

TABLE OF CONTENT

ABSTRACT.....	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENT.....	iv
LIST OF TABLE.....	vii
LIST OF FIGURES.....	vii
CHAPTER I INTRODUCTION.....	1
A. Background of the Study.....	1
B. Problem of the Study.....	5
C. Objective of the Study.....	6
D. The Scope of the Study.....	7
E. Significance of the Study.....	7
CHAPTER II REVIEW OF LITERATURE	8
A. Theoretical Framework.....	8
1. Semiotic.....	8
2. Theory Roland Gérard Barthes.....	9
3. Medan City.....	14
4. Café.....	16

5. Logo.....	17
6. Theory from Marcel Danesi.....	18
B. Previous Studies.....	21
C. Conceptual Framework.....	25
CHAPTER III RESEARCH METHODOLOGY.....	26
A. Research Design.....	26
B. Data and Source of Data.....	26
C. Technique of Data Collection.....	27
D. Technique of Data Analysis.....	27
CHAPTER IV DATA ANALYSIS AND DISCUSSIONS.....	29
A. Data	29
B. Data Analysis.....	30
C. Findings.....	42
D. Discussions.....	44
CHAPATER V CONCLUSIONS AND SUGGESTIONS.....	47
A. Conclusion.....	47
B. Suggestions.....	48
REFERENCES.....	49
APPENDIX A.....	52
APPENDIX B	88