



Visual Communication on UC TATI Logo

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KEYWORDS	ABSTRACT
Semiotics Visual communication Mediation Logo Message	Visual communication is communication applied in the language of visual communication by processing graphic design elements consisting of symbols, letters, colors, compositions, and design displays. In this study, the researcher focus on the visual design of an industrial logo, namely the UC TATI logo. The study of media language in understanding the context of semiotic knowledge is critical since communication is a crucial component in channeling media information and serves as a process of generating meaning. Semiotic definition (theory of signs) is the science of logos or symbols. It visually conveys a visual message that displays a sign or symbol everyone can easily interpret as the recipient of the message or information. Semiotic analysis in this study is done through taxonomic analysis (classification), based on a focus on one of the domains that will be the object of analysis. This study found that selecting a logo for the industry can create and have a substantial impact on society. The positive image created in the industry through visual identity, namely the logo, can contribute to the industry itself and positively impact the image of the education industry.

1.0 Introduction

Communication is exchanging information among human beings through external adaptation and into a human system and its environment. The exchange process is done through verbal and non-verbal language symbols that can be understood together. There are two forms of language symbols, namely verbal and non-verbal. Humans have thoughts, feelings, and actions expressed through the expression of words called verbally. When words are spoken, it is called vocal verbal, and when written, it is called visual-verbal, and when communicated through pictorial language, it is called visual.

A logo is a visual stimulus that gives identity to an industry in introducing a brand (Henderson, 2003). In this case, visual communication has an important role and is a critical element in conveying information and ideas, whether visible or invisible in a logo. Communication is the

process of generating meaning (the generation of the meaning) in general and not just processing the meaning of a message (Fiske, 2004).

The message needs to be made in the form of a sign (language or word) to ensure the communication process is implemented and the audience understands the message's meaning. The created message will make others create meaning for themselves related to some of the meaning created in the message (Nor Hashimah Jalaluddin, Zaharani Ahmad & Nurul Huda Mohd Saad, 2010)

When the sign system is often used, the audience becomes more apparent of the meaning of the sign system so that the entire audience can accept the meaning of the sign system. Semiotics can be defined as the science of signs or symbols. It visually conveys a message or information by displaying a picture, sign, or symbol that everyone can quickly and equally interpret as the recipient.

2.0 Visual Communication Point of View on the UC TATI Logo

In all corners of the globe, the industry is developing against the backdrop of progress in globalization in numerous industries. The visual communication language of the logo is increasingly produced as a result of a design that represents the industry in introducing the vision, mission, and things about the industry (Henderson et al., 2003). A visual design can help the industry introduce and promote the industry to the general public. Temporal (2000