

ABSTRACT

CHINTYA, 11816584

Semiotic Analysis of TVRI Logo (strengthening of identity)

Keyword: Logo, Organization, Interpretation, TVRI, Deutsche Welle

(x + 49 + 2)

Every organization has a visual media that is used as an identity that becomes an image in the consumers' outlook. Consumers' outlook is very important for the company because it's of how consumers rated the company itself. TVRI is the first television station that aired in Indonesia on August 24th, 1962, TVRI also states institution. On March 29th, TVRI officially changed its logo. The new logo has a combination of blue and white been rated to has a more millennial vibe. The goal of this research is to know the match between how citizen interprets TVRI's logo and how TVRI's build their image if the company through the logo. This research uses qualitative research and Charles Sanders Peirce semiotics theory. This method uses heirloom study, interview, and collecting primary data and secondary. The result of this study shows that (1) TVRI has blue color that used as circle color, with 'RI' written on it, means a vast ocean, the breadth of Indonesia is united by that vast ocean, letter 'TV' that attached to the circle of RI indicates that TVRI as the unifying media of nation. (2) the color blue and white indicates professional, relationship, intelligence, confident, and flexibility. (3) TVRI's logo has also been rated similar to a German TV station, Deutsche Welle (DW) by a netizen.

Bibliography (1986 – 2014)