

TABLE OF CONTENT

	page
APROVAL	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
ABSTRACT	iv
ABSTRAK	v
PREFACE	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENT	ix
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Statements of Problems	4
1.3 Research objectives	4
1.4 Research significance	4
1.5 Scope of study	5
1.6 Definition of key terms	5
1.7 Organization of writing	6
CHAPTER II LITERARY REVIEW	8
2.1 Theory of logos	8
2.1.1 Definition of Logo	8
2.1.2 Objectives and Functions of Logo	9
2.1.3 Types of Logo	10
2.1.4 Anatomy Logo	11
2.1.5 Elements Shaping Visual Logo	11
2.1.5.1 Lines	12
2.1.5.2 Shapes	14
2.1.5.2.1 Deformation	15
2.1.5.3 Colors	15
2.1.5.3.1 Color Grouping	16
2.1.5.3.2 Color Dimensions	16
2.1.5.3.3 Character Color	17
2.1.5.4 Typography	20

2.1.5.4.1 Types of letters.....	21
2.1.5.4.2 Character Letters.....	22
2.2 Theory semiotic of Pierce	23
2.3 Motorcycle club or community.....	26
CHAPTER III RESEARCH METHOD	27
3.1 Research Design.....	27
3.2 Data and Data Resources	28
3.3 Technique of Collecting Data	28
3.4 Technique of Analyzing Data	29
CHAPTER IV FINDING AND DISCUSSION	30
4.1 The real meanings which exist in motorcycle communities /club's logos in Bandung	30
4.1.1 Logo Aditya Bikers Community 43 Bandung.....	30
4.1.2 All Variant Independent Community Bandung	32
4.1.3 Reggisht Regal Fanatic Bandung	35
4.1.4 Soul Of Bikers Bandung	37
4.1.5 Sekumpulan Motor Santai Bandung	39
4.1.6 Team Leor Bandung.....	41
4.2 The Member Understandings About The Logos Of Their Community Or Club.....	43
4.2.1 Aditya Bikers Community 43 Bandung	43
4.2.2 All Variant Independent Community Bandung	44
4.2.3 Reggist Regal Fanatic Bandung	46
4.2.4 Reggist Regal Fanatic Bandung	47
4.2.5 Sekumpulan Motor Santai Bandung	49
4.2.6 Team Leor	50
CHAPTER V CONCLUSION AND SUGGESTION.....	53
5.1 Conclusion	53
5.2 Suggestion.....	55
REPERENCES	
APPENDICES	
CURRICULUM VITAE	