

CHAPTER I

INTRODUCTION

1.1 Background of the Research

The cafe and coffee shop business has experienced rapid growth in recent years and has become one of the most popular sectors in the culinary industry. This phenomenon can also be seen in Padang, where cafes and coffee shops continue to emerge with various concepts, products, and atmospheres to attract customers. Besides serving food and beverages, cafes and coffee shops have become places for social interaction, studying, working, holding meetings, and spending leisure time. As competition becomes more intense, every business is required to build a distinctive identity that differentiates it from competitors and attracts customers.

One of the most important elements of business identity is the logo. A logo functions as the visual identity of a business and represents its values, characteristics, and uniqueness. According to Ballias and Mirridjanian (2011, p. 11), a logo is an important part of brand identity because it visually communicates the image of a business to the public. Through a logo, customers are able to recognize and distinguish one business from another. Therefore, a logo is not merely a decorative design but also a communication medium that conveys information and creates a lasting impression of a brand.

A logo consists of various signs that carry meaning. According to Saussure (1983), signs are all forms that convey meaning. In logo design, signs generally appear in the form of verbal and non-verbal signs. Verbal signs include brand names, slogans, and specific information, while non-verbal signs include illustrations, colors, and other visual elements. These signs are intentionally combined to communicate the identity, concept,

products, ambience, and characteristics of business. Consequently, every element in a logo contributes to the overall message conveyed to customers.

The meanings represented by these signs can be analyzed through semiotics. Semiotics is the study of signs and how they produce meaning (Fiske, 1990). Using Saussure's dyadic theory, every sign consists of two inseparable components: the signifier, which refers to the physical form of a sign, and the signified, which refers to the concept represented by that sign. Furthermore, Barthes (1968) explains that signs may also produce connotative meanings, which are influenced by social, cultural, and personal associations. Through this approach, logos can be understood not only as visual identities but also as a meaningful communication tools that represent business values and branding strategies.

The logos of cafes and coffee shops are interesting objects for semiotic analysis because they combine verbal and non-verbal signs to communicate business identity. Many cafes and coffee shops use distinctive names, unique illustrations, and carefully selected colors to represent their specialty products, place concepts, ambience, target customers, and brand values. Some logos emphasize coffee as their main product, while others highlight desserts, natural scenery, cultural identity, or architectural concepts. These differences indicate that logo design is intentionally created to communicate specific messages and establish a unique identity for each business.

Padang provides an appropriate setting for this research because the city has experienced significant growth in its cafe and coffee shop industry. Many businesses employ creative brand names, distinctive illustrations, and attractive color combinations to strengthen their branding and appeal to customers. These logos reflect not only the products offered but also the concepts, ambience, uniqueness, and marketing strategies

of each business. Consequently, analyzing these logos provides a deeper understanding of how signs are used to construct brand identity and communicate meaning.

To illustrate how a logo conveys meaning through verbal and on-verbal signs, one example of a cafe logo in Padang is presented below.

For the example:

Figure 1.1 Logo of Show Koffie in Padang



The logo above belongs to Show Koffie, one of the coffee shops in Padang. The verbal sign is the brand name Show Koffie. According to Cambridge Dictionary (2023), the word show means to make something visible, while koffie is the Dutch word for coffee. These words function as the signifier representing the identity of the coffee shop. The non-verbal signs include the dominant dark green and gold colors, as well as illustrations of a coffee bean, two leaves, a microphone stand, and a balance scale. Based on Cerrato (2012), gold symbolized luxury and elegance, while green represents nature and freshness.

Together, these verbal and non-verbal signs convey the image of a coffee shop that offers quality coffee in a comfortable place with entertainment facilities such as live music. This example demonstrates that a logo communicates not only the name of a

business but also its concept, identity, and branding through a combination of meaningful signs.

Based on this phenomenon, this research aims to identify the verbal and non-verbal signs used in the logos of cafes and coffee shops in Padang, analyze their signifiers and signifieds based on Saussure's semiotic theory, and interpret their connotative meanings using Barthes' theory of signification. It is expected that this research will contribute to the study of semiotics, particularly in visual communication and branding, while providing insights into how logos function as meaningful communication tools in the culinary industry.

