A SEMIOTIC ANALYSIS ON DAGADU T-SHIRT

A Thesis
Submitted to Letters and Humanities Faculty in Partial Fulfillment of the Requirements for Degree of Strata One

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STATE ISLAMIC UNIVERSITY
SYARIF HIDAYATULLAH
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ABSTRACT


The study in this paper concerns with the way where the author explores the meaning of signs on T-shirts of Dagadu Product and wants to find out the meaning of their linguistic symbols. Then, the writer relates linguistic symbol and pictorial symbol.

The method used in this paper is descriptive qualitative analysis where the writer describes the sign on T-Shirt of Dagadu Product. The writer uses a semiotic theory especially in the frame of cultural semiotic representation and focuses on the aspect of signal object such as Piercian semiotic models.

From the analysis, the writer concludes that Dagadu T-shirt uses a tradition theme about Jogja. Furthermore, there is relation between linguistic and pictorial symbol in dagadu design. Both characteristic are attempted to inform the audience about culture in Jogja.
APPROVEMENT

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CHAPTER I

INTRODUCTION

A. Background of Study

A language is the source of human life. Human expresses communication in a world of language and signs. Only human have a sign systems to communicate. This distinguish human from animal. Animal communicates also and has sound system, but that system is not words of sign. So they don’t have language. Furthermore, a language and the sign in human logic expression is the basic principle that distinguished to the animal language.1

Sign takes the forms of words, images, gesture and objects. Language is the system of sign to communicate. The system of sign in language has arbitrary relation and meaning of a language object. Human uses the sign or symbol to communicate to other people who have the same feeling, idea, and desire.2 In a term of communication, there are a sign systems and symbol agreed by communicator.

A symbol of language manifested by everyone in many form, it is used in university symbol, logos, billboard, and slogan in advertisements. All of a symbol in that form designed a meaning or an icon of design that made. The symbol of the design gives a message or meaning to their viewer, reader, or user itself.

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2 Ibid p.8
A brand that uses a symbol and sign of language expression is Dagadu product. Dagadu manifest its product in many forms of symbol signification. Since Dagadu becomes the alternative souvenir product representing Jogja province, its brands bring the main theme on everything about Jogja. A slogan of Dagadu T-shirt writes about the Jogja artifact, languages, life culture, or the unimportant thing around Jogja. Dagadu uses the alternative terminology to differentiate a characteristic from the other brand, Dagadu framed with the esthetics to edge everyday thing in that seemed as the unimportant things.

Beside it, Dagadu showed the culture and peoples realities with clearly smart with the idiomatic English expression or something adopt the international idiom expression. When the writer ever heard the idiom from the English culture such slow but sure, Dagadu adopt the same terminology to show the portrait of Jogja in sentences such alon-alon waton on time. The same theme showed in other idiom with how slow can you go.  

Semiotic as the study of the interpretations in all cultural aspect of human being life, the discipline can use to interpret the linguistic symbol on Dagadu brands. Actually, the theory of the general linguistic usually applied to interpret the meaning of the sign or the symbol.

The founder of modern linguistic, Ferdinand de Saussure, defines the language as system of sign and he looks forward about the science to

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3 http://www.dagadu.co.id
analyze the sign system in linguistic within society. He said on his famous book, *Course in General Linguistics*:

“Language is a system of signs which express ideas. Hence it is like writing, the deaf and dumb alphabet symbolic rites, etiquette, military signal and so on, except that it is the most important of such systems. One may therefore envisage a science which studies the life of signs in the framework of social life........we shall call it semiology (from the Greek semeion, ‘sign’). It will teach us what signs consist of, the law which they governed”.

After he defined the language as the sign system, or called it semiotic from Greek Semion “sign”. This science becomes more popular as the interpretation of the cultural codes or sign within the society. The writer can interpret the sign or symbol in advertising, logos, slogan, poster, billboard, sticker, or even the language expression.

The other semioticians that developed the theory of sign is Charles Sander Pierce, he was a founder of philosophical doctrine known as pragmatism. He preferred used a term of Semiotic, and defined the object sign into tree categories:

1. Icon, is the connection between sign and object because it similarities. For example, picture and map.

2. Index, is the connection between sign and object because causality. For example, smoke caused by a fire.

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3. Symbol is the connection between sign and object because the agreement or convention in societies. For example, flag, a traffic signal and linguistic sign. Interrelated with the theory below, this thesis analysis of the meaning of the linguistic symbol on the Dagadu brands. In this research, the writer applies the theory of semiotic communication to find the meaning of the linguistic symbol that appeared on brands.

