

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It contains background, statement of problem, research objectives, research significance, scope of the study, definition of key terms, and organization of writing.

1.1 Background

Many people have their own characters as their identity in life. Even in their personal life or in their community life. Usually in the personal life, people were seen in their characteristics such their attitude and their spoke as their identity. In community life, people used name's community, but the main identity was logo as that show off their community. As Jefkins (1995: 367) said that logo is a form of expression and visual forms of conception of a company, product, organization, or institution, and a visual symbol which has a form derived from the strategic value the company concerned.

In the past, logo was used to promote the product of company to the consumer. Sularko (2008: 6) alsoj explained that a logo or corporate identity or brand identity is a sign that directly does not sell, as it gives an identity that ultimately as a marketing tool that is significant, that the logo can help distinguish a product or service from its competitors. So, many products were known by their logo.


Now days, logo not only used in the product but also used in community or club. Because a logo derived its meaning from a quality symbolized, through


the approach of corporate culture (corporate culture), positioning (positioning) or historical aspirations of the company, what is meant or intended is important than what it looks like. So, the logo can introduce their club, not only that but logo can be their identity.

Since logo is not only be used for the emblem or sign of certain department or enterprise yet it also used as sign of certain community or motorcycle club. Many motorcycle communities had existed in Indonesia. The member of motorcycle community or club usually is the owner of motorcycle that have same variant or type of motorcycle. But the motorcycle community not only formed with the owner of the same variant or type of the motorcycle, but also formed by the same vision from the owner of the motorcycle.

The motorcycle community in Indonesia used known as “Geng Motor”. But the name of “Geng Motor” has negative view from the sociality. So, many communities introduced their club with the logo’s club which they have, to inform the sociality their identity.

Some motorcycle communities or club which existed are, example;

No	CLUB	LOGO
1	<p style="text-align: center;">YVCB (Yamaha Vixion Club Bandung)</p>	<div style="text-align: center;">  <p>consists of skull, wrench, red shawl and scythe</p> </div>

2	VINIC (Vixion Independent Cikijing)	 <p data-bbox="1086 595 1327 622">Consists of phoenix</p>
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Logo also can be an object of the research. Many people have made research about logo in different field. Example, Previous study related to analysis the logos were done by Safrian (201), *“The Effect Of Logo Against Brand Awareness (Quantitative study of Nike Logo Costume Manchester United By Fans of Manchester United Community Yogyakarta ”* concluded the interpretation of Guildford Correlation showed a significant relationship between the Nike logo on the brand awareness in the community of the United Yogyakarta Indonesia.

Wedagama(2012), *“Analysis The Effect Of Changes in Brand Logo Toward Performance of Brand Element’s Criteria (Perspective from Buyer and User of Axe product)”* concluded both buyer and user, showed a tendency not aware of the change in the logo. Lintangari (2017), *“ANALYSIS OF SEMIOTIKA LOGO BANK BJB”* concluded obtained a picture that the meaning of objects, interpretants, and representament is contained behind the logo of Bank Bjb. Bank Bjb has a wing symbol with three curved lines and one that has the meaning of reaching further in providing services to the community like family, and has three colors: blue, light blue, yellow. The word Bank Bjb belongs to the Sans Serif typeface and goes into the Lowercase or lower case category.

Based on explanation above, this research also will discuss about logo too, but in different object. The researcher took motorcycle community's or club's logo as the object to analyze. This research is entitled “**THE ANALYSIS OF MOTORCYLECOMMUNITY AND CLUBLOGO'S IN BANDUNG**”.

1.2 Statement of problem

Based on the background above, this research will discuss about logo which has by motorcycle community in big city of West Java province especially in Bandung. There are some problems in this research, they are;

1. What are the real meanings which exist in motorcycle communities /club's logos in Bandung?
2. How do the motorcycle club's and communities members understand their logos?

1.3 Research objectives

Related with the statement of problem above which analyse the logo of motorcycle community or club. The research have some objectives, they are;

1. To analyse and understand the real meanings which exist in motorcycle communities /club's logos in Bandung.
2. To identify and know the member understandings about the logos of their community or club

1.4 Research significance

Every research has their significance. Practically, this research is generally directed to the students of English Literature, the reader and other researchers. For the student of English Literature, this research can be used for comprehensive

study about semiotics especially about logos and for enriching knowledge about logos which exist not only in product as brand ^{but} also as identity of club or community.

For the reader, it can be used as knowledge which showed the positive view of motorcycle club or community in Indonesia, especially in big cities of West Java Province. Meanwhile for other researchers, this research can be used as a reference, especially for those who are interested in researching about the same field but with the different element. Theoretically, this research can be used for adding theory about semiotics approach especially logos.

1.5 Scope of study

This research will focus on analyzing the logo which has by the motorcycle club or community and the member understandings meaning of their club or community's logos. This research will focus on the motorcycle club or community in Bandung. The theory which used to analyze the data is theory which discuss about logo.

1.6 Definition of key terms

In order to make the readers understand this research easier, here the researcher will give some definition of key terms those are important to be understood.

1. **Logos** is a symbol that is designed to represent the character and the identity of a company or community or club.
2. **Semiotic** is the study of sign or method of analysis on sign interpretation or the study of functioning of signs system.

3. **Motorcycle club** is an organization / association of a group of motorists who have a good motor with the same type of a brand factories, as well as different types and manufacturers.
4. **Motorcycle community** same case with the Club, the Community also has a vision and mission. But the Community regulation and safety riding, was different. Motorcycle community is clearly and simply rely more on touring activities without the frills of the motor manufacturer.
5. **Members** are people who joined in the club or community whom has same vision and mission. Usually they have same hobby and same goals to the club or community itself.

1.7 Organization of writing

Chapter I : This chapter discusses about background, research questions, research objectives, research significance, scope of the stud, definition of key terms and organization of the paper.

Chapter II : This chapter discusses about the review of the literature. It serves as a base for investigating the research and explains about some literature terms that are used as the concept of the research including the theory of logos, theory of semiotic of Pierce, motorcycle club or community and members.

Chapter III : This chapter discusses about the methodology of the research. On this chapter, research problems and research methods are explained. Besides that, this chapter includes an explanation of how to gather the data, classify and analyze the data.

- Chapter IV : This chapter discusses the result of the research from what the writer has found. It presents the sign which exist in the logo and the analysis of members understanding.
- Chapter V : This chapter that consists of the interpretation toward the result is discussed as the conclusion with some suggestions.

