

SEMIOTIC ANALYSIS OF LOGO USE ON THE ONLINE TRANSPORTATION APPLICATION

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Abstract:

With the number of online transportation companies, there will be competition to attract consumer interest. Each company has its own way of introducing the products or services that they offer, from designing a logo that is used as a brand for the company until the features that can attract consumer interest. The use of Logo as a brand of the company is a point of identification; and symbols that customers use to identify their brand. Ideally, each company creates the logo so that it can directly connect consumers with the company. The purpose of this research is to dig out what is the meaning of logo or symbol of online transportation providers as the company's identity based on the colors and fonts used. Through a qualitative approach, data is obtained from a sample of logos issued officially from the largest online transportation service company in Indonesia, there are Gojek, Uber, Grab, and Maxim. The findings of this research is the Logo's meaning of each online transportation providers represent their character based on font and color use. Most of them used wordmarks as the character and identity to be easily recognized by the public, and to convey brand attributes and brand positioning. The color that mostly used by the online transportation company is green and black as the dominant color as a symbol of their existence for tired people, means that they can be the solution for their movement, and also immovable, means that they are strong and undefeated. While font use by those company are sans serif and Egyptian, if we compare between the use of color and font, they have same purposes which shown as a symbol of strong and efficient.

Keyword:

semiotic analysis; logo; color; font; online transportation



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INTRODUCTION

Current technological developments have brought changes and developments in the field of transportation. Online transportation services have become one of the means of developing transportation that is able to attract public interest. The emergence of online transportation services has made it easy for people to get access to transportation. Even more, for people with disabilities, online transportation services have changed and improved their quality of life, so they are less dependent on others. This service is more flexible, convenient, and inexpensive than conventional transportation, because it is provided by large companies that are influenced by transportation facilities in more developed countries. (Tarahita, 2017)

Online transportation is one example of application-based technology development which was quite well received at the beginning because it is considered one of the best innovations today. Online transportation offers convenience, lower costs, more comfort and security, so it is not surprising that many people are switching from conventional transportation modes to online transportation modes. (Aziah, 2018)

The phenomenon of the development of online-based transportation services has a special place in Indonesian people who have long been waiting for an affordable, comfortable, quality, and flexible form of transportation. Some examples of services that are very popular today include Gojek, Uber, Grab, and maxim. For many citizens, especially those who live in densely populated cities with monthly salaries that are well below the cost of living, buying a vehicle is an unaffordable option for them, therefore innovations in transportation services have recently brought many new solutions.

According to Deliansyah (2017) Logo is an art that has the meaning of an image and the meaning of a sign, as a reflection of the expression of identity from the background that represents it. In other cases, a logo also requires a short and easy to remember word or writing in place of a real name or identity. The use of the Logo as a brand of the company is a point of identification; and symbols that customers use to identify their brand. Ideally, every company makes the logo so that it can directly connect consumers with the company.

Referring to the background above, the research entitled "Analysis of Semiotics using Logos in Online Transportation Applications" was made to learn more about how to use the logo or symbol of the online transportation provider as the identity of the company based on the use of colors and fonts used. And what is the basis for every company to use the logo as a symbol of the company providing online transportation services. Through a qualitative approach, data was obtained from samples of logos officially issued from the largest online transportation service companies in Indonesia, namely Gojek, Uber, Grab, and Maxim, as well as other references related to semiotic studies.

LITERATURE REVIEW

Semiotic

The term semiotics comes from the Greek word semeion which means sign. The sign itself is said to be something which on the basis of previously established social conventions can be considered to represent something else. The sign was originally interpreted as something that points to the existence of something else. One of the broadest definitions expressed by Umberto Eco is that semiotics is concerned with everything that can be considered a sign. Semiotics itself is not only about what we call a sign in everyday conversation, but from anything that stands for something else. (Martin and Ringham. 2000)

According to Sobur (2009) Semiotics are the basic signs of all communication. In the study of semiotics assumes that social phenomena in society and culture are signs, semiotics studies the systems, rules, and conventions that allow these signs to have meaning. Another semiotic theory expressed by Chandler (2003) is the triangle meaning theory which consists of three main elements, namely sign, object, and interpretant.

