Abstract

This article investigated about semiotic found in Instagram logo. This article used Instagram, because many people nowadays used Instagram to express themselves. The aim of this study is to find out the connotative and denotative meaning through Instagram. The writers used John theory to reveal this study. In this research, the writers applies the qualitative descriptive method. The method of collecting data is observation. The steps are choosing the logo that would be analyzed. The results indicate there are twelve data that have meaning from different logos on Instagram. They all have different functions based on the logo. The conclusion is Instagram as a social media application that allows users to share photos and videos, add captions, edit filters, engage with others, and explore the world by using this application.

Keywords: semantics, semiotic, Instagram

Introduction

Social media are tools that people need now, they could be Facebook, Instagram, WhatsApp, Twitter and others. Instagram is a photo and video sharing application that allows users to take photos, take videos, use digital filters, and other networking activities. Continue to increase Instagram is not far from the role of special features that is offered by Instagram. Instagram is a social media that allows users to share photos and videos with their followers.

Features in Instagram must use persuasive sentences, phrases or jargon or in other words, trying to seduce the general public into interact people to use the application. The logo must be that interesting, easy to remember, and easy to understand for all people. Nowadays people in doing business are trying to make people is interested by the sign that created as creative as they can. But people must to know what the meaning in the logo is. For example the picture fire in LPG means that it is easy to be burnt. Everybody could determine their meaning based on the symbol or sign itself.

A study that explains about sign called as semiotics. Lyons & John (1995) says that semantics is the study of meaning. The term of meaning in the theory of semantics can be described from the mind of speaker to the mind of hearer by embodying them, as it was, in the form of one language or another. Everything that can be seen or observed can be called a sign. Something in question can be ideas, thoughts, experiences (something experienced) or feelings, signs are not limited to objects. If A is known and is known to represent B, then A is a sign. A is a red traffic light, motorists should not cross the road; B. Signs can be divided into three categories, namely icons, symbols and indexes.

There are two previous research that has relation to this study. The first is Sukyadi, Setyarini, & Junida (2011) with the title a semiotic analysis of cyber emoticons (a case study of Kaskus emoticons in the lounge forum at Kaskus-the largest Indonesian Community). They explored the significance of Kaskus emoticons in the Lounge forum at Kaskus, the Largest Indonesian
Community. This analysis is rooted on semiotics, particularly Roland Barthes' orders of signification involving five emoticons appearing in the Lounge forum at the site. The findings show that the emoticons have meaning and functions as a way to communicate, particularly in the online forum.

Prasojowati, Natsir, and Ariani (2019) with the title a semiotic analysis found on the cigarette products. The writer used some expert theories like Bouzida, Cuppens, Cuppens-Boulahia, & Gombault, (2004), Zapilko, Schaible, Mayr, & Mathiak, (2013) They wanted to show that the messages or the semiotic signs found on cigarette product was conveyed successfully by the active smoker or the viewer, where the active smoker means a person who have been actively smoke since specific long time, here in this study.

This research is important to analyze because in a broader sense, the theory of semiotics are important to a systematic study of the production and interpretation of signs, how they work and how they benefit human life. Humans are sign creatures, in their lives are filled with signs, because through intermediaries the signs of humans can communicate with each other. That is why the researcher is interested to analyze semiotics under the title “Semantic Analysis in Instagram Logo”.

Literature Review
Semantic

According to Steyvers (2006) semantics is one of the two main branches of linguistic studies. Basically, it is the study of meaning. He defines semantics as the study of word meaning and sentence meaning; it differs from pragmatics which relates language and its contexts. A semantic theory is interested in sentence meaning and not speaker meaning. The difference semantics and pragmatics. Extremely, he states that pragmatics, which concerns on speaker’s intention, also has contribution in determining semantic content. Bach in Carston (2008) adds that there are two kinds of context: narrow and broad. The narrow belongs to semantics and the broad belongs to pragmatics.

In his book about pragmatics, Yule (2016) differentiates the term semantics, syntax and also pragmatics. He stated that syntax is about the relationships between linguistic forms and how it is arranged and formed. Then, pragmatics is about the 13 relationship between linguistic forms and its users. The last, the relationship between linguistic forms and the real things in the world which the linguistic forms refer to is called as semantics. Semantics questions how words literally relate to things, not to the users or contexts.

Related to the discussion of semantics and grammar, John (1995) explains Katz and Fodor’s slogan of semantics which says, “Linguistic description minus grammar equals semantics.” In this case, the discussion of grammar covers syntax, morphology and phonology. In conclusion, semantics explains the speaker’s ability in understanding new words or sentences without any grammatical processes.