B. Focus of Study

In order to limit the research of the study, the writer analyzes the sign that appears in t-shirt of Dagadu products and want to know meaning in it. Beside it, the writer limits the focus of the study in Dagadu symbol that chooses. The writer thinks that the Dagadu idiomatic expression in t-shirt, sticker, or even in poster seem to be full of interpretation.

On the process of representations on Dagadu symbol, the writer uses a theory of semiotic especially in the frame of cultural semiotic representation and focuses on the aspect of object sign such as Piercian semiotic models.

C. Research Question

Designers always have meaning in their design. Especially design picture on such Dagadu T-shirt. The writer wants to know about:

1. What do the linguistic symbols used in Dagadu design mean?

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2. How is the relation between the linguistic symbols and pictoral symbol showed by Dagadu brands?

D. Significance of the study

Based on the research question above, this research could give some advantages for the reader who is interested in semiotic field for analyzing the cultural code that manifest in various ways. Actually, semiotic can be applied in analyzing many sign in linguistic codes, advertisements, and many other.

E. Research Methodology

a. Objective of the Study

This research tries to analyze the meaning of the linguistic symbol used on Dagadu products and the relation between the linguistic symbols and pictural symbols.

b. Method of Research

In this research, the writer uses the descriptive qualitative analysis where the writer describes the sign on T-Shirt of Dagadu Product. The writer analysis and describes the meaning of linguistic symbol and pictural symbol based on the relevant theory.

c. Data Analysis Technique

To analyzes data. First the writer collects the T-shirt designs that using linguistic symbol especially English and then find out the meaning or interpretation of the sign using the semiotics theory.
d. **Unit analysis**

The writer uses 6 T-shirt designs, which contain the signs, picture and linguistic symbol on designer above. Linguistic symbol can be words, phrase and sentence. The data collected are in the appendix.
CHAPTER II
THEORETICAL FRAMEWORK

A. Definition of Semiotic

Etymologically, the term of semiotic originate from Greek *semion*, which mean sign. Semiotic is general study about sign or method of analysis on sign interpretation or the study of the functioning of sign systems. A sign is symbol used in everything around human being lives. A sign located in everywhere, a sign in words form, a sign in human gesture, a sign in traffic ways, a sign in national flag and every object that manifest a meaning which can be determined as sign.

Semiotics is a general study about the signs as an essential part of cultural life and communication. According to semiotics, we can only know about culture and reality by means of the sign, through the process of signification. This studies assume that a human phenomena which cultural or sociological is as sign signification. Semiotic become a sign interpretation due to it characteristic of method and role which understanding the sign.  

Most semioticians said, semiotic is a theory related to the lie, fake or theory of the lie. Semiotics is in principle the discipline studies everything which can be used in order to lie.

Umberto Eco, one of the semioticians focuses on semiotic of communication. Wrote in his book *A Theory of Semiotic*, he said semiotics is

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concerned with everything that can be taken as a sign. A sign is everything, which can be taken as significantly substituting for something else. This something else does not necessary substituting for something else. This something else does not necessary have to exist or to actually be somewhere at the moment in which a sign stand in for it. Thus semiotics is in principle the discipline studying everything that can be used in order to lie. If something cannot be used to tell a lie, conversely it cannot be used to tell the truth. It cannot in fact be used “to tell” at all. I think that the definition of a “theory of lie” should be taken as a pretty comprehensive program for a general semiotics.”7

B. The Founder of Semiotic Approach

I. Ferdinand de Saussure

Ferdinand de Saussure (1857-1913), Swiss linguist and one of the twentieth-century most influential thinkers on language and a well known as father of the modern linguistics, put his thought about general linguistic in his book *Course in General Linguistic*. Saussure start his theory of sign by identifying a language as a system of sign that express ideas, and therefore comparable to a system of writing, the alphabet, symbolic rites, polite

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formulas, military signal and many more. But it is a language as the most important of all these systems.  

