

ABSTRACT

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This research is about the semiotic analysis in naming cafe in Medan. This study aims to find out the meaning in naming and logo café in Medan and to describe why the owner of the cafe used English or Indonesian Language in naming cafe in Medan. This research uses descriptive qualitative method. The data were taken from 14 names and logos in Medan which had a quality rating above 4.3 from goggles. The source of the data was the respondents of 14 Cafe Managers in Medan who were obtained through interviews. The data were analyzed by using Danesi (2007) theory. The researcher found meaning in 14 naming cafe that indicate about their house number, abbreviated owner's name, book title, place name, ancient Greek symbol of glory tree, UNO game card, street name abbreviation, philosopher's name, Indonesian, mental health symbol, and inspired by Korean culture. There are 14 different meanings in logo, namely, inspired by the menu provided, taken from the owner's abbreviation and cafe concept, inspired by turtle shells, blangkon which is synonymous with Java, The triangle shape means God, humans and nature, drinking coffee with a prison feel , inspired by Moroccan buildings, taken from the UNO card, 5 lines connected to each other, the abbreviation of the cafe name, a picture of the philosopher's face, taken from the cafe slogan, a symbol of mental health and 2 different concept meanings. The reason why the owner used English or Indonesian language in naming cafe is varied because it is based on different thoughts. The reason is that it is aesthetic, beautiful, suitable, good and trendy so English is chosen. For those who used the Indonesian language, the reason is that it is easier to understand, the concepts given will be illustrated, easy to remember, and everyday words that are easy to pronounce.

Keyword : Semiotic, Naming, Café, Medan

