

A SEMIOTICS ANALYSIS OF BARCLAYS PREMIER LEAGUE CLUB'S LOGOS



RESEARCH PAPER

Submitted as a Partial Fulfillment of Requirements
for Bachelor Degree of Education
in English Department

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MUHAMMADIYAH UNIVERSITY OF SURAKARTA
2013**

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LOGOS**

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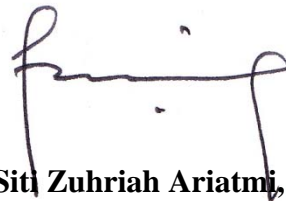
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TESTIMONY

Herewith, the writer states that there is no proposed work before in this research to get the Bachelor Degree in a certain University and as long as the writer knows that there is also no work or idea that has ever been written or published by other people, except referred written in this research paper and mentioned in the bibliography.

If it is proved there is mistake in the writer's statements above later in the future, so he will be wholly responsible.

Surakarta, March 2013

The writer



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MOTTO

Convincing foolishness will win over hesitate smartness.

(Mario Teguh in Mario Teguh Golden Ways)

DEDICATION

This Research Paper is dedicated to:

1. My Parents who have given me so much love, support, and care.
2. My brothers.
3. My friends.

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praise is for Allah, Lords of the universe. I bear witness that there is no deity worthy of worship except Allah, alone with no partner. And I bear witness that Muhammad is His slave and Messenger. To proceed:

The greatest praise and thank to Allah who has blessed the writer to finish his research paper, entitled A SEMIOTICS ANALYSIS OF BARCLAYS PREMIER LEAGUE CLUB'S LOGOS. Moreover, the writer wants to express his gratitude and appreciation to some people who have given contribution in finishing this research paper.

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Surakarta, March 2013

The Writer



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ABSTRACT

Muhammad Surya Ismail. A320080153. A SEMIOTICS ANALYSIS OF BARCLAYS PREMIER LEAGUE CLUB'S LOGOS. Muhammadiyah University of Surakarta. Research Paper. 2013.

Our daily life aspects are full of signs including icon, index, and symbol. The objectives of this research are to describe how the Barclays Premier League club's logos lead to the identity of the event they represent and the meaning of Barclays Premier League club's logos.

The data are the Barclays Premier League club's logos which are taken from the Football club official website. In collecting the data, the writer applied the documentation and observation. The theories used are the Pierce theory and Saussure theory. Pierce emphasized his theory on the representamen, interpretant, and object. Then, Saussure emphasized his theory in analyzing sign using the signifier and signified criteria. The type of the research is qualitative interpretative type. The several steps are done to analyze the data. In analyzing to describe how the Barclays Premier League club's logos lead to the identity of the event they represent, the steps are: analyzing the representamen, analyzing the interpretant, and analyzing the object. In analyzing meaning, the steps are: analyzing signifier and analyzing the signified.

This research shows that (1) the events that Barclays Premier League club's logos represent are: cultural, historical, and personal symbol, and (2) the meanings are: referring to culture, religion, and organization that exist in society.

Key words: Semiotics and Barclays Premier League club's logos.

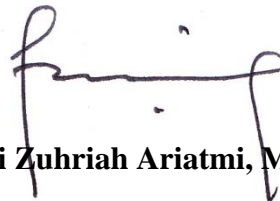
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