

THE SEMIOTICS MEANING OF UTS LOGO BASED ON PEIRCE

Rizal H¹, Abbyzar Aggasi²

^{1,2} Communication Science, Faculty of Social and Political Sciences, Sumbawa University of Technology, Indonesia

ABSTRAK

Tujuan penelitian ini mengetahui makna logo Universitas Teknologi Sumbawa dengan menggunakan triangle meaning Charles Sanders Peirce. Penelitian ini menggunakan metode kualitatif deskriptif. Penelitian ini menemukan (1) Representant qualisign karena tanda yang terserap oleh panca indra adalah warna pada logo, yaitu orange, storm blue, kuning dan merah. (2) Object symbol karena tanda pada logo diberlakukan oleh suatu peraturan yang berlaku umum dan sesuai dengan kesepakatan bersama, yaitu tiga buah heksagon yang dilambangkan sebagai rumah madu, lintasan orbit yang mengelilingi heksagon melambangkan lintasan elektron, dengan tiga buah elektron yang mengelilingi lintasan tersebut. (3) Interpretant rheme karena tanda yang ada pada logo masih bisa dikembangkan dan diprediksi memungkinkan akan memiliki penafsiran yang berbeda – beda. Kesimpulan dari penelitian ini, logo merupakan representasi dari kualitas lembaganya, oleh karena itu logo UTS dan pemaknaannya disesuaikan dengan visi dari pada lembaga itu sendiri. Logo UTS memiliki makna modern dan futuristic juga melambangkan identitas lokal Sumbawa yang berupa rumah madu berbentuk heksagon, logo UTS juga direpresentasikan dengan perkembangan teknologi dan budaya secara dinamis dan dengan keunikan unsur – unsur yang ada pada logo UTS memiliki penafsiran makna yang telah disepakati bersama.

Kata kunci; Analisis Semiotika; Charles Sanders Peirce; Makna Logo.

ABSTRACT

The purpose of this research is to learn the meaning of the logo of Sumbawa University of Technology using the theory of triangle meaning Charles Sanders Peirce. This research uses descriptive qualitative methods. This research finds that (1) Representation qualisign because the sign absorbed by the sensory bar is the color of the logo, i.e., orange, storm blue, yellow, and red. (2) Object symbol because the mark on the logo is enforced by a commonly applicable rule and in accordance with common agreement, that is, three hexagons represented as a honeyhouse; the orbit trajectory that surrounds the hexagon represents the electron trajectory, with three electrons surrounding the trajectory. (3) The rheme interpreter: because the signs on that logo can still be developed and predicted, it is possible to have a different interpretation—different. The conclusion of this study is that the logo is a representation of the quality of its design; therefore, the UTS logo and its usage are adapted to the vision of the institution itself. The UTS logo has a modern and futuristic meaning and also symbolizes the local identity of Sumbawa, which is a honeyhouse in the form of a hexagonal. The logo of UTS is also dynamically represented by technological and cultural developments, and the uniqueness of the elements that are present in the logo has a meaning and interpretation that has been agreed upon.

Keywords: Charles Sanders Peirce; Semiotic Analysis; Significance of Logo.

1. INTRODUCTION

Logo actually comes from the word "logos" which means statement, word, proportion and part. Logos is also accompanied by the word "gram" which means signs and letters. In general, logos are used to describe emblems, symbols, signs, trademarks, and others. Over time, logos are interpreted as a visual form and form of expression of the concept of a company, organization, product, and agency. Since the emergence of this logo trade, it has become a visual symbol that has a shape based on the philosophy of the agency, product or company concerned. (Arif Ranu W, 2014)

From this statement it can be concluded that the logo is one of the most basic corporate identities. A logo can be used as an identifier for a product, organization or agency to give a distinctive characteristic to other products, organizations or agencies. Said by Dewi in (Aryani & Toni, 2020) that "The writing, images, and colors used in the logo are a sign system used to communicate with the public regarding the characteristics, type of business, image to the character of a product, organization or agency and company. The elements in the logo were created as minimalist as possible and have reached an agreement that the logo can be used as a quick and precise communication tool with the public".

The creation of this logo itself seems simple, but in reality there is a lot of effort put into creating it. A team of a few referred to as corporate identity in the first step of creating a logo will do research first which is then developed by extracting the main idea and then the visualization of the idea. The next step is the design stage, which is then done as well as possible and creates several alternative ideas that must finally be selected and determined. This long step will get the right identity for an agency, organization, or company. (Sukanda & Riando, 2020)

The communication tool in the form of a logo carried out by a company or agency is to convey a message that contains the characteristics, identity, and image of the company to the recipient of the message which is the community. One of the academic institutions located in the Sumbawa Besar area, West Nusa Tenggara is the Sumbawa University of Technology, which is the only University of Technology in Sumbawa Regency. This university, which will henceforth be called UTS, was established in 2013, which is located at Jalan Raya Olat Maras, Batu Alang, Moyo Hulu, Sumbawa Regency, West Nusa Tenggara Province.