A science that studies the life of signs within society is conceivable for Saussure thought. It would be a part of social psychology and consequently of general psychology. He calls this study as semiology (from Greek semeion ‘sign’). Semiology for Saussure, would show what is constitute a signs and what law governed the signs. 

Saussure element of sign, distinguish the object of language between signifiant(signifier) and signifie(signified). Signifiant is a material aspect of language; it can be a form of language or sound images. Signifie is a mental aspect of language or a concept appears in human thought. The principle between the signifiant and the signifie is arbitrary. 

The bond between the signifiant and the signifie can be represented by the drawing:


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9 Ibid.
10 Ibid. 67
The word ‘tree’ in English or the word Latin uses to designate the concept of ‘arbor’, it is only the association sanctioned by that language appears to human mind to conform the reality.\(^{11}\)

II. Charles Sanders Pierce

Charles Sander Pierce (1834-1914) is one of the founders of the semiotic approach and logic philosophy. Piercean sign has been defined as something, which stands to somebody for something in some respect or capacity. He made a triangle-meaning model to understanding a sign. A Triangle meaning consists of *sign, object* and *interpretant*.\(^{12}\)

Here is an example of Peirce’s theory, he proposes triangle meaning consists of three major elements; sign, object and interpretant.

A sign is a concrete thing that can be seen by the people and it represents another thing beyond it. According to Peirce, a sign consists of symbol (the connection between sign and object because the convention

\(^{11}\) *Ibid*

on the social agreement), Icon (the connection between sign and object because its similarities) and Index (the connection between sign and object its causalities and effect),

An object or reference is a social context which becomes reference from a sign or thing which it refers to.

Interpretant or the usage of sign is a concept of thinking from the people who use a sign and give it a special meaning or meaning that people have in their minds about an object which is referred by the sign. The most important thing is in the process of semiotic is how the meaning occurs from a sign when the sign is used by the people to communicate.

An example: when a girl is wearing a short dress, the girl is communicating about herself to other people who can interpret it as a sexy girl. Meanwhile, when Nadia Saphira appears in a Strawberry Chocolate Film with her attractive acting and physical appearance, the people who watch her can interpret her as a beautiful and exciting young girl icon. 13

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13 http://bambangsukmawijaya.wordpress.com/2008/02/19/teori-teori-semiotika-sebuah-pengantar/
C. Aspect of Semiotic Approach

The two types of semiotic which developed by Ferdinand de Saussure and Charles Sander Pierce has different characteristic within it epistemological. Most of Semiotician agreed that Sauusure type of semiotic as the model of semiotic signification, and Piercian model as the semiotic of communication. Saussurean model has focus on the sign as system and structure and denied the usage of a sign in a process of communication troughs individuals. A Piercian model had concerned it semiotical approach in process of sign production and unlimited interpretation of sign called semiosis process. Actually, this difference has it advantages for the semiotical approach for the sign interpretation due to the interaction between these two types.14

A sign symbol appeared in Dagadu design recognized as the semiotical communication approach. A design of Dagadu symbol produce a sign to the receiver and this is the standard of the semiotic of communication model.

Beside it, there are relations between a linguistic symbol and pictorial symbol appeared in Dagadu design. In the term of general study of semiotic, a word is a simple element of a sign or called as the linguistic symbol. A pictorial symbol according to pictorial semiotics is concerned with the study of pictures as particular vehicles of semiotic signification. This specialty is to understand and bear a meaning of an individual picture onto a verbal description.15

A triadic meaning of Pierce’s model, determine the sign classification. Ground or a sign itself classified into Qualisign (quality on sign), Signsign (actual event on sign), and Legisign (a role or norm or a habit on sign).

Based on it object, Pierce classified a sign into Icon (the connection between sign and object because its similarities), Index (the connection between sign and object its causalities and effect), and Symbol (the connection between sign and object because the convention on the social agreement).

