

Logo Analysis Of Meta Bright Vision Company Using The Semiotic Theory

Rizki Auliazmi

rizukiri1@gmail.com

Masters in Design, Faculty of Arts and Design
Universitas Trisakti, Jakarta

ABSTRACT

A logo will make an indirect communication through visual form and give a message to the target, the logo acts as the sender of the message in a visual form that has meaning. A training and consulting company named Meta Bright Vision has a logo that is needed to give perception to the public and business partners about the vision and mission of the company, by using a visual logo that has a meaning called a logo. The analysis uses a semiotic theory approach from Peirce, John Fiske, and Saussure. And discuss in terms of aesthetics in the visual work of the logo. The semiotics approach is used to find the meaning contained in the visual logo and determine how the logo has been able to send messages to the recipient of the message.

Keywords: Meta Bright Vision, logo, semiotic

INTRODUCTION

Meta Bright Vision is a training and consulting service company that has the main objective to improve the quality of Human Resources (HR), by providing training for its participants and business partners. Currently the company focuses on business management area in Kawan Industri Cikarang, where the training can be beneficial to business people who are in that area, which includes from factory business, settlement, tourism, businesses, education, and so on. In 2019-2020, these following programs in the company have been categorized into four programs, ranging from sector of banking, industry, entrepreneurship and information technology, besides providing training, they are also try to provide business insight, especially in the operational areas of the company, therefore on that industrial area are able to provide training for human resource who are likely to perform activity in the service category of that company, not merely training human resource such as job candidates or company leaders, but also providing training services to potential entrepreneurs who focus on retirees.

The company also assists in consulting and training in the industrial sector, which provides the provision of human resources by providing and training a mindset to be able to manage themselves as well as having confidence towards success. Thus, for the Meta Bright Vision company, the good company must have a human resource that has Service Excellence for the benefit of external and internal customer service of the company.

Certainly in terms of brand value design in this company become a challenge for designers to convey their company's vision and mission through a visual logo because becoming one of the service companies that have potential in the Cikarang Industrial area, where there are plentiful of human resources and employment, therefore the current logo can become a reference to business partners of the company. Demographically, in that industrial area, the company's service target is ranging from young people such as employees and executives, to elder such as retirees. From the beginning of this company, Meta Bright Vision has never changed their logo design, it brings up a question of whether the logo has been the best for the company or the company has been unable to use other visual forms to reflect the characteristic of their brand value.

A design work especially logo is a medium that has an important and powerful capability in delivering a message through visual form, as well as creating a perception and image of a company. Therefore, the needs of a visual identity of the Meta Bright Vision company that can convey and inform the public indirectly its form and characteristic of the company, while presenting an image that corresponds to the vision and mission of the Meta Bright Vision company, by prioritize a message for better and brighter future. That message used as main foundation of the logo formation, the message also formed all existing service programs that have a purpose to become a better human resource, Therefore the Meta Bright Vision logo was created that are existed today.

The logo is derived from the Greek namely Logos, which can be means a word, thought, speech, or mind. The logo was originally interpreted as a writing name or entity that is specially designed using Lettering techniques or using a particular typeface, thus in the past logo used to be called a logotype, starting in 1937, it was started to appear the abbreviation term of logotype, namely Logo, and that term was able to use any element such as text, images, illustrations, etc., or it could be referred as visual identity. (Rustan, 2009)



Figure 1. Meta Bright Vision Company Logo
Source: Meta Bright Vision (2019)

When a logo wants to communicate with the society through visual media, thus the visual graphic designer which has the role of sending the message where the message to be conveyed is packaged in a visual form which has a meaning. In this section where the

strength of a visual language can be seen. It is important for a graphic designer to pay attention in providing the meaning of the sign language. Besides the visual presentation created must be unique and interesting, as well as be understood by the people who become the Target Audience of that logo. The visuals of the logo should be understandable so that the result will become a communicative message. If the message delivery done without assessing the situation and conditions of the Target Audience, thus the communication done will not be delivered. Therefore, in creating a graphic work, designers must look at the meaning in visual language.

In addition, the profession as a logo designer becomes one of the activities that encompass social research, before making an artwork the designer must conduct various studies with the science approach used. Started with finding and recognizing the problem, then using verbal and visual data, afterward arranging creative concepts based on the target, then determining the final visualization of the design to support the achievement of a functional, persuasive, aesthetic, and verbal and visual communication. This is done to create a visual that has meaning which in accordance to the logo that was created.

Through logo analysis and finding meaning in sign language, it can be known how the Meta Bright Vision company still use the existing logo and give a perception of its business associates about the good and successful in the training services that exist in the company. As well as how this Meta Bright Vision logo has been suitable to the vision and Mission of the company.