UTS has a logo like other companies or agencies in general, as previously explained that the logo is the identity of a company or agency, as well as UTS itself which in interpreting and knowing the meaning of the logo requires ability and detailed study. The ability to understand the logo itself is very diverse, social life is very unique because there will be many perspectives that arise from a message conveyed. With semiotic analysis to find out the meaning of the logo itself, messages that have many perspectives will be easier to narrow down according to the message that a company or agency wants to convey to the public. This is reinforced by a statement from Sardila in (Aryani & Toni, 2020) who said that, "Semiotics is one of the sciences that studies a sign, the use of signs and how the sign works. Signs are everything we use in an effort to find our way in this world. The position of semiotics in communication science is the main thing that explains various other factors. When connected with logos, semiotics studies the function of image signs, namely how to understand the sign system in the logo that plays a role in guiding the audience to be able to capture a message contained therein".

Said by Sobur in (Desara & KN, 2023) that, "Semiotics is a science or method of analysis for studying signs. Signs are the tools we use in trying to find our way in this world. In the midst of humans and with humans. Semiotics or in the term semiology basically wants to study how humanity interprets things. It means that objects not only carry the information they are meant to communicate but also constitute a structured system of signs".

Some of the above phenomena have succeeded in strengthening curiosity in understanding the meaning of the logo itself. So, this research aims to find out the semiotic analysis of the meaning of the UTS logo.

2. METHODOLOGY

This research uses qualitative research with a descriptive approach. Strauss and Corbin in (Salim & Syahrur, 2012) said that "Qualitative research is a type of research whose discovery procedures are carried out not using statistical or quantification procedures. In this case, qualitative research is research on a person's life, stories, behavior and also the function of organizations, social movements or reciprocal relationships ". Furthermore, Faisal in (Salim & Syahrur, 2012) also explained that, "Studying human behavior requires in-depth research to its core behavior (inner behavior) in a holistic or comprehensive manner and starting from the point of view of humans and other human behavior".

From the opinions of experts, it is explained that qualitative research with a descriptive approach is a type of research that produces descriptive data in the form of spoken words or written words from informants and the behavior of the object under study without the intervention of other parties. So that this research will produce research that is as it is, not exceeded and reduced in obtaining data in the field. In this study there is primary data derived from interviews with informants, determining informants using purposive sampling. Secondary data comes from journals, books, articles, and other sources of scientific work. The data analysis technique used is Charles Sanders Peirce's triadic/triangle meaning, namely; (1) Determine and analyze the representamen, (2) Determine and analyze the object, (3) Determine and analyze the interpretant.

To be able to analyze further the meaning of the UTS logo, the author will use the triadic/triangle meaning theory popularized by Charles Sanders Peirce.

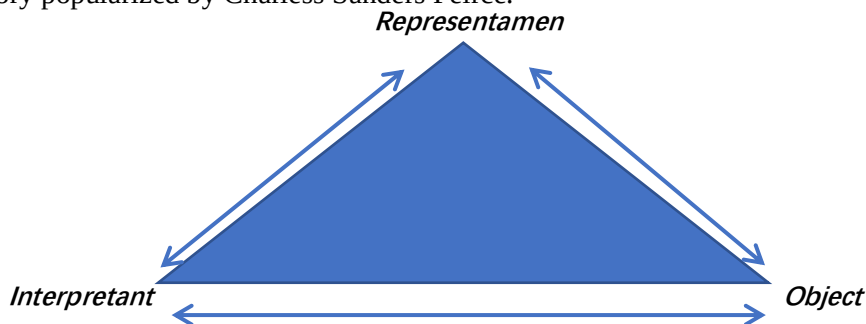


Figure 4.1. Triangle Meaning Model
Source: (Hartono & Sugalih, 2019)

1. *Representamen* is termed as an object that is visible and functions as a sign that can be absorbed by the senses and refers to something. Nöth in (Malik, Istianah, & Bagja, 2021) said that the *representamen* is divided into three: a.) *Qualisign*; a sign based on its nature, for example the color red is used to show love, danger or prohibition. b.) *Sinsign*; a sign based on form or appearance in reality, for example a scream or shout means pleasure, surprise or pain. c.) *Legisign*; a sign that has been generally agreed upon and conventional or a code, for example traffic signs.

