

ABSTRACT

"The Logo Representation of Community Sagu Maluku builds the branding image of it " (Pierce Semiotics Analysis At Sagu Community Logo Maluku)

Keywords: Logo, communities, representation, image

(xiii + 60 + attachment)

Logo is the sign, emblem, or symbol that has meaning and is used as the identity of an organization, community, company or individual to be easily remembered by others. As part of the identity of the organization it represents, the logo is like the body that is able to represent the image of the organization, community or individual. This study is aimed to determine the semiotic analysis of Charles Sanders Pierce about the logo of Sagu Maluku community . Researchers try to analyze from the sign, object and interpretan the community of Sagu Maluku. It is used qualitative research method. The results show Sagu Maluku Community logo consists of some elements that are divided into drawing / writing in the logo, the colors used and the forms that exist in the logo of Sagu Maluku . There are parts that have special meaning and philosophy according to the shape and colors used. Results of this study concluded that the meaning of the sign, object and interpretan of Logo Sagu Maluku are all formed of the elements that exist in Maluku Sago logo has meaning and significance of unity, commitment and synergy in improving education literacy in Maluku, according to the background of it. Logo Sagu Maluku also able to represent identity as a social community. Logo Sagu Maluku describes what is provided or presented by the community through the existing form of a pencil in the logo that is the role and function to collect books and channeled to areas in Maluku. The representation that it appears a positive image to the community through the activities carried out.

Bibliography (1992-2014)