

## **ABSTRACT**

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**Analisis Semiotika Logo Waroeng Noesantara (Warnoes)**

*Keywords : Roland Barthes Semiotic Analysis, Waroeng Noesantara Logo, Coffeeshop, Restaurant.*

*(xii + 62 + Attachments)*

*This analytical study aims to analyze the meaning of the Waroeng Noesantara (Warnoes) Logo by looking at the denotative meaning, connotative meaning and myth. The theory used in this research is Roland Barthes' Semiotic Theory, namely the science used to interpret a sign, where language is also a composition of signs that have a certain message from society using qualitative methods. The data collection technique used consisted of observational studies and in-depth interviews. Based on this research, researchers conducted interviews with informants from Waroeng Noesantara. After interviews and observations, researchers discussed and analyzed in a structured manner according to the results of existing interviews and observations. The results of the research show that there are denotative, connotative and mythical meanings in the Waroeng Noesantara logo. The denotative meaning is shown by highlighting the name Waroeng, which means warung, like food stalls, with the aim of making the name easy to pronounce, easy to memorize, and easy on the ear. And Noesantara which means archipelago, namely originating from Indonesia. The connotative meaning is aimed at the shape of the Waroeng Noesantara logo which contains the letter "W", which is the initial of the main name of this restaurant, namely Waroeng Noesantara. The coloring in the Waroeng Noesantara logo uses red, yellow and black to symbolize elegance, hunger and comfort.*

*Bibliography (2009-2022)*