

CHAPTER I

INTRODUCTION

A. Background of the Study

Semiotics is the study of sign and signal form. Semiotics is a branch of linguistics that studies signs, the process of creating signs, and how to communicate the meaning of those signals to others (Balci, 2017). Semiotics also enters the communication process. This means that each process of communication may be viewed as a message delivered and received via various indicators and social codes. As a result, any utterance, including music, literature, brand, logo, names and advertisements, may be examined as a sign system.

Ratna (2009) defines semiotics as a field of research dedicated to the existence, diversity, and use of signs. This field is often called semiology, and both names are derived from the Greek word meaning proof. It is an analysis of all patterned communication systems, both linguistic and non-linguistic (Harvey, 2023). This necessitates an understanding of how meaning is generated and understood. According to Eco (1979) and Sebeok (2001), semiotics is a sign for 'anything' that may be viewed as something that signifies something else based on earlier established social standards. Semiotics is the study of everything that 'represents' something else, not just 'signs' in ordinary speech. Signs are words,

sights, sounds, gestures, and things in a semiotic sense. Signs are studied by contemporary semioticians not in isolation, but as part of a semiotic 'sign system' (such as a media or genre). They investigate how meaning is created and reality is represented. Like the name of the cafe in Medan which has a unique and rarely known meaning, and the naming of the cafe in Medan can influence people to come based on the meaning and realization of the naming of the cafe in the form of decorations and also the menu offered.

People have been forced to innovate in order to develop anything, including the culinary business, which includes the café in Medan. Cafés have become an interesting phenomenon in a number of major cities, including Medan City, and have evolved into a public space where individuals from various walks of life can meet, discuss, and generate new ideas (Dhillon, et al., 2019). Medan's variety, which includes history, culture, language, and ethnicity. Gives a significant effect on the naming of a business in Medan, including a café. Cafes in Medan frequently use English or indonesia languages whose meaning is rarely or unknown. A café sells coffee and tea, as well as small snacks and baked items. Café is derived from the French word for "coffee". Cafés are also regarded as places where individuals may relax and engage in informal conversation while eating and drinking. A café is a type of restaurant that prioritizes a relaxing ambiance, entertainment, and the comfort of its customers. As a result, most cafés feature comfortable seating as well as music. Aside from the availability of food and drinks, students, workers, tourists, jobless people, and travelers are all drawn to cafés for a number of reasons (Kleinman 2006).

Currently, the cafe is not only used as a place to relax and unwind, but can be a very popular socializing place among the people of Medan, supported by the opinion of Rhenald Kasali (2010) which states that coffee is no longer just to relieve sleepiness but as part of lifestyle, where the Cafe is a famous gathering place. This way of life is consistent with the nature of Indonesians, who prefer to assemble or frequently hang out. As a result, the variety of cafes for relaxing and chilling varies, and the naming or the use of language and the logo of the cafe itself are not only entertaining to read and view, but also expresses what the cafe offers.

Language is a method for expressing ideas, feelings, or experiences and communicating with others (Fromkin, Rodman, & Hyams, 2011). As defined by (Stockwell, 2013) Language is a system of meaningful symbols and articulate sound (produced by said tool), that are arbitrary and customary, that is utilized as a means of communication by a group of men to give birth to sentiments and thoughts. Also Language is mostly used to communicate among members of a society (Sirbu 2015). Everyone may meet their friends in the cafe not only to talk, but also to have a cup of coffee or tea and a snack as a lifestyle. At the Cafe, people may talk, socialize, and relax. The café is thought to be one of the most popular locations that must be picked not only because of the mood and aesthetics of the cafe, but also because of the uniqueness of the name and the logo.

A logo is a symbol that differentiates one model or brand from another. They serve to remember a specific brand in consumers' minds, and are usually easy to

spot (Helmie Jauhar; Suganda Dadang; Heriyanto, 2020). Logos have been used for a long time to denote the origin and ownership of a brand and to build brand associations. Successful logos are symbolic in terms of their image attributes in that they serve to clearly differentiate the brand from the more successful competitors than their functional attributes (Belen del Rio, Vazquez, & Iglesias, 2001). An effective logo can then convey to consumers a bonus based on the recognition of greater value communicated by certain brands (Leventhal, 1996). In this sense, it forms the reactions of the recipient with regard to recognition, liking, awareness, etc. Its status as a sign is multifunctional, and perhaps ambiguous (Heilbrunn, 1997).

The variables influencing a cafe's success are its name and logo. Besides that, the name and the logo of this cafe also has an implied and explicit meaning. This meaning enters into the study of semiotics which seeks to find out how a word and sign has its own meaning and story.

The naming cafe in Medan has several meanings which include 3 concept, Reference, Sense, and Definition. The preliminary data from the naming Café in Medan is Palms café. In Reference, Palms café is an ornamental plant, this plant has stems that rarely branch and grow upright. The roots grow from the base of the stem and usually sink into the ground so that they can support the towering stem. In sense is as a symbol of victory that was believed in ancient Greece so that it also influences the decorations in the Cafe which have the feel of Ancient

Greece. And the last is in Definition, palms are a tree that grows in hot countries and has a tall trunk with a mass of long pointed leaves at the top.

And this research will find out the meaning from the naming of the cafe, the meaning from the Logo of the café and the reason they used that language in naming café in Medan. Using Danesi applied semiotic theory (2007). To study Meaning, Danesi employs three concepts namely Reference, Sense and Definition.

Previous studies have discussed semiotic analysis. The study was finished by Latifah et al (2020), this research used the theory of Charles Sanders Peirce to examine the sign contained in the logo. The researcher focused on the logo found in the Coffee shop Tjerita Koffie, Ar7, and Imah Kopi. This study discovered that the icon, index, and symbol may be found in logos. The iconic signs are generally employed, while the symbolic signs outnumber the indexical ones. The researcher analyzes the Logo of the Coffee shop. Therefore, this research will be different from the previous research, because in this research the researcher wants to find the meaning from the naming of the café and also the logo in Medan and use theory from Danesi (2007) about 3 semiotic terms, Reference, Sense and Definition. This research also wants to find out the reason of language used in naming café in Medan.

B. Problem of the Study

Given the background of the study previously, the problem of the study are formulated as follows :

1. What meanings are found in Naming Café in Medan?

2. What meaning of sign are found in Logo Café in Medan ?
3. Why they used English and Indonesia language in Naming Café in Medan?

C. Objective of the Study

In accordance with the problem of the study, the objective of the study are :

1. To find out the meanings contained in the naming café in Medan.
2. To know about meaning in the Logo café in Medan.
3. To describe why they used English or Indonesia Language in Naming Cafe in Medan.

D. The Scope of the Study

This study is limited to semiotics, with a concentration on Reference, Sense and Definition in the naming of 14 Café in Medan. Using Marcel Danesi (2007) theory, this can be found in Naming Cafe. The researcher looks for naming cafe in Medan and interviews the Manager about the meaning of the naming café, the meaning from the logo and also the reason used English or Indonesia Language.

E. Significance of the Study

In conducting the research, this is the significances to the readers which formulated as follows :

1. Theoretically, the researcher hopes that this study will provide further sources and references in semiotic analysis and meaning of sign on name café, particularly utilizing Marcel Danesi (2007) theory to improve understanding of semiotic study.

2. Practically, the findings are intended to be valuable for researchers interested in doing more research on semiotic analysis as a reference or comparison

