

ABSTRACT

AGUSTINA TRI UTAMI, 17822029

Semiotic analysis of the weaning of the Indonesian sharia bank logo (BSI)

PI. Universitas Gunadarma. 2022

Keywords : Qualitative Research, Semiotic analysis, Bank Syariah Indonesia, Data Analysis.

(xii+58+Appendices)

This study focuses on the meaning of the logo contained in Bank Syariah Indonesia (BSI). The purpose of this study is to determine the semiotic analysis of the logo meaning at Bank Syariah Indonesia (BSI). In this study the author uses a qualitative method. Qualitative research is research that produces analytical procedures that do not use statistical analysis procedures or other quantification methods. The data collection techniques used in this study, namely: (1) documentation and (2) observation. The data analysis method in this study uses semiotic analysis techniques from the ideas of Charles Sanders Peirce, which includes three categories, namely icons, indexes, and symbols. The results show that the semiotics that have been carried out in the Bank Syariah Indonesia logo show the state of the bond and the relationship between the icons, indexes, and symbols that are related to each other between the star symbol on the logo, the type of font and color used in the logo, as well as visualization that looks simple. but has a modern impression in it.

Bibliography (2017 - 2021)