A sign is something in a physical form that can be captured by the five human senses and is something that refers to (represents) something other than the sign itself. Signs according to Peirce consist of symbols (signs that arise from agreement), icons (signs that arise from physical representation) and indexes (signs that arise from cause-and-effect relationships). While this sign reference is called an object. (Sukmawijaya, 2008)

The object or sign reference is the social context that is the reference of the sign or something that the sign refers to. The interpretant or sign user is the thought concept of the person who uses the sign and lowers it to a certain meaning or meaning that is in one's mind about the object that is referred to by a sign. The most important thing in the process of semiosis is how meaning emerges from a sign when the sign is used by people. when communicating. Example: When a girl wears a miniskirt, then the girl is communicating about herself to others who may interpret it as a symbol of sexiness.

The purpose of semiotic analysis seeks to find the meaning of signs, including things hidden behind a sign (text, advertisements, news) because the sign system is very contextual and depends on the user of the sign. Charles (as quoted by Perdana 2007) distinguishes the sign on the symbol (symbol), icon (icon) and index (index).

- a. A symbol is a sign where the relationship between the sign and its reference is a conventionally formed relationship. This symbol is a sign formed because of the consensus of the sign users. The color white for Indonesians can symbolize purity, but that may not apply in Japan or America.
- b. An icon is a sign where the relationship between the sign and the reference is a relationship in the form of resemblance. So the icon is a sign that in various forms resembles the object of the sign.
- c. Index is something where the relationship between the sign and the reference arises because of

the closeness of existence. So the index is a sign that has a direct relationship, for example smoke is an index of the presence of fire.

Logo

The logo must bear the desired image and show the actual situation or activities of the company and describe the commercial goals of the organization it represents, while the trademark must be designed to represent the products of a company. The identity of a company is a reflection of the vision, mission of a company which is visualized in the company logo. Logo is a real thing as a reflection of things that are non-visual of a company, for example the culture of behavior, attitudes, personality, which are outlined in visual form. (Suwardikun, 2000)

David E. Carter (as quoted by Kusrianto, 2007) also explains "logo is the identity of a company in a visual form that is applied in various facilities and activities of the company as a form of visual communication. A logo can also be referred to as a symbol, image mark, trademark (trademark) which functions as a symbol of the identity of a business entity and identification which is the hallmark of the company.

Purpose, Functions and Types of Logo

The purpose of the logo according to David E. Carter (as quoted by Kusrianto 2007), namely:

1. As a characteristic and identity to be easily recognized by the public.
2. As an indicator of the company's character in the eyes of the public.
3. Informing the type of business to build an image.
4. Reflect the spirit and ideals of the company.
5. Foster pride among company members.

While the function of the logo according to John Murphy and Michael Rowe (1998) are:

1. Identification function: the audience can identify the company in what sector and what goods and services it produces.
2. Distinguishing function: the logo can distinguish one company from another, one product from another.
3. Communication function: the logo acts as a provider of information (if in the form of signs), and can also be a signifier of the authenticity of a product.
4. Is a valuable asset. If the product is better known in other countries, a company/brand will be rewarded by means of a franchise.
5. Have the force of law. A registered logo can be used as a guarantee of product quality that is protected by law.

