

# Semiotics Analysis of Cibuntu Tourism Village Logo

Atria Nuraini Fadilla<sup>1</sup>, Aditya<sup>2</sup>

<sup>1</sup>School of Creative Industries, Telkom University, Bandung, Indonesia

<sup>2</sup>School of Creative Industries, Telkom University, Bandung, Indonesia

[atria.fadilla@gmail.com](mailto:atria.fadilla@gmail.com), [Adityaazmihail94@gmail.com](mailto:Adityaazmihail94@gmail.com),

**Abstrak:** Cibuntu Tourism Village is located in Pesawahan District, Kuningan Regency, West Java. Its ancient heritage and racial landscape have made the Cibuntu Tourism Village win national and international awards in the community-based tourism category. In this study, the visual identity of Cibuntu Tourism Village was dissected and analyzed using the semiotics perspective of Roland Barthes. Data collection techniques in this study used interviews, observation and literature reviews. Through semiotics analysis it was found that the Cibuntu Tourism Village logo did not represent the characteristics of the village. Further research is needed in the form of designing visual identity with the rules of the logo with the approach of natural characteristics and the warmth of the village has made it easier for consumers to reflect on the experience of visiting this village.

**Keywords:** *Logo, Semiotics, Cibuntu Village*

## 1. Introduction

Cibuntu Village is a Tourism Village located in Kuningan Regency. The village is located on the slopes of the mountain where tourists can see the beauty of Mount Ciremai. The village also has a variety of tourism potentials such as ancient relics and heritage sites, as well as various arts and culture that are still preserved.

In 2016 this village was ranked as the fifth ASEAN-level tourist village for homestay. In 2017 the Cibuntu village was also named by the Indonesian Ministry as the best tourism village in Indonesia in the Community Based Tourism category. To support and enhance the experience in this village there needs to be an analytical review in the aspects of visual communication design.

One of them is visual identity, while the logo from Cibuntu tourist village will be dissected and analyzed using semiotics. Semiotics is the science of marks. Not only containing symbols and signs containing visual images, semiotics express the implied meaning of various things that are owned to be interpreted. The researcher uses the Roland Barthes model, which is supported by the denotation and level of connotation marking and myths that can use and ease of expression of various meanings.

Barthes agreed to a sign (Entry) as a system consisting of (E) a statement or significance in retaliation (R) with content (or signified) (C): ERC. According to Wibowo [1] Roland Barthes's semiotics which uses connotation and denotation as his analysis tools, researchers consider suitable to analyze the research. Some of the descriptions and explanations above lay behind the reason researchers raised semiotics "Roland Barthes Semiotics Analysis of the Cibuntu Village Logo" as research topic.

## 2. Theoretical Background

### 2.1. Semiotics

According to Barthes in Sobur [2], semiotics is a science or analysis method for studying sign. Semiotics, or in Barthes's terms, is a way of finding information and give meaning to things. Meaning means the object not only carries information, but the object can communicate, and constitute a structured system of signs. (Barthes in Sobur, 2013:15).

Sobur explained about one of the important areas which Barthes encompassed in his study of the sign is the role of the reader. The connotation is the original nature of the sign that still requires

activeness reader in order to function. The semiotic connotation experts at the time of studying the sign system no hold on the primary meaning, but they try to get it through connotation. For a more clear explanation of the connotative and denotative, below will explain about Barthes created a map of how the sign works, as follows:

Signifier	Signified
Denotative sign	
Connotative signifier	Connotative signified
Connotative sign	

Figure 1: Roland Barthes Meaning Map

### 2.1.1 Denotative

In a general sense according to Sobur [2], denotation is usually understood as a literal meaning. In Roland Barthes's semiology, denotation is a system first level significance. In this case denotation is more associated with the closure of meaning.

### 2.1.2 Connotative

In the Barthes map [3], connotation is synonymous with ideological operations, which he refers to as myths and function to express and justify the dominant values prevailing in a certain period. Budiman in Vera [4], the term connotation is used by Barthes to indicate the second stage of significance. The connotative meaning is a combination of denotative meaning with all the images, memories, and feelings that are generated when our senses intersect with markers.

### 2.1.3 Myth

The myth in Barthes's view is different from the concept of myth in a general sense. Barthes argued myth is a form of language, which is a communication system and a message. In his description, he argued that myth in this particular sense is a development of connotation. The connotation that has been formed in society is a myth. According to Barthes [5], a myth is a semiological system, which is a sign system that is interpreted by humans.

### 2.2. Logo

According to David E. Carter in Adi Kusrianto [6] principles about good logos must include the following:

1. Original & Clear. 2). Can be read/legibility. 3). Simple. Visuals are made simple so that it is easily resolved by the audience many. 4). Memorable. The

logo is made to have a unique and unique impression can remember for a long period of time. 5). Easily associated with companies. A logo that is easily created with vision organization, company, institution or commercial brand. 6). Easy to adapt for all graphic media. Is a convenience in the application of the logo in all forms of graphics, to avoid marketing difficulties.

