

ABSTRACT

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Charles Senders Peirce's Semiotic Analysis and the Message of Meaning Icon in Café CIL Room

Keywords: Sign, Meaning, Charles Senders Peirce's Semiotic Analysis, Icon café CIL Room.

(x + 44 + Appendices)

Communication in this digital era is growing very rapidly. Understanding communication can be seen from etymology (language) and terminology (terms). In terms of etymology, communication comes from the Latin 'communication' and this word comes from the word 'communis'. Communication takes place when between the people involved there is a common meaning about something being communicated. While in terminology, communication means the process of delivering a message by one person to another. The definition of semiotics in general is the study of data or the meaning of decisions. Semiotic theory is the study of semiosis processes and signs, designations, indications, similarities, metaphors, analogies, symbolism of meaning and communication. According to Pierce, semiotics is based on logic, because logic studies how a person reasons, while according to him reasoning is done through signs. The purpose of this study was to find out the message meaning in the logo of the CIL Room café by looking at the Charles Senders Peirce aspect triangle and the 5 meanings. The method used in this study is a qualitative method with Charles Senders Peirce's theory of semiotic analysis. The paradigm used in this research is constructivism. This study uses data collection methods in the form of observation, interviews and documentation. Researchers conducted interviews with one of the founders of the CIL Room café, coffee baristas and consumers from the CIL Roomcafé. The results show that there are lexical, referential, denotative, connotative and cognitive meanings. As well as Charles Sender Peirce's triangular aspects, namely signs, sign references and interpretations.

Bibliography (2015-2022)