The theory that studies reading visual signs is known as Semiotics theory. In its development, Semiotics is a discipline that studies signs, how the sign works and creates a meaning. The sign is able to convey information that is eventually to be communicative. This discipline was initially developed in the field of language, then entered art and design sector, becoming a method for reading the structure of a visual to observe the meaning contained in the visual.

According to Ferdinand de Saussure (1857-1913) who is one of the semiotic figures, semiotics is also called Semiology, a study of sign in human life. Including any signs and laws that managing the formation of these signs. This matter can be inferred that the meaning contained in a sign is formed in social life and is influenced by the applicable system and the law. The language is viewed by Saussure as a sign system that serves to convey something, and expresses ideas and thought better than any other system.

Roland Barthes is a successor to Saussure's thought. He continues Saussure's thought which is interested towards the complex way of the sentence formation and the way sentences form determine meaning, however he is less but interested in the fact that the same sentence can convey different meanings to different people in different situations. By emphasizing the interaction between the text and its user's personal and cultural experience, the interaction between the conventions in the text and the conventions experienced and expected by its users. Barthes's idea is known as "order of signification", including denotation (the actual meaning according to the dictionary) and connotation (a multiple meaning derived from cultural and personal experience). This is where the difference between Saussure and Barthes although Barthes still uses the signifier-signified term that Saussure conveys.

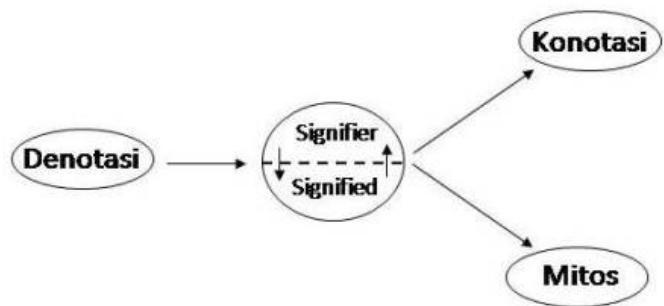


Figure 2. Graphic Theory of Roland Barthes
Source: Barthes (1980)

According to Charles Sander Peirce (1839-1914), he mentioned it as Semiotics, which is how human reasoning can be done using signs. A sign will work if it can be interpreted by the recipient's mind of the sign, through reading of meaning which appears on the sign recipient. Thus, a visual can serve as a sign when it already has three components, namely Representamen (something that is represented), object and Interpretan (allowing an interpretation of sign recipient).

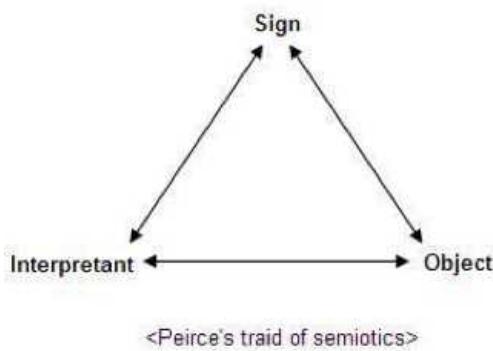


Figure 3. Peirce's Semiotics Diagram
Source: Peirce (1839)

In the Peirce diagram, the three components are interconnected with each other and form a triangular field, a sign can be interpreted by having an object, which is intended as an object that is a reference framework or meaning framework, and relates to the recipient of the sign so that the recipient is able to interpret something from the existing sign and the meaning that is already known by the sign recipient.

According to John Fiske, Semiotika is derived from the Greek, Semion, which means sign. Semiotics is the learning of meanings that are built on media texts, or the study of how signs of any kind of visual in a society which have a meaning. According to him, semiotics

is a study of signs and meanings of a sign system, the discipline of how a meaning is built in various media in the form of text or visuals. John Fiske said that there are three important processes in semiotic discipline, namely:

1. Reality or ideas that have been changed into reality by the media in the form of visual language, this matter generally relates to aspects such as clothing, environment, speech, expressions and so on.
2. Representation, the process of reality which depicted in the form of written language, visual images, graphics and so on.
3. Ideological, a process where the events occur are related and organized into a thought which is ideologically accepted. As the code represented is linked and converted into the dominant belief that exists in society. As the code represented is related and converted into the dominant belief that exists in society.

RESEARCH METHODS

In this case that is analyzing the Meta Bright Visual logo through the semiotic theory approach from Peirce with his approach to icons, indices and symbols, and Saussure's semiotics theory namely semiology, the way to recognize signs based on laws and rules that are applied in society life. As well as using the theory of John Fiske to find out the reality, representation, and ideology of the existing logos. As well as using the theory of John Fiske to find out the reality, representation, and ideology of the existing logos to relate the existing meanings to the visual logos as well as the target's understanding of the logo.