Under the study of semantics, some topics are discussed. Some are semantic features, semantic roles and semantic relations. Yule explains that semantic features are the elements with the sign of plus (+) or minus (-) to differentiate words meanings in a language. Then, a part played by a noun phrase in a sentence is called as a semantic role.

Semiotics
Signification is process that connects the meaner and the sense of the sign. Two signifying systems exist: arbitrary and motivated. Arbitrary meaning means that the unilateral decision makes the relationship between signifier and signified. In other words, arbitrary means no natural relationship exists between a word and the object to which it refers.

The signification is divided into two steps: first order of signification and second order of signification. The first order of signification describes the relationship between the signifier and signified of a sign. Barthes calls the first order of signification “denotation”, which refers to the obvious meaning of the sign. Since Barthes is Saussure’s follower, their concepts of signifier and signified writing. For example, the image of a white-gray uniform is a signifier of a high school student uniform.

Method
This study employed Sudaryanto (1993) qualitative descriptive data, providing a verbal description of human activities and the concerns more on the representative sample as the main data. It was very suitable with this research because this study is describing features of Instagram. Thus, qualitative descriptive is suitable to the description and concern more on the representative of the data. This study was descriptive because the writer became the main instrument, described data and analyzed the finding to answer the problem of the study. The writer took Instagram as the text because it is considered to have many interesting parts to analyze as we can find in its logo. There were some steps to collect the data in this research: capturing the data in Instagram official logo, getting the pictures of the data as the population of data analysis, classifying the data, analyzing the data using semiotics theory to find out the connotation and denotation meaning contained in Instagram.

Result and Discussion
Data 1

The above symbol means Feeds on Instagram, its function is for the user to know what their follower or their friends are doing on Instagram. Usually it can be a moment like a picture or video. The logo itself looks like a house with the black color in the application and it has the meaning home, family, and friend. The Instagram uses this symbol to make their users understand without a letter.

Data 2

The symbol above means “search”. Its function is for the user to search someone, picture, video, or anything Instagram can find. The logo itself looks like magnifying glass that can be meaning to
find or searching something. Instagram uses this symbol to make their users understand without a letter.

Data 3

The symbol above means upload in Instagram. It helps the user to upload moments such as picture or video. When users want to upload their picture, they can pick the picture, put filter and edit their photo. They can also put caption or comment in their picture. The symbol itself looks like rectangle with plus in the middle. This can mean adding something to gallery or add something in the store. This symbol is to make Instagram user understand the function without a letter.

Data 4

The symbol above means love and activity. There are some functions of it. The first is for the user to react to the picture means he or she likes the feeds or the picture. Another function is for the users to check their activity in their Instagram. The logo or symbol looks like the picture of heart that means something lovely or like someone or healthy.

Data 5

The next symbol means profile in the Instagram. It functions as the feature for the users to check their profile. It contains identity, username, and the old picture that has been uploaded. The user can also check their story or snap gram in the profile. The symbol itself looks like a person which generally understand as symbol of identity. The Instagram provides this symbol to make their users understand without a letter.

Data 6

The sixth symbol means to save some photos or videos on Instagram. It has a function for the user to easily find what they like before without searching it again. Usually it can be a moment
like a picture or video. The logo is square-shaped but cut below and is divided into two with a black color in the application and it has the meaning and is located after the photos or videos.

Data 7

The symbol above has meaning to message or it is known as direct message on Instagram. If people want to ask or inform something private, they can use this logo. There are some functions of it. The first is for the users to communicate more privately. The logo or symbol looks like the picture of arrow which represents a sign of directly sending or forwarding something.

Data 8

The symbol above looks like TV icon which functions to upload longer video. It is very helpful because sometimes users can only upload relatively short video and IGTV can solve this problem.

Data 9:

The symbol above means uploading story. Its function is for the users to upload some moments in the forms of picture or video. The story lasts 24 hours. When users want to upload their picture, first pick the picture then the user can put filter and edit their photo. Finally, they can put caption or comment in their picture. The symbol itself looks like circle with plus in the middle. This can mean adding something to gallery or something in the store.

Data 10:
This symbol means *boomerang*. The function is to take a burst of photos and stitches them together into a high-quality mini video that plays forward and backward. It function is for the user take picture or video. The logo itself looks like disconnecting circle or chain. It can be used when people want to vary their style of photo. The Instagram provides this symbol to make their users satisfied because of the uniqueness of this feature.

Data 11:

The symbol above means asking question to convince the users in uploading something or not. The symbol question and the answer choices: yes or no.

**Conclusion**

From all the analysis result, the writers conclude that, the logos or symbols used in Instagram are compatible with their functions. The meanings of the logos or symbols are in accordance with the denotation and connotation meaning. The logos are really helpful and representing their meanings. With little information like logo the users can operate Instagram easily even without written explanation.

**REFERENCES**


