

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter presents the conclusions of the thesis entitled Semiotic Analysis of Logos Used By Cafes and Coffee Shops in Padang. The conclusion is drawn based on the findings of the researcher in order to answered three main research questions. This chapter also provides suggestions for future researchers who are interested in conducting studies in the field of semiotics.

4.1 CONCLUSION

After analyzing 13 logos of cafes and coffee shops in Padang, several conclusions can be drawn based on the three research questions.

Regarding the first research question, the findings reveal that the logos contain two categories of signs, namely verbal sign and non-verbal sign, as proposed by Chandler (2001) and also Cobley and Jansz (1999). Verbal sign are consist of brand names, slogans, and specific informations about cafes and coffee shops. Meanwhile, non-verbal signs consists of illustrations and colors. The total of 53 signs were identified, consisting of 25 verbal signs and 28 non-verbal signs. Brand names are the most dominant verbal signs, while illustrations are the ost dominant non-verbal signs..

Regarding the second research question, the signs were analyzed using Ferdinand de Saussure's dyadic model consisting of the signifier and the signified. The findings show that every identified sign has its own signifier and signified. The signifiers are the physical forms of the signs, including words, phrases, illustrations, and colors that appear in the logos. Meanwhile, the signified represent the concepts intended by the cafe and

coffee shop owners, such as brand identity, business concept, specialty products, ambience, quality, and the uniqueness of each cafe and coffee shop.

Regarding the third research question, the meanings of the signs were analyzed using Roland Barthes' theory of connotative meaning. The findings indicate that all 53 signs contain connotative meanings. The verbal signs are mainly express meanings related to the cafe's name, business concepts, specialties, and brand identities. Meanwhile, non-verbal signs convey meanings through illustrations and colors that symbolize nature, comfort, freshness, quality, warmth, relaxation, and other characteristics intended by each cafe and coffee shop. These connotative meanings function not only visual identities but also as a medium to communicate the values, uniqueness, and branding strategies of each business.

Overall, this research demonstrates that logos are not merely decorative visual elements but meaningful communication tools. The combination of verbal and non-verbal signs helps cafe and coffee shops communicate their identity, concept, specialty, ambience, and values to customers. Therefore, semiotic analysis proves to be an effective and useful approach for revealing the meanings embedded in logo designs and understanding how visual signs contribute to branding and customer perception.



4.2 SUGGESTION

This research is about the semiotic analysis of logo used by cafe and coffee shop in Padang. Semiotic is an interesting study in linguistics. It explores how meaning is constructed and interpreted through signs. After completing this thesis, the researcher would like to offer several suggestion for readers and future researchers.

For readers, this research is recommended to enrich the knowledge of linguistics, especially semiotics. It is also hoped that readers can developed awareness of how verbal

and non-verbal sign such as logo used to convey meanings and messages in everyday life, especially in the context business and branding.

For future researchers, this research can be used as a reference or supporting material in conducting similar research related to semiotics. It is also hoped that the future research can expand the scope of this thesis by analyze different object.