2. *Objects* contain real facts, actions, experiences in space and time (Hartono & Sugalih, 2019). *Object* is a sign that represents something else being the first sign that refers to the object. Nöth in (Malik, Istianah, & Bagja, 2021) revealed that *objects* are qualified based on three things, namely: a.) *Icon* is a sign that resembles or uses the same similarities and characteristics as what is intended. The sign is designed to present the source of reference through similarity or simulation, for example the sign of women and men in public toilets. b.) *Indeks* refers to a sign whose nature depends on the existence of the actual meaning (denotation), for example directions in the forest and personal pronouns (I, we, he). c.) *Symbol* is a sign that is enforced by a rule that applies and in accordance with mutual agreement, for example a rose flower which symbolizes a sign of expression of love and the banyan tree symbolizing Indonesian unity.

3. *Interpretant*

It is also called *thirdness*, which connects the *representamen* (primacy) with the *object* (secondness). *Interpretant* is the area of law and general provisions (Hartono & Sugalih, 2019). Peirce asserts that the *interpretant* is the meaning of a sign by another name. He defines it as an interpretation or theoretical view, interpretation, or opinion that can be accepted and entered the mind of the audience or interpreter. Nöth in (Malik, Istianah, & Bagja, 2021) says *interpretants* are divided into three, namely:

- a. *Rheme* is a sign that can still be developed because it is predicted to have different interpretations, for example seeing a person with red eyes associated with the assumption that he can be sleepy, cry, gets irritated, is drunk, or just wakes up.
- b. *Disisign* can also be called (*Dicent Sign*) which means an *interpretant sign* that is in accordance with the facts and reality, for example a sign "be careful accident-prone" posted on damaged road lanes where cases of accidents often happen.
- c. *Argument* is a sign whose interpretation is generally applicable and contains reasons for something, for example a *non-smoking* prohibition sign created to indicate that the place with the sign is a closed place (*indoor*) and smoking in this place will disturb other people.

3. RESULT AND DISCUSSION

To find out the meaning of the UTS logo in accordance with the theory popularized by Charles Sanders Peirce, researchers need several classifications of the elements in the UTS logo, which will then be analyzed with a *triangle meaning / triadic scalpel*. The classification is in the form of:

Table 1. UTS Logo Visualization

Logo Visuals	<i>Representamen</i>	<i>Object</i>	<i>Interpretant</i>

	The dominant colors that appear are <i>orange</i> and <i>storm blue</i>. Other colors that appear are red and yellow.	Three hexagons, surrounded by a circle with three dots on the circle and the phrase 'SUMBAWA UNIVERSITY OF TECHNOLOGY' underneath.	UTS is a comfortable and fun learning house that can benefit the universe with new changes and innovations.
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Representament

The first analysis (*firstness*) involves the *representamen* that appears in the UTS logo. It is a type of *qualisign representamen*, namely a sign based on its nature, that is in the form of color. Looking at the logo, it has a color that becomes a *concern* since its dominant colors are orange and storm blue. In addition, there are also yellow and red. The *orange* color which is the dominant color of the logo is more eye catching and generally attracts the attention of people who see it. Orange color symbolizes confidence, sociability, and adventure, while the color storm blue, which is a shade of blue, gives a professional image. Yellow represents warmth, cheerfulness, and optimism, whereas red symbolizes courage and assertiveness. The following is an explanation of the *qualisign* type of *representamen* that appear in the UTS logo.

a. UTS Logo Color Visualization

The color visualization of the UTS logo reflects the self-identity of UTS and it has various colors. They are orange, storm blue, red, and yellow. The color selection is related to the vision and mission of UTS itself. Researchers provide some data regarding the color details in the UTS logo as been presented as follows:

Table 2. Color Visualization of UTS Logo

 #ff6600	Orange is a combination of red and yellow that gives vibrancy and warmth. It can be also interpreted as a symbol of adventure, confidence, sociability, and calmness in a relationship (Admin DKV, 2022). The meaning of the color is related to the vision and mission of UTS: “A Comfortable and Enjoyable Home for Learning”
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 #30009a	Blue is generally perceived to characterize a melancholic atmosphere. Blue is also able to provide trust, a professional feel, and a symbol of strength in business since the color is believed to be able to stimulate the ability to develop artistic expression and communication (Admin DKV, 2022). The meaning of the storm blue color is illustrated in the UTS mission which says, "Students learn not only academics, but also conduct research and participate in community service in local, national, and international level". This statement, which is the mission of UTS, illustrates the ability to communicate expression.
 #ffff00	The yellow color is generally favored by people who like to get attention and dare to appear in front of a large audience (Admin DKV, 2022). The meaning of the yellow color in the logo illustrates the hope that UTS has courage to go public and fulfill the mission: "Students learn not only academics, but also conduct research and participate in community service in local, national, and international level".
 #ff0000	Red is a color that symbolizes courage, passion, strength, and energy as well as excitement in doing an activity. Red color is also often associated with life since it indicates warmth and blood red. Moreover, the color can also be interpreted as greatness or violence (Admin DKV, 2022). Red color symbolizes courage which is related to the UTS mission: "UTS is committed to organize good university governance by preparing broad and equitable access to education".

