

Semiotic Analysis Depicted in NBA Team Logos

AN UNDERGRADUATE THESIS

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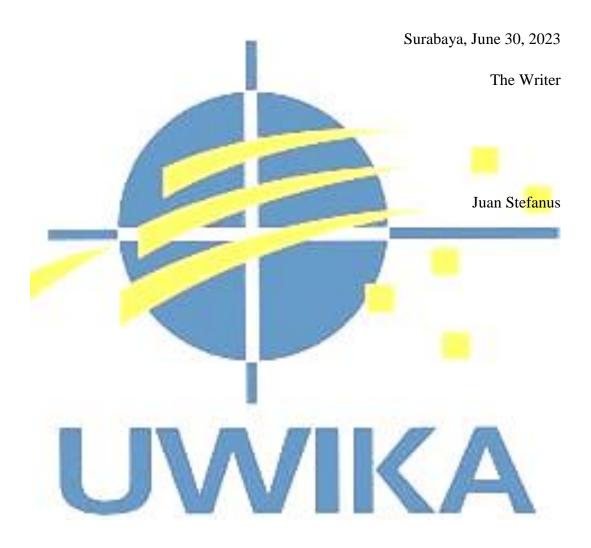
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ABSTRACT

Juan Stefanus, (2023) Semiotic Analysis depicted in NBA Team Logos. S1. Thesis

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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

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