Next, the types of logos according to Wheeler (as quoted by Ramanda, 2011) are:

1. Logo in the form of writing (Wordmarks) This logo consists of writing or abbreviations that stand alone from products or institutions and are designed to convey brand attributes and brand positioning.
2. Logo in the form of letters (Letterform) This logo consists of one or more letters that have character and has a role as a reminder of the company name.
3. Logo in the form of an emblem (Emblems) This logo is used when a company name cannot be represented by simple visual elements.
4. Logo in the form of visual elements (Pictorial Marks) This logo is a visual element that can be understood literally without taking long to understand and has been simplified and adapted to the circumstances.
5. Logo in the form of abstract symbols (Abstract/Symbol Marks) These logos consist of symbols that convey an interesting idea of the company and are often used to embed a strategy of ambiguity.

Color Meaning

Color Theory was first published in 1911 by Kadinsky (as quoted by Heryono, 2011), here are the basic points of explaining the color:

Color	Meaning
Brown	dull, hard, inhibited, mix of red and yellow
Orange	radiant, serious, healthy, mix of red and yellow
Purple	“morbid, extinguished [...] sad”, mix of red and blue
White	“it is not a dead silence, but one pregnant with “the harmony of silence”, possibilities”. Is the harmony of silence
Black	extinguished, immovable, “not with possibility [...] like eternal silence, without future and hope”. While the white expresses joy and spotless cleanliness, black is the color of great grief.
Grey	Is the balance between white and black, it is soundless and motionless, but it differs from green, because green is a mixture of two active colors, while grey expresses hopeless silence.

Color	Meaning
Yellow	warm, cheekily and exciting, disturbing for people, attack, madness.
Green	peace, stillness, passive, mix of yellow and blue. The absolute absence of movement, is good for tired people, but after rest the feeling of calmness can become boring.
Blue	peaceful, supernatural, deep, “ <i>typical heavenly color</i> ”, the lighter it is, the more calming it is. When in the end it becomes white, it reaches absolute calmness.
Red	alive, restless, confidently striving towards a goal, glowing, “ <i>manly maturity</i> ” Light warm red: strength, energy, joy; vermilion: glowing passion, sure strength Light cold red: youthful, pure joy, young

Basically, color is a quality of light that is reflected from an object to the human eye. This causes the color cones on the retina to react, which allows color symptoms to appear on the objects seen so that they can change human perception (Junaedi, 2003). Color is subjective because color has a very strong relationship with each individual who sees it. In relation to the logo, color is a very important element in its role as a reminder medium (as quoted by Ramanda, 2011).

According to Kusrianto (2007) Color is also a very sharp element to touch the sensitivity of vision so that it can stimulate a person's feelings, concerns and interests. Further J. Linschoten and Drs. Mansyur explained that the colors are not a symptom that can only be observed, the color affects behavior, plays an important role in aesthetic judgment and helps determine whether we like various objects or not.

Sean Adams (as quoted by Ramanda, 2011) explains some of the properties and impressions caused by color, which are as follows:

1. Red: Desire, anger, rest, fight, love and blood.
2. Yellow: Joy, intelligence, warning, cowardice and youth.
3. Green: Fertility, money, health, success, growth.
4. White: Perfection, chastity, marriage, purity, goodness.

5. Blue: Knowledge, comfortable, calm, peaceful and cool.
6. Black: Fear, negativity, death, evil, secrecy.
7. Purple: Luxury, wisdom, spirituality, imagination.
8. Orange: Creativity, life, uniqueness, energy.
9. Grey: Neutral, impartial, indecisive, indecisive, vague.

Another theory about color is also presented by Mathew (2016) which states that there are colors that can build trust. Facebook, one of the most popular sites in the world, uses light blue entirely. Besides being more pleasing to the eye, blue is also known to increase trust. With so many people using this site to exchange conversations in secret, because the color blue gives the impression of fostering trust.

Meaning of Fonts (letters)

Danton Sihombing (as quoted by Perdana, 2007) said that typography is "a field of science that studies the intricacies of letters, which has two functions, namely as an aesthetic function and a communication function, as an aesthetic function, typography is used to support the appearance of a message to make it look attractive. , while as a communication function typography is used to convey messages (information) in the form of text clearly and precisely.

