Semiotic Analysis Depicted in NBA Team Logos

AN UNDERGRADUATE THESIS

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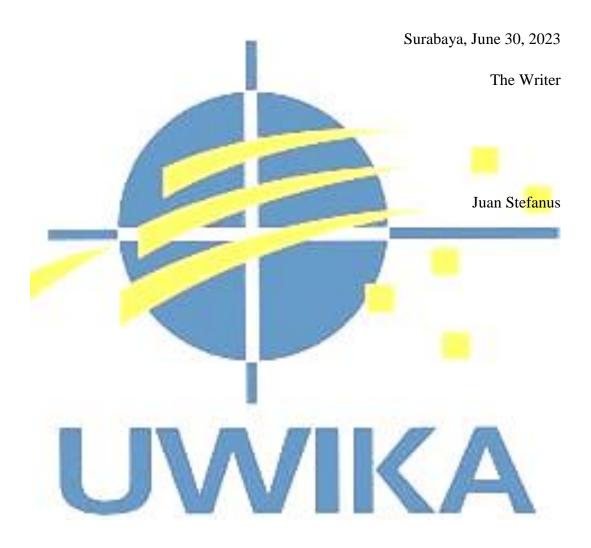
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The Writer

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ABSTRACT

Juan Stefanus, (2023) Semiotic Analysis depicted in NBA Team Logos. S1. Thesis English Department. Widya Kartika University. Advisor I: Dr. Eka Fadilah, S.S., M,Pd; Advisor II:Yulius Kurniawan, S.Pd., M.Pd

This research was conducted to analyze several NBA team logos that use animal logos. The purpose of this study is to find the meaning contained in the animal logos of the NBA team. The theory that the writer uses is Charles Sander Peirce's semiotic theory which is divided into icons, indexes, and symbols. This research uses descriptive qualitative method. Data was collected from Google by searching and looking at NBA team logos, then selecting NBA team logos that only use animal logos. The results of this study indicate that each animal logo used in the NBA team logo has a meaning according to the characteristics of each team. The writer also found that the colors contained in each NBA team logo background have meaning and these colors are also related to the logo of the NBA team which uses animal logos. Overall, there is a meaning of the relationship between the images of animals and the colors in the NBA team logo with the characteristics of each NBA team, for example identifying toughness, strength, courage, cohesiveness, agility, attack, defense and tactics with the main goal of winning against its opponent.

Keywords: Semiotic, Logo, Animal Logo

TABLE OF CONTENTS

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LIST OF FIGURES

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