

## **ABSTRACT**

**MUHAMAD DAFA AKBAR,10820452**

### **SEMIOTIC ANALYSIS OF PRODUKSI FILM NEGARA LOGO**

*Keywords: Semiotics, Charles Sandreas Pierce, PFN Logo  
(xi-59-Appendix)*

*The logo is one of the visual elements that represents a company, organization, product, community, institution, or others that have meaning or philosophy derived from the identity and culture of that institution. This study aims to understand the semiotic process of Charles Sandreas Pierce and the meaning of the Production Film Negara (PFN) logo. The research method used in this study is a qualitative approach with the semiotic approach of Charles Sandreas Pierce. Data collection methods include interviews, observations, and documentation. The paradigm used in this research is the constructivist paradigm. In this study, the researcher employs Charles Sandreas Pierce's Semiotic Theory, which examines signs and how they function. Charles Sandreas Pierce's analysis is divided into three parts: representamen, object, and interpretant. The findings obtained in the analysis of the PFN logo show that PFN represents a state institution that emphasizes unity and synergy to create solid collaboration. PFN also encourages its members to appreciate noble values embedded in each knot. Moreover, the logo also invites continuous change towards rapid improvement in a smart, enjoyable, and energetic manner.*

*References (1991-2016)*