The three sign types can be schematized:

<table>
<thead>
<tr>
<th>Sign type</th>
<th>Icon</th>
<th>Index</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Similiarity</td>
<td>Couse or natural relation</td>
<td>Convention</td>
</tr>
<tr>
<td>Semiotic mode</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practical example</td>
<td>Photograph</td>
<td>Smoke for fire</td>
<td>Word</td>
</tr>
<tr>
<td></td>
<td>Painting</td>
<td>Symptom for disease</td>
<td>Indisignia</td>
</tr>
<tr>
<td></td>
<td>Diagram</td>
<td>Thermometer for heat</td>
<td>Morse code</td>
</tr>
<tr>
<td></td>
<td>Touch of silk</td>
<td>Crash for falling</td>
<td>Logical sign</td>
</tr>
<tr>
<td></td>
<td>Musical note</td>
<td>Feel of fur for cat tail</td>
<td>Algebraic sign</td>
</tr>
<tr>
<td></td>
<td>Sweet smell</td>
<td>Sour taste lemon</td>
<td></td>
</tr>
</tbody>
</table>


On the interpretant, a sign classified on Rheme (a sign interpreted to represent based on the choises), Dicisign (a sign intrepreted to represent based
on the fact), and the Argument (a sign interpreted to represent on the reason on something else).\textsuperscript{16}

The element of all triangle meaning by Pierce can be schematized by the drawing:

<table>
<thead>
<tr>
<th>Thricotomy/categories</th>
<th>Ground/Sign</th>
<th>Object</th>
<th>Interpretant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firstness (otonom)</td>
<td>Qualisign</td>
<td>Icon</td>
<td>Rheme</td>
</tr>
<tr>
<td>Secondness (connected to reality)</td>
<td>Sinsign</td>
<td>Index</td>
<td>Dicent</td>
</tr>
<tr>
<td>Thirdness (related to the convention, role and code)</td>
<td>Legisign</td>
<td>Symbol</td>
<td>Argument</td>
</tr>
</tbody>
</table>


\textsuperscript{16} Alex Sobur. 97-98.
CHAPTER III
RESEARCH FINDING

A. Description of Data

The writer uses the English slogan of dagadu products consists of 10 t-shirt designs that contain the sign, picture and linguistic symbol. Linguistic symbol can be word, phrase and sentence. The following table shows the use of semiotic on dagadu designs:

<table>
<thead>
<tr>
<th>No</th>
<th>Picture</th>
<th>Design</th>
<th>Semiotic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Picture1</td>
<td>Djokdja City</td>
<td>City of Tourizm</td>
</tr>
<tr>
<td>2</td>
<td>Picture2</td>
<td>Take it slow</td>
<td>Slowly but sure</td>
</tr>
<tr>
<td>3</td>
<td>Picture3</td>
<td>R.I.D.</td>
<td>Rest in djogdja for the old men</td>
</tr>
<tr>
<td>4</td>
<td>Picture4</td>
<td>How slow can you go</td>
<td>How slow can you go in djogdja</td>
</tr>
<tr>
<td>5</td>
<td>Picture5</td>
<td>Jogja Great Sale</td>
<td>Jogja as special place for shopping</td>
</tr>
<tr>
<td>6</td>
<td>Picture6</td>
<td>DjokDja Djok Sadja “more tea, please”</td>
<td>A special tea from Jogja</td>
</tr>
</tbody>
</table>

B. Data Analysis

In analyzing the data, the writer uses the data from the table above. As it has been mentioned in the first chapter that the purpose of the study is to find out the linguistic symbol used in dagadu products means and how the relation between linguistic symbols and pictorial symbols is. This research is conducted emphasizing on more about semiotic interpretation.
In analyzing the data, the writer uses two steps in the interpretation process. Firstly, the writer analyzes on the linguistic symbol appeared in dagadu designs. Then, the next step is analysis on the pictorial symbol.


![Picture 1]

a. The linguistic symbol analysis

This design has a maximum use of the text and is supported by the use of the picture. “ABSOLUT DJOKJA” is adopted from an advertisement brand design of a famous drink ‘Absolute Vodka’\(^{17}\). In its visual advertising, bottle is very dominant. In ‘Absolut Djokdja’ the function of the bottle is still maintained. By adding a phrase Love Djokdja Absolutely, Dagadu tries to explain that the beauty of Jogja is as

luxury as a swallow of Vodka in which its taste can be received internationally.

b. A Piercian semiotic analysis

The semiotics triangle above shows the relationship between Jogja environments (as the object), the sign used is Djokdja city and the City of tourism is as an interpretant. The use of Djokjda city as the sign supported by the picture of the bottle and the image of the city in the bottle are related to the city somewhere in Djokdja and the design also tries to give more information for tourists that city of tourism is no less than the bliss of a bottle of Vodka. This design is classified into iconic because the connection between sign and object is similar.

