

# CHAPTER I

## INTRODUCTION

This chapter presents the introduction of the research. It contains background of research about signs and meanings in icons, sign theory and signifier theory, Peirce's theory of signifier and signified, statement of problems, research objectives and research significance.

### 1.1. Background of The Study

As a social being, language is the main capital to live this life. Language means an arbitrary system of symbolic sounds, used by all people or members of society to cooperate, interact, and identify themselves in the form of good conversation, good behavior, good manners. Language is essentially a statement of one's thoughts with the intercession of onomata (the name of an object or something) and rhemata (speech) which is a reflection of one's idea in the air currents through the mouth.

Language is a communication tool in the form of a symbol system of sound produced by human speech. The language consists of words or a set of words. Each has its meaning, that is, the abstract relation between the word as the symbol with the object or concept represented by the linguist or vocabulary by the linguist arranged alphabetically, or in alphabetical order, along with an explanation of the meaning and then recorded into a dictionary.

Language is a means of communication between members of the public in the form of sound symbols produced by human speech, Language is also a tool of self-expression as well as a tool to show identity. Through language, we can show

our point of view, our understanding of a thing, the origin of our nation and state, our education, even our nature. Language becomes a mirror of ourselves, both as a nation and as ourselves. In order for the communication to be done to run smoothly, the recipient and sender of the language must have to master the language.

Communication tool between community members in the form of sound symbol produced by human speech tool. Some might object to saying that language is not the only means of communication. They indicate that two persons or parties are communicating by using certain methods that have been mutually agreed upon. Paintings, smoke of fire, drum sounds or barrels and so on. But they must also recognize that when compared with language, all these communication tools contain many weak facets. According to (Keraf, 1997: 3).

Language has certain functions that are used based on one's needs, namely as a tool for self-expression, as a tool for communication, as a tool for social integration and adaptation in a particular environment or situation, and as a tool for social control.

The use of language as a means of communication, has a specific purpose that we are understood by others. So in this case the response of listeners or opponents communicant of our main concern. Language as a communication tool, language is a tool for formulating our intentions. With communication, we can convey everything we feel, think, and know to others, we can learn and inherit all that our ancestors have achieved and what our contemporaries have achieved.

Language is used to communicate through spoken (primary language) and written (secondary). Communicating through oral produced by human speech means, in the form of a symbol of sound, in which each sound symbol has its own distinctive characteristic. A symbol can sound the same in our ears but has a very different meaning. For example, the word 'nest' in Korean means love, while in Indonesian means cage or place.

The writing is an arrangement of symbols (letters) that are strung together into meaningful words and written down. Oral language is more expressive in which mimic, intonation, and body movement can be mixed together to support the communication performed. The tongue as sharp as a blade / razor therefore should be in words should not arbitrary and appreciate and respect the other person / target communication.

Language as a means of communication has the main function of language is that communication is the delivery of messages or meaning by someone to others. The attachment and interrelationship of language with humans causes language to be non-permanent and constantly changing as humanity changes in human life in society.

Changes in language can occur not only in the form of development and expansion, but in the form of decline in line with changes experienced by the community. So the language as a communication tool not only with one language but many languages.

Language is a sign system. Since language is a sign system, linguistics can be classed as a branch of semiology or semiotics. When we communicate, both

spoken and written, we are actually using the language signs to convey our thoughts and feelings to others or try to interpret the signs of language spoken by others.

Ferdinand De Saussure (1857-1913), the Sign includes two elements, namely signing signifiers (signifié: French, signified: English) and signed signers (significant: French: signifier: English). Simply put, it can be explained that the signer is a string of sounds of the language, such as words, phrases, clauses, and sentences and something referred to is a sign. In this case, the signer can be regarded as the meaning of a sign.

According to Ogden and Richard (1923), the sign of the language consists of three elements, namely symbol (symbol), idea (thought or refence), and reference (referent). Symbols represent ideas, and ideas refer to a reference (a particular object). Speaking linguistic studies, especially about signs, then will never lose to discuss about semiotics.

This study is popularly used by academics / scientists, as a knife analysis in studies relating to the sign semiotics term itself comes from the Greek word "*semeion*" meaning sign. Experts have a sense of each in explaining semiotics. John Fiske (2007) argues that semiotics is the study of signs and the way they work.

The sign approach is based on the view of an intelligent American philosopher and thinker, Peirce (Berger, 2000 b: 14) insists that signs relate to objects resembling them, their existence having a causal relationship with signs or

by conventional bonds with those signs. It uses the term icons for their similarities, indexes for causality, and symbols for conventional associations.

An analysis of the sign essence leads to the proof that each sign is determined by its object. By following the nature of the object, when call the sign of icon. It becomes reality and its existence relates to individual objects, when calling the sign an index. More or less, a definite estimate that it is interpreted as a denotative object as a result of a habit when calling a sign a symbol.

Peirce (Pateda, 2001: 44) held classification signs associated with something that is used so that the sign could serve, classified into three namely: *Qualisign*, *Sinsign*, *Legisign*. *Qualisign* are qualities that exist on the sign, for example, harsh words, hard, soft, gentle, melodious. *Sinsign* is the actual existence of objects or events that exist on the sign, such as blurred or cloudy words that exist in the murky river water word order indicating that there is rain in the headwaters. *Legisign* is the norm contained by signings, eg traffic signs indicating the things that may or may not be human.