This theoretical approach is used to assist in sorting out research objects namely logos based on three components, namely based on themes, shapes and content contained in the Cibuntu tourism village logo objects. The research object chosen by the cibuntu village logo. The elements of visual communication within this logo is divided into several parts namely icons / symbols, typography, and colors

The logo is included in an important component of each brand. The Cibuntu tourism village logo must be able to represent the village's vision and mission. Existing logo must be able to penetrate the minds of the people so that the tourist village of Cibuntu can be accepted by the community well and can be embedded in the minds of the community. This research will dissect the meaning created by the existing logo with the Roland Barthes semiotic method. Is it enough to represent the characteristics of the village?

## 3. Method

The designer is aware of the role of semiotics as a way to understand a design. By understanding meaning, designers choose the right approach to communicate better with their audience. Human cannot be separated from the signs represented in the form of movements, gestures, sounds, writing, pictures, colors and others.

The representation of this sign also intersects with the work produced by a visual communication designer. It can be concluded that the theory of semiotics can be used as a tool for selecting elements and design principles so that they can communicate according to strategy to their target audience. Each symbol has a meaning and more importantly it needs to be realized that displaying the symbol can be done in various ways and each way will cause its own meaning and understanding. The research method is observation, interview, literature study and data analysis. The observations were made by direct observation to the tourist village.

#### a. Observation

The author went directly to the Cibuntu Tourism Village which was the object of research, the author also observed and took pictures for research reference.



Figure 2: tourism object located in the Cibuntu Tourism Village


#### b. Interview

The interview is a research instrument. The strength of the interview is to explore the thoughts, concepts and personal experiences of the establishment or views of the individuals interviewed. The author conducted interviews with several parties, such as the village or tourists, to obtain the required data.

Through the analysis of the logo and sign language, it will be known whether the logo of the Cibuntu Village is in accordance with the characteristics and vision and mission of the Cibuntu village.

## 4. Result and Discussion

The research object chosen is the Cibuntu Tourism Village logo. The elements of visual communication within this logo is divided into several parts namely icons / symbols, typography, and colors.

	Logo
<b>Analysis</b>	
<i>Icon/illustration</i>	House, Coconut tree & Grass
<i>Colour</i>	Blue, purple, black
<i>Typography</i>	Serif

### Significance of the Denotative Level in the Cibuntu Village Logo

At the denotative level, the process of signification refers to the use of language with its literal meaning. The new meaning is based on what is captured by several active senses, in this case in the form of sense of sight. Referring to the results of the study in the previous point, there are several results has been obtained about all aspects of the markers and markers in the Cibuntu Tourism Village logo in terms of denotation meaning using the theory of semiotics Roland Barthes.

Overall in the Cibuntu Tourism Village logo, the elements inside use cool colors like black, purple, blue. In the order of the logo element there is an arrangement of house shapes where on the left side of the house there is a coconut tree in the wind and on the right side of the house there is grass. All of the elements above still have a companion element to their right. There is an arch writing Cibuntu Tourism Village in black.

### Significance of the Connotative Level in the Cibuntu Village Logo

The connotative meaning is subjective in the sense that there is a shift from the denotative meaning because there is a certain value addition. In the Cibuntu Tourism Village logo, the results of the analysis have been obtained in the form of identification of signs from several aspects of the markers and markers studied. In the formation of houses, coconut trees and grasses with a dark color implies something quiet and cold. Said to be quiet because the atmosphere that was captured in front of the tourist house looks not alive and dim, the rigid form of the house does not show the hospitality and beauty offered to this tourist village. The use of coconut tree icons in the wind increasingly reflects the cold side of this logo. There is an arc with writing Cibuntu Tourism Village influencing the lack of readability also gives the village tourism a less perception of the handling aspects of the area. In terms of color, the dark color that dominates the Tourism Village logo adds to the cold and unfriendly impression. Color is one of the elements that plays an important role in creating an impression or atmosphere. The color used should be more explored to give a warm impression.

### Myths in the Cibuntu Tourism Village Logo

In the Cibuntu Tourism Village logo, a myth is formed after getting the connotative meaning of the importance of the first stage. This myth appears through the signs that are presented on the logo in

the shape of a house with a window that glazed over the bottom side to form a 'open' representation. The function of the window that we know is a place to get fresh air and light. Where can be drawn understanding that Cibuntu Tourism Village is quite open and accepting of an update.

## 5. Conclusion

Based on the results of the study with the title Analysis of the Cibuntu Tourism Village Logo, it can be concluded that this Tourism Village has a huge natural tourism potential. But the utilization in terms of visual communication design has not been developed at all. This can be seen from the logo where the visual logo has been dissected meaning and it is found that the logo cannot represent the characteristics of the village. Where there is stiff and cold look. Further research is needed to improve the overall visual identity in this tourist village so that the village's potential can be maximized.

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