yellow to the logo	“Atlas Coffee and Bike” represent to the name of coffee shop	“Atlas Coffee” with brava slab font, to look like American style, atlas was like a collection that was display specifically where the coffee would display the variety of flavors and keep looking for innovation in each coffee, so that the coffee had it own coffee taste
3.	A full of light yellow to the logo	The color of the logo	The light yellow color brings an optimistic and happy impression where the light yellow color could attract the attention of consumers to buy Atlas coffee

The meaning of the coffee shop logo “Atlas Coffee and Bike” doing research using objects, representamen and interpretant. The object aimed to sign of logo. The representamen aimed as the form which accepted as the sign. The interpretant aimed to the sign that had meaning. The signs on the “Atlas Coffee and Bike” coffee shop logo were letter “A” fill with coffee bean, “Atlas coffee and bike” text and then used of color to the logo. Image, text and color created as the logo were the fixed object. Then, “Atlas coffee and bike” coffee shop logo that focus to meaning was interpretant and had the connection with representamen and object. The interpretant behind “Atlas coffee and bike” logo which had the message that “Atlas” was a globe map that surrounds to explore various countries in search of coffee beans that are suitable for blending and making drinks for coffee lovers and especially for those who ride motorbikes or who usually cycling wants to drink coffee after touring to find a suitable hangout place to visit for teenagers and adults.

“Front Yard Housed of Coffee” Logo



Figure 11. “Front Yard Housed of Coffee” Logo

These object logo was icon, index and symbol. The icon was housed roof also letter “O” fill with coffee bean. The index was “Front yard house of coffee”. The symbol color used blue and yellow to the logo. “Front Yard House of Coffee” gets iconic, index and symbol. The Rooftop at the top and letter “O” fill with coffee bean was the iconic sign which look like the rooftop and coffee bean they had. The index was “Front yard housed of coffee” was their coffee shop name. The symbol used blue and yellow color as the symbol logo which was usually make for logos, and could create meaning.

Table 10 Interpretation Meaning Sign Elements of
 “Front Yard Housed of Coffee” Logo

No	Object	Represetamen	Interpretant
1.	The image of a housed roof and letter “o” fill with coffee bean	A housed roof and letter “o” fill with coffee bean represent to the coffee shop	the picture of the house roof could be consider as a coffee shop housed that was open to the surrounding environment that anyone could visit at the coffee shop and the letter “o” which contains coffee beans was an image which shows that they were more dominant in selling coffee
2.	“Front Yard Housed of Coffee” text write in yellow to the logo	“Front Yard Housed of Coffee” represent to the name of the coffee shop	“Front yard house of coffee” which sells a variety of selected coffees in the front werea of the house so that consumers who live near the coffee shop could drink coffee and hang out with friends at the coffee shop.
3.	A blue and yellow color to the logo	Used two color for the logo	As for the blue background to look calmness, stability and with inspiration. Combine with yellow color, it gets bright and joy impression

The meaning of the coffee shop logo “Front yard house of coffee” doing research using objects, representamen and interpretant. The object aimed to sign of logo. The represetamen aimed as the form which accepted as the sign. The interpretant aimed to the sign that had

meaning. The signs on the “Front yard house of coffee” coffee shop logo were housed roof and letter “O” fill with coffee bean, “Front yard house of coffee” text and then used of color. Image, text and color created as the logo were the fixed object. Then, “Front yard house of coffee” coffee shop logo that focuses to meaning was interpretant and had the connection with representamen and object. The interpretant of “Front yard house of coffee” has a message that this coffee shop in front of the house was use as a relaxed and pleasant place like home-style to hang out with friends or with family and was serve special coffee which was bitter and light with a distinctive taste of coffee from ingredients themselves.

CONCLUSION

The logo was analysed with the objects namely icons, indexes and symbols. The icon where to focus on the image or could be said the icon such as a half circle, manual coffee grinder handle, coffee bean grow some leaf, letter “D” fill with house and grass, the bridge and plastic up with coffee bean, letter “A” with coffee bean and roof house with letter “O” fill with coffee bean. The index sign was to shown which had the name of their coffee shop logo like Separuh Bumi, D’Booster, Kopii Company, Crema Koffie, Terrava, Rindu Kopi, Kedai Kopi Depan Rumah, Leton Coffee, Atlas Coffee and Bike, and Front Yard House of Coffee. Symbols was to focus on the philosophical meaning of the logo color, like black color symbolize as the elegance, strong and appealing, yellow color symbolize as happiness and joyful white color symbolize as the modesty and perfection, green color symbolize as the wealth and dignity, brown color symbolize as the organic and simple and blue color symbolize as the soothe and trustworthy. Suggestion for other researchers who want to analyse the other viral logo that is worthy to represent are by understanding the sign elements in icon, index and symbol, as well to understanding the semiotics triangle model use by Peirce which consists of object, representamen and interpretant.

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