Object

The second analysis (*secondness*) focuses on the UTS logo, the object that appears to be a type of symbol, namely an orange hexagon. UTS has an official interpretation of each element of the logo. The hexagon symbolizes a beehive, which is surrounded by a storm blue electron track to symbolize science and a futuristic image. There are three electrons (red, yellow, and blue color) on the track to illustrate the diversity of cultural tribes, which ultimately unite in one goal. The words “Sumbawa University of Technology” in the *Friz Quadrata BT* font type, on the other hand, signify courage in making changes and new innovations.

a. Typography Visualization of UTS Logo

Table 3. Typography Visualization of UTS Logo

	The font type in the UTS logo is <i>Friz Quadrata BT</i>, which is a unique <i>font</i> that shows a daring attitude to make new changes and innovations. (STATUTA 2021) The <i>Friz Quadrata BT</i> fonts in the logo are elegantly displayed, ad they do not create an overwhelming impression. The pointed edges of the font give a nice and strong touch. This type of font is usually used in movies and is also often found in university logos, computer games, and government signage. (Ovsyannykov, 2023)
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From the explanation of the *Firz Quadrata BT* font type above, the meaning of the two sources has similarities that this *font* type is defined as courage.

Interpretant

The third analysis (*thirdness*) evaluates the existing *interpretant* in the UTS logo, that is the *rheme* type. It is a sign that can still be developed because there are different interpretations open to it. The previous explanation has a general meaning known to the public based on the opinions of experts, but there are some differences regarding the meaning intended in the UTS logo. The details of the intended meaning are explained bellow:

(a) When it comes to the color feature, orange in the logo, which UTS interprets as the color of honey, means spirit of innovation, spirit of renewal, and openness. Then, the color storm blue means science and futuristic motivation. All these colors belong to primary colors, and they will tum into white color when mixed.

(b) The meaning of the *symbols* is listed in the informant data in the form of STATUA 2021 of Sumbawa University of Technology. The hexagon symbolizes a honey house which is analogous to a comfortable

and pleasant learning house for everyone to produce the best graduates in technology development and benefit the universe. The circle surrounding the three hexagons is referred to as the electron trajectory which is interpreted as science and futuristic developement. The three points in the circle are referred to as electron elements which are interpreted as various cultural tribes. Although they are different, they become one and gather in one place with the same goal, namely Sumbawa University of Technology.

(c) Likewise, the meaning drawn from the typography selection (*Friz Quadrata BT*) for the phrase “Sumbawa University of Technology” is courage in making new changes and innovations.

4. CONCLUSION

Based on the results and discussion of the study, the researcher concludes that *Charles Sanders Peirce's* Semiotic Analysis on the Meaning of the Sumbawa University of Technology Logo can be explained in certain details. According to *triadic/triangle meaning*, *Representament* contained in the UTS logo is *qualisign* since the sign that is absorbed by the five senses is all the colors found in the logo: orange, storm blue, yellow, and red. The meaning of the colors in the UTS logo has a connection with the vision and mission of UTS. Then, the *Object* contained in the UTS logo is a *symbol* because the sign in the UTS logo is enforced by a generally accepted rule and in accordance with mutual agreement. The sign includes three orange hexagons which are analogous to honey houses, the circle line surrounding the three orange hexagons which is analogous to the electron trajectory, and the three red, yellow and blue dots in the circle line surrounding the hexagons which look like electrons. Finally, the *Interpretant* found in the UTS logo belongs to the *rheme* type. It can be seen from the signs in the UTS logo that can still be developed because it has possibility to have different interpretations.

In the aspect of communication, the logo is used as a visual identity that functions as a hallmark or marker of the University. The meaning of the logo can become representation of the quality of the institution. The UTS logo aims at getting *awareness* of the public, which can be expected when looking at the logo. The public indirectly knows the identity and recognizes the logo which belongs to Sumbawa University of Technology since the meaning of the logo or the message to be conveyed through the UTS logo to the public is not clear enough. It is still possible to have different interpretations. Therefore, the making of the UTS logo and its meaning is adjusted to the vision of the Sumbawa University of Technology. Based on the results of the interview, it is said that the desired expectations of the UTS logo is to have a futuristic and modernized meaning. The UTS logo also symbolizes local identity, namely a honey house since honey is the original treasure of the Sumbawa region. The UTS logo is represented by the development of technology and culture dynamically.

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