DISCUSSION

The Meta Bright Vision company logo has two object components, namely a graphic shaped like light and text as the lettering of the company's name and the company's tagline to reinforce the company's name and creating an aesthetic by combining those two objects. The visual shaped rectangular star is the Brandmark and a text logo as Wordmark on the logo.



Figure 5. The Meta Bright Vision Logo Display with Graphical Object and Text Sharing
Source: Meta Bright Vision (2019)

The shape of the visual logo with a four-angle star object, looks like a light or star, and uses yellow as a bright color, combined with a logotype that has a firm font and sans serif reflects the contemporarily of the text style.



Figure 6. Color Guide of the Meta Bright Vision Logo
Source: Meta Bright Vision (2019)

Denotatively, it can be seen from the visual form in the Meta Bright Vision logo that has a metaphor with lighting, from the connection of vision and mission and the company's main purpose, the metaphor form creates the meaning of the company purposes to form a bright event such as enlightening the future of human resources that present in the company's demographic marketing target. The four-angle star shape is also often described as an object to reflect other objects to appear more luminous, so it gives the

company a message not only to create special human resources but also a special company.

In the Peirce theory approach, the logo becomes a sign on the work, when the logo is accepted by the society, it will be interpreted as something shining because the reflection of a star to become something which shining has become one of the things that become the majority's thoughts for the community. By using a logotype that informs the company name that creates a message that the logo is the company's logo, as well as the assist tagline to convey what the company does. Regarding to the vision and mission of Meta Bright Vision is to be a trusted training institution, and provide facilities that are oriented to the consumer satisfaction and business associates. The company will look more special by using a bright logo.



Figure 7. Logo with Rectangular Star Visuals
Source: Meta Bright Vision (2019)

In John Fiske's semiotic theory approach there is a semiotic process that can be taken from the logo including

1. Reality
The idea from the message needed to convey that the Human Resource trained from that company has a bright future can be seen in the visual aspects enclosed in the visual logo. Better HR progress is one of the company promise, so Meta Bright Vision tries to deliver a message in the form of a promise to the message recipient.
2. Representation
A text in abbreviation of the company name as well as the tagline has presented a logo that is the logo of Meta Bright Vision, therefore one of the objects help each other to convey the message, as in the graphics to interpret the purpose and intent of the company, as well as the text as the introduction of the company.
3. Ideology
The bright future is something to be proud of, with an ideology like that the Meta Bright Visual company markets its services to prospective participants and business partners, by keep holding on to the industrial fields, entrepreneurship,

and technology, so that the ideology will try to be influenced from the company to participants to create a successful sensation to the participants.

Based on the Roland Barthes's approach, about the semiology analysis towards design, there are several levels towards the meaning of sign in the Meta Bright Vision logo, namely the connotative with the meaning of ' bright future ', as a message conveyed to the message recipient and to become the primary vision and mission of the company, then the denotative meaning enclosed in the logo contains how the 'success' message the company wants to convey to participants and business partners. Furthermore, is the mythology of success which is obtained due to undergoing a training and consultation with the company, because the shape of the four-angle star often described as lighting on an object it could be something special or something valuable, therefore if it is adjusted, the company would become something special for participants and business partners because they are able to provide special services as well.

CONCLUSION

Meta Bright Vision Company made efforts to provide a training and consulting on the industrial and business sector, which in that regard would be conveyed to the prospective participants and their business associates, therefore that message delivered by the company through a logo. The Logo used has a meaning that has the keyword "success", it is the foundation for MBV Company that has the purpose of forming good human resources and preparing a better life to prospective retirees. In mythology which tells successful is parallel with the bright future makes MBV Company to use objects that describe something bright and special, Therefore MBV Company is eager to convey that success is exist in the company. In addition, with its san serif font, it gives the impression that the company is a company that are up to date or has its contemporary. A brandmark that has connotative meaning through the signs in the logo implies 'bright future'.

From the aforementioned description that has been done, it can be concluded that the logo of Meta Bright Vision Company already has meaning that is in accordance with the vision, mission, goals of the company, as well as be able to increase the positive perception of potential participants and business partners. Through the sign approach as described above, with its corporate identity and logo, Meta Bright Vision has become a training and consulting service company in the industrial sector.

BIBLIOGRAPHY

Fiske, J. (2012). Pengantar Ilmu Komunikasi. Jakarta, Indonesia: PT Raja Grafindo Persada.

Schramm, W. (1954). The process and effects of communication. Urbana, United States: University of Illinois Press.

Wheeler, A. (2003). Designing Brand Identity: A complete guide to creating, building and maintaining strong brands. New Jersey, United States: John Wiley & Sons.