![Take It Slow Image]

(Picture 2)

a. The linguistic symbol analysis

This design has a maximum use of the text and is supported by the use of the picture. “Take It Slow” which means that it has supported the pictoral design to give impression that Jogjda city is a well known as the city of the kingdom (keraton) and people know Jogdja with their cultural heritages. Beside their cultural heritage in Jogdja city, people also know Jogdja as the city of students. The design of the Picture 2 generally tells about the students in Jogdja city. This design of dagadu product is inspired by the condition of the students around Jogdja city. Dagadu as the major brand in design of t-shirt takes the condition of the social student as the symbol of this image. The sentence “take it slow” and the Javanese language phrase ‘alon-alon waton kelakon’ express the ideas of the student in Jogdja. Humanity aspects of students in this picture are personified with a
design of turtle which bring lot of books and wear an eyeglasses and a watch in the hand.

b. A Piercian semiotic analysis

The semiotic triangle above shows the relationship among Students in Djokdja (as the object), the sign used is turtle as the personification and the “take it slow” is as an interpretant. A picture of the turtle and books on his shoulder, watch and eyeglasses that the turtle wear related to students alike. This pictorial symbol represent to the object of the student condition.

Image of the design above has the object element of the semiotic as the student around Jogdja city. Pierce said in his semiotic theories, the object element of semiotic divided into three components, between icon, index and symbol. The image above shows iconic element on the object of triangle semiotic.

A sign on Picture 2 ‘take it slow’ version as dagadu image, designates to the students who studied in Jogdja. Interpretant
element of the semiotic could be a condition of the students that have a problem in their process until his process of study takes a long time off period to pass. A phrase ‘take it slow’ and Javanese language phrases ‘alon waton kelaton’ support the general symbol of the sign and indicate the reality of student condition in Jogdja.


a. The linguistic symbol analysis

This design has a minimum use of text and is supported by the use of the picture. “R.I.D Rest in Djokdja” is a form of parody from a phrase “R.I.D Rest in Peace”. The word peace is identical with existence of the pleasant Yogjakarta city, a quit, peace, innovative and creative city.
b. A Piercian semiotic analysis

The semiotic triangle above shows the relationship among an old man (as the object), the sign used is sitting old man and the “Rest in Djokdja” is as an interpretant. The use of shaky chair in the picture above is as an icon that has a connotation ‘relaxation’. Meanwhile, its object is an icon, a mustached man wearing a complete Java dresses with blangkon, jarik and surjan, sitting drowsily on a shaky chair while enjoying his live until his sandal is put off. Those have a special meaning where coming back to Yogyakarta and enjoying old phase in cultural city always become a dream and hope for the people who have come to the city. This design has been classified to the symbol that occurs on the chair.

a. The linguistic symbol analysis

A big font in phrase ‘how slow can you go’ is expression of question for a people who live in Jogja, or people who come to enjoy a Jogja city. This question purposed for a people when they are coming and enjoying Jogja city. There are questions supported to be answered by tourists. According to phrase “how slow can you go”, the question appears to tourists about, how many time can you go in Jogja?, how long can you go in Jogja?, or how enjoy you feel in Jogja. These phrases answered by a snail as a personification of people in Jogdja. A snail in Picture 4 personified as tourists in Jogja and supported to enjoy Jogja city. These question phrases answered by a turtle too. This personification animal says that he can go in Jogja around 0,1 kilometer per hour, and a clock image indicate for supporting an ideas of the whole linguistic phase above.
b. A Piercian semiotic analysis

According to Piercian model of semiotic, an object of sign has its characteristic on similarities with the object of the symbols. Beside it, the *object* of a sign is made by a convention among people. The Picture 4 above, when the image of snail and turtle personified people whoever came to Jogdja or even a native people, represents about the real objective people in Jogdja city.

The object or pictorial symbol in Picture 4 is signified element of the sign and purpose for asking tourists. A phrase ‘how slow can you go’ and a picture made an *interpretant* meaning as persuasion process to a people or tourists in Jogdja. In this interpretation, a city of tourism and object of visitor, tourist came to Jogja city supposed to go and enjoy the street. This dagadu design is persuasion process to people when they are seeing a design in Picture 4 and persuade to enjoy whole Jogja wonderful city.