A sign, to Pierce, is something which stands to somebody for something in some respects or capacities. A sign thus stands for something (its object); it stands for something to somebody (it's interpretant); and finally it stands for something to somebody in some respects (this respect is called its ground) (Hawkes, 1932: 126127). In another definition, "something" is called the sign's object; "somebody" is called its interpretant.

The triadic relationship established by Pierce is firstly; triadic relations of comparison or logical possibilities based on the kind of sign. These are the

*qualisign*, a quality which acts as a sign once it is established; the *sinsign*, an actual thing or event which acts simply and singly (as indicated by the prefix *sin*) as sign; the *legisign*, a law that acts as a sign (i.e., not in the form of a single object but as the abstract working of a set of rules or principles: grammar operates as a recurring legisign in language).

Secondly; triadic relations of performance involving actual entities in the real world, based on the kind of ground. These are the *icon*, something which functions as sign by means of features of itself which resemble its object; the *index*, something which functions as sign by virtue of some sort of factual or causal connection with its object; and the *symbol*, something which functions as sign because of some rule of conventional or habitual association between itself and its object. Thirdly; triadic relations of thought based on the kind of object.

These are the *rheme* (or *seme*), a sign which indicates the understood possibility of an object to the interpretant, should he have occasion to activate or invoke it; the *dicent* (or *dicisign* or *pheme*) which conveys information about its object, as opposed to a sign from which information may be derived; and the *argument*, a sign whose object is ultimately not a single thing but a law (Hawkes, 1932:127-128).

Based on those various classifications, Pierce divides the sign into ten kinds: (1) *Qualisign*, e.g. the word “harsh” in “harsh voice” symbolizes that someone gets angry or wants something; (2) *Iconic Sinsign*, e.g. map, photos, diagrams, etc; (3) *Rhematic Indexical Sinsign*, e.g. spontaneous cry; (4) *Dicent Sinsign*, e.g. prohibition board above the door; (5) *Iconic Legisign*, e.g. traffic

sign; (6) *Rhematic Indexical Legisign*, e.g. the word “that” or “this” to refer to something or someone; (7) *Dicent Indexical Legisign*, e.g. the red lamp on ambulance as a symbol of emergence; (8) *Rhematic Symbol or Symbolic Rheme*, e.g. the picture of sign; (9) *Dicent Symbol*, and (10) *Argument* (Sobur, 2006: 4243).

In this theory found that there is a linkage or relationship between the signs with one another, so much to contain the meaning in the signs of an object under study. This theory can describe the meaning contained in the sign of an object, be it from icons, indexes, or symbols. As well as some of the signs that exist in the CorelDrawX7 application, CorelDRAW is a very popular drawing software.

The versatile software and utilized by designers from various streams: pure, logo design, icon and character design, poster design, brochures, business cards, Book cover and so on (Suharmawan 2017: 3). We will find a wide range of applications in CorelDRAW X7 signs, such as *crop tool*, *knife tool*, *erase tool*, *a zoom tool and hand tool*. The tool is displayed as a tent to be able to design an image.

The signs on the CorelDraw X7 app are not easy to understand if we do not know the semiotic review of signs. In this application we will communicate with the application by sign. CorelDraw X7 application has many signs that have a big effect in applying the application. So, it can be concluded that the inner icon is a media or signer in the form of an image that replaces a which is on the floor. Therefore, the researchers wanted to know about the semiotic contained in

the apps icon CorelDraw X7. Based on the above, the researcher will give the title of "Signs and Meanings of Icon in CorelDraw X7 Toolbox".

### **1.2. The Statement of Problem**

Related to the backgrounds of the study above, that in the use of CorelDraw X7 application there are some icons that be sign to run the application properly. But some users do not understand the signs that have been shown in the application. The formulations of the problems are:

1. What are the signs in CorelDraw X7 toolbox based on 10 types of signs according to Peirce?
2. How are the interpretation meaning on the sign in CorelDraw X7 toolbox?

### **1.3. Research Objective**

In the line with the research problems above the purpose of this study:

1. To find out what are the signs in CorelDraw X7 toolbox based on 10 types of sign according to Peirce.
2. To find out how are the interpretation meaning on the sign in CorelDraw X7.

### **1.4. Research Significance**

There are two significances from this research, theoretically and practically.

Theoretically, this research is a reference for those who are interested in enriching the knowledge. This research is also commonly directed to the readers and especially to the students for further analysis.



Practically, this research is directed to those who are interested in this research.

### **1.5. Clarifications of Terms**

There are to classify the key terms used in this research, the writer clarify the key points, as follows:

- Sign an object, quality, or event whose presence or occurrence indicates the probable presence or occurrence of something else.
- Meaning is the relationship between the sound symbol and its reference. The meaning is a form of responsiveness from the stimulus obtained by the actor in communication according to the learning outcomes that are possessed.
- Icon is the relationship between the sign and the object or references that are of a similar nature (Sobur, 2004: 41).
- CorelDraw is a vector based software drawing (Suharmawan, 2014:1).
- Toolbox is a box that contains various tools or tools.