

## **ABSTRACT**

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### ***Roland Barthe's Semiotic Analysis of the Et Al Coffee and Space***

*Keywords : Denotative, Connotative , Semiotic Anlysis of Roland Barthes, Et Al Coffee and Space.*

*(xi + 82 + Appendices)*

*The purpose of this study is to find out the representation of the meaning of the Et Al Coffee by looking at denotative meanings, connotative meanings, and myths. The method used in this study is a qualitative method with the theory of semiotic analysis of Roland Barthes. The paradigm used in this study is constructivism. This study used data collection methods in the form of observation, documentation, and interviews. Researchers conducted interviews with the Head Manager of Et Al Coffee and Space, coffee baristas, and consumers of Et Al Coffee and Space. The results of this study show that there is a denotative, connotative, and mythical meaning behind the Et Al Coffee and Space logo. Denotative meaning is a place that can be used to work, chat with relatives or just hang out, and create works. The connotative meaning is shown in the selected font, namely Futura EF Heavy News which belongs to the sans serif or unhooked type of font which has the meaning of minimalist place connotations and has a modern, friendly, and flexible impression. And Et Al is taken from a book quote meaning "and comrades". The mythical meaning of the Et Al Coffee and Space logo is turquoise which is believed to stimulate the ability to communicate, artistic expression and also as a symbol of strength.*