(Picture 5)

a. The linguistic symbol analysis

This design has a minimum use of text and is supported by the use of the picture. “Jogja great sale” actually phrase tells the audiences which is Jogja as special place for shopping. Jogja province, a well known with a tourist’s destination and most creative souvenir collected in this province, provides any souvenirs for domestic or foreign tourists. This condition expresses in the linguistic phrases above.

b. A Piercian semiotic analysis

A superman with traditional suit (*sign*)

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Jogja as special place for shopping  People in Jogja & Tourist
(interpretant)  (object)
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The semiotic triangle above shows the relationship between people in Jogja and tourist (as the object), the sign is a superman with traditional suit and Jogja as special place for shopping is an interpretant. The use of a superman with traditional suit in this design represents the people of jogja and superman is the symbol of foreigner.

A sign in the design of dagadu’s brand above shows a super human flying wearing a special suit and mask covering ahead with traditional hat (blangkon). This pictorial symbol is a contras element with the image of a super human as usual as shown in superman personality in the television or movie.

A super human as personalized in dagadu’s design shows that he was bringing stuff after he was buying something on the package. The audience would aware that this pictorial symbol would no meaning if it not relate with something behind this picture. A meaning would appear when this pictorial symbol has an interpretant about Jogja province as a special place for shopping. A pictorial symbol as represent in super human who bringing stuff after shopping and a linguistic phrases behind its picture supports the idea of interpretation about Jogja city as a special place for shopping.

(Picture 6)

a. The linguistic symbol analysis

A linguistic sign in picture 6 above is a dominant element in messaging process to the audience. A word “Djok Dja” with ‘O’ labeled with ‘tcap jahe’ means a special drinking made from ginger. A phrase ‘Djok Sadja’ translated in English becomes ‘go a head’ means for persuading the audience to try a special cup of tea. A Java language with a big font in this sign supported by phrase ‘more tea, please’ means to the audience of a message to enjoy a special tea from Jogia.
b. A Piercian semiotic analysis

Jogjakarta as city of indigenous Javanese culture has lots of cultural heritage. Beside its special culture, Jogjakarta has special food and drink. A most famous drink in Jogjakarta is *nasgithel* (a special tea made from Jogjakarta as represented in the picture above).

An *interpretant* element of the sign as represented by Picture 6 above is a *nasgittel* (a special tea from Jogja). This picture informs to the audience that Jogja has special tea made from ginger as a special ingredient. This message of a sign is clearly show by and object of a general sign represent with a big cup of a tea.
A. Conclusion

The general purpose of the semiotic interpretation research is to find out the meaning of the linguistic symbols used on dagadu product and the relation between the linguistic symbols and pictorial symbols. Based on the analysis of 6 images symbols of dagadu product using the theory of semiotic, the writer can conclude as the following:

1. In the process of interpretation through 6 dagadu design, it is found that dagadu use a tradition theme about Jogja province. Dagadu design a product with a familiar iconic theme such Jogja culture, special foods, Jogja Kingdom (keraton) and tourism.

2. There is relation between linguistic and pictorial symbol in dagadu design. Both characteristic attempts to inform to audience about culture and Jogja city whole elements. Such as in the design 2, the linguistic expression "take it slow" shows the ideas about the culture of Jogja people and support by the picture of turtle.
B. Suggestion

From the result of this research, the writer suggests some points for who want to analyze dagadu design and product:

1. Dagadu brands also produce stuff with creative design surrounded with cultural meaning and made by indigenous creative jogja people, the readers who want to analyze dagadu product should understand Jogja culture.

2. The audience of dagadu brands have to aware of a meaning appears in dagadu designs.

Finally, the writer hopes that this research studies will be useful for the next research about analyzing dagadu product and useful especially for student of English Letter Departments.
BIBLIOGRAPHY


Website:


http://www.dagadu.co.id.
The thesis has been defended before the Letters and Humanities Faculty’s Examination Committee on Monday, June 14th, 2010. It has already been accepted as a partial fulfillment of the requirements for the degree of Srata 1.

Jakarta, June 14, 2010

Examination Committee

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DECLARATION

I hereby declare that this submission is my own and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other institute of degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Jakarta, July 2010

Asri Hasanah
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The writer
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