1.2 Research Questions

Based on the background above, the researcher analyze the signs which found in this analysis entitled A Semiotic Analysis of Logo Used by Cafes and Coffee Shops in Padang. The researcher formulates three questions that become the focus of this research, as follows:

1. What verbal and non-verbal signs are found in the logos?
2. How do these signs function as signifiers and signifieds?
3. What connotative meanings are constructed through those signs?

1.3 The Objective of the Research

In conducting research, the goal is to find out the answer to the research questions that have been formulated previously. In research, the results of research are referred to as objectives of the research. The analysis entitled A Semiotic Analysis of logo Used by Cafes and Coffee Shops in Padang uses three theories to support the process in finding

the answers. Based on three questions above, there are three objectives of third research, as follows:

1. To identify and classify the verbal and non-verbal sign of logo used by cafes and coffee shops in Padang.
2. To analyze the signifier and signified of sign in logo used by cafes and coffee shops in Padang.
3. To interpret the meaning of sign in logo used by cafes and coffee shops in Padang.

1.4 Focus of the Research

This research focuses on the semiotic analysis of logos used by cafes and coffee shops in Padang. Both types of businesses are included because they belong to the same culinary industry and use logos as an important element of brand identity to communicate their concepts, specialties, and uniqueness. The analysis is limited to verbal and non-verbal signs contained in the logos, regardless of whether the verbal signs are written in English or combination with other languages.

The data consists of 13 logos selected through purposive sampling. The logos were chosen because they met the following criteria: (1) they belong to cafes or coffee shops operating in Padang, (2) they have official logos displayed on their official Instagram accounts, and (3) the logos contain both verbal and non-verbal signs suitable for semiotic analysis. Logos without clear visual elements, official status, or sufficient quality were excluded. Although the findings cannot be generalized to all cafes and coffee shops in Padang, the selected logos represent various branding concepts commonly found in the local cafe and coffee shop industry.

This research focuses on three aspects. First, it identifies and classifies the verbal and non-verbal signs used in the logos. Second, it analyzes the signifiers and signifieds

of the identified signs based on Saussure's semiotic theory Third, it interprets the connotative meanings of the signs using Barthes' theory of signification.

1.5 Method of the Research

The data collection method refers to the procedures used by the researcher to obtain data for answering the research questions. Since this research focuses on the semiotic analysis of logos as visual texts, the primary data consist of official logo images rather than participants' opinions. Therefore, interviews with cafe or coffee shop owners were not conducted because the objective of this study was to analyze the meanings represented in the logos themselves based on semiotic theories proposed by Saussure and Barthes. The analysis focuses on the signs embedded in the logos instead of designers' or owners' intended meanings.

1.5.1 Data Collection

The data were collected through observation and documentation. The initial data collection was conducted from July to September 2023, during which the researcher searched for cafes and coffee shops in Padang through their official Instagram accounts. To ensure that the data remained relevant, the logos were rechecked and updated from January to March 2025. This updating process was conducted to confirm that the selected businesses were still operating and that their logos had not changed significantly.

The researcher selected 13 logos using purposive sampling. The inclusion criteria were: (1) the business operates as a cafe or coffee shop in Padang, (2) it has an official Instagram account, and (3) its official logo is publicly displayed on the Instagram profile, and (4) the logo contains both verbal and non-verbal signs suitable for semiotic analysis. Businesses without official logos, inactive Instagram accounts, logos with poor visual

quality, or logos consisting only of plain text without visual elements were excluded from the study.

Instagram was selected as the data source because it is the primary digital platform used by cafes and coffee shops to present their visual identities and communicate with customers. The researcher included both cafes and coffee shops because both belong to the same culinary industry and similarly rely on logos as an important branding element, although they may differ in business concepts and menu specialization. The selected 13 logos represent various branding concepts commonly found among cafes and coffee shops in Padang, including coffee-oriented businesses, dessert cafes, theme cafes, and cafes emphasizing ambience and lifestyle.

During the documentation process, the researcher captured each logo from the official Instagram profile using the screenshot feature on a mobile phone. The images were then edited only to standardize their size and layout for analysis without altering any visual elements contained in the original logos.

1.5.2 Data Analysis

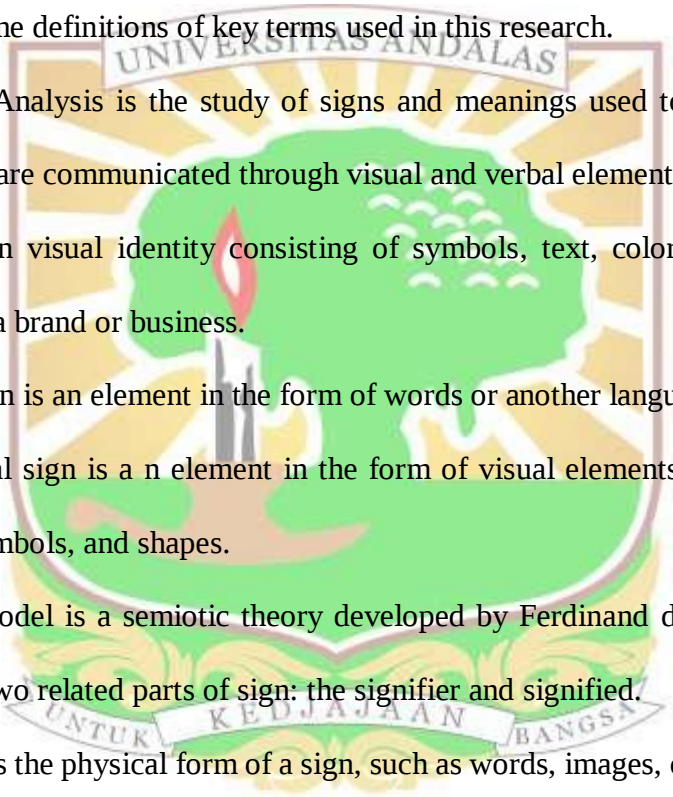
First, the researcher identified and classified the verbal and non-verbal signs found in each logo. Second, the identified signs were analyzed using Ferdinand de Saussure's dyadic model to determine the relationship between the signifier and the signified. Third, the researcher interpreted the connotative meanings of the signs using Roland Barthes' theory of signification.

To ensure the validity and consistency of the interpretation, all logos were analyzed using the same analytical framework and theoretical references throughout the study. The researcher applied identical analytical procedures to each logo by identifying the signs, determining their signifiers and signifieds, and interpreting their connotative meanings

based on the same concepts and criteria. In addition, dictionary definitions (Cambridge Dictionary and Merriam-Webster) and theories of color symbolism proposed by Cerrato (2012) were consistently used to support the interpretation of verbal and non-verbal signs. Therefore, the interpretations were grounded in established theories rather than solely based on the researcher's personal opinions.

1.6 Definition of Key Terms

Following are some definitions of key terms used in this research.

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- a. Semiotic Analysis is the study of signs and meanings used to understand how messages are communicated through visual and verbal elements.
 - b. Logo is an visual identity consisting of symbols, text, colors, or images that represent a brand or business.
 - c. Verbal sign is an element in the form of words or another language elements.
 - d. Non-verbal sign is a n element in the form of visual elements such as, images, colors, symbols, and shapes.
 - e. Dyadic Model is a semiotic theory developed by Ferdinand de Saussure which explains two related parts of sign: the signifier and signified.
 - f. Signifier is the physical form of a sign, such as words, images, colors, or symbols that can be seen or heard.
 - g. Signified is the concept, idea, or meaning represented by the signifier.
 - h. Connotative Meaning is a meaning theory proposed by Roland Barthes and Geoffrey Leech which is described the implied or associated meaning of a sign influenced by culture, emotions, and personal interpretation.

- i. Café and Coffee Shop is a term used to describe a business that primarily serve coffee, drinks, and light meals for customers in modern social and relaxation settings.