According to James Craig (1990) letters are classified into several types, namely:

- a. Romance. The hallmark of this letter is that it has fins/legs/serifs that are pointed at the ends. Roman letters have thickness and thinness that contrast in the lines of the letters. The impression created is to express organization and intellect, classic, elegant, graceful.
- b. Egyptian. A typeface that has a square foot/fin/serif character like a board with the same or almost the same thickness. The impression that arises is solid, strong, sturdy and stable.
- c. Sans Serif. The definition of Sans Serif is without fins / serifs, so this type of letter does not have fins at the ends of the letters and has the same or almost the same thickness of letters. The impression created by this type of lettering is modern, contemporary and efficient.
- d. Scripts. Script letters resemble hand strokes done with a pen, brush or sharp pencil and are usually slanted to the right. The impression it creates is a personal and familiar sifast.
- e. Miscellaneous. This type of letter is an extension of the existing forms. Plus, embellishments and ornaments, or decorative stripes. The impression it has is decorative and ornamental.


METHODS



This research was conducted with a qualitative method because it focused on the analysis obtained from the study of literature, such as the analysis of books, journals, scientific works relevant to the field of research study, so that the analysis was carried out based on the data obtained, and presented in descriptive form. The data source used in this study is data related to the logo used in online-based transportation applications which are currently the most popular alternative used in the community during the COVID-19 pandemic in the past year. The data that will be obtained by researchers in the form of logo images to be analyzed, references related to research in the field of semiotics, and other relevant data sources.

The analysis will focus on how the meaning of the logo used can influence consumers to use the application service. In the analysis process, the data will be analyzed through the following steps: (1) Identifying the logo of online transportation applications, (2) Classification of online transportation in Indonesia, (3) Analyzing the logos of online transportation applications

RESULTS AND DISCUSSION

1. Table 1. Identifying and analysing of online transportation application logo

Online transportation logo	Color meaning	Font meaning
<p>1. Go-Jek</p> 	<p>The dominant color in this logo is green, means as peace, stillness, passive, mix of yellow and blue. The absolute absence of movement, is good for tired people, but after rest the feeling of calmness can become boring.</p> <p>The second color is black, means as extinguished, immovable, <i>“not with possibilities [...] like eternal silence, without future and hope”</i>. While the white express joy and spotless cleanliness, the black is the color of great grief.</p> <p>The third color is white, means as <i>“it is not a dead silence, but one pregnant with “harmony of silence”, possibilities”</i>. Is the harmony of silence</p>	<p>Font use in this logo is Egyptian, means as strong, sturdy, tight, and stable.</p>

Online transportation logo	Color meaning	Font meaning
<p>2. Grab</p> 	<p>The dominant color that see in this logo is green, means as peace, stillness, passive, mix of yellow and blue. The absolute absence of movement, is good for tired people, but after rest the feeling of calmness can become boring.</p> <p>The second color is white, means as <i>"it is not a dead silence, but one pregnant with "harmony of silence", possibilities". Is the harmony of silence</i></p>	<p>Font use in this logo is sans serif, means as modern, contemporary, and efficient.</p>
<p>3. Uber</p> 	<p>The dominant color in this logo is black, means as extinguished, immovable, <i>"not with possibilities [...] like eternal silence, without future and hope". While the white express joy and spotless cleanliness, the black is the color of great grief.</i></p> <p>The second color is white, means as <i>"it is not a dead silence, but one pregnant with "harmony of silence", possibilities". Is the harmony of silence.</i></p>	<p>Font use in this logo is egyptian, means as strong, sturdy, tight, and stable.</p>
<p>4. Maxim</p>	<p>The dominant color in this logo is yellow, means as <i>"warm", "cheeky and exciting", "disturbing for people", attack, madness.</i></p> <p>The second color is black, means as extinguished, immovable, <i>"not with possibilities [...] like eternal silence, without future and hope". While the white express joy and spotless cleanliness, the black is the color of great grief.</i></p> <p>The third color is red as shown at "a" letter means alive, restless, confidently striving towards a goal, glowing, <i>"manly maturity"</i></p>	<p>Font use in this logo is sans serif, means as modern, contemporary, and efficient.</p>

It can be found from the table above that the Logo's meaning of each online transportation providers represents their character based on font and color use. If we compare between the use of color and font, they have same purposes which shown as a symbol of strong and efficient. If we see from the Logo above, all their Logo mostly used wordmarks, they probably choose this type because of they want to show their character and identity, so that it can be easily recognized by the public, and also they want to convey brand attributes and brand positioning.

Chart 1. Use of color in online transportation application logo

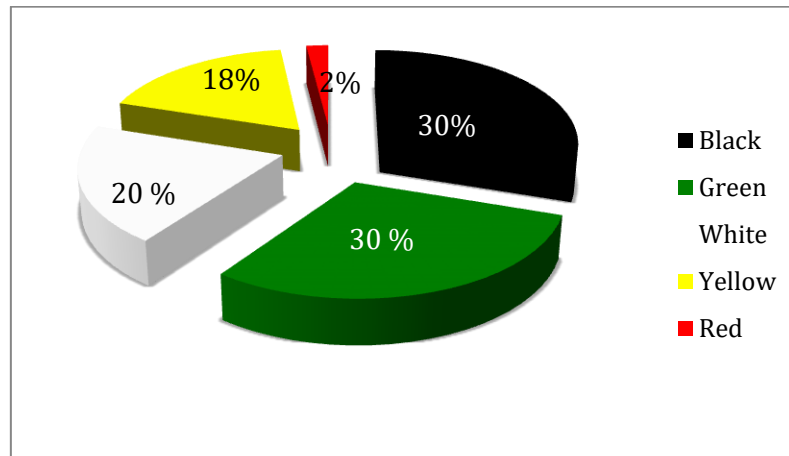
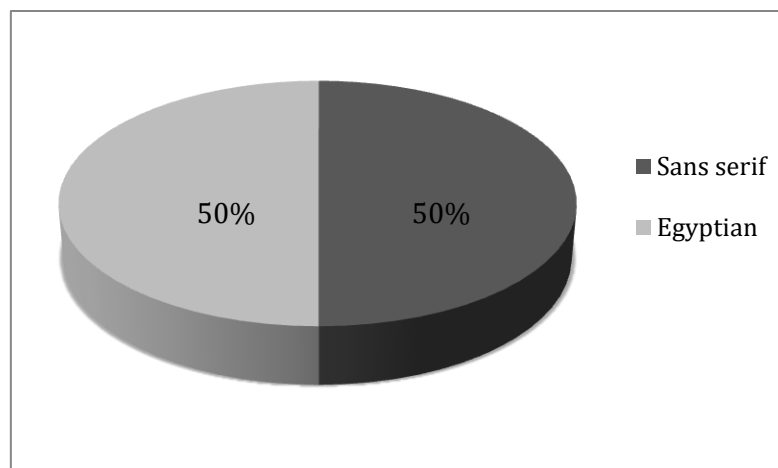


Chart 2. Use of font in online transportation application logo



CONCLUSION

The findings of this research is the Logo's meaning of each online transportation providers represent their character based on font and color use. Based on the data above, it can be conclude that mostly the online transportation company use green and black as the dominant color. The green color that they used as a symbol of their existence for tired people, it means that they can be the solution for their movement. The second dominant color is black, they used this color as a symbol of immovable, means that they are strong and undefeated. While font use by the company is sans serif and Egyptian, if we compare between the use of color and font, they have same purposes which shown as a symbol of strong and efficient. That is why the use of color and font by those online transportation companies are suit with their function as public services. Last but not least, most of them used wordmarks as the character and identity to be easily recognized by the public, and to convey brand attributes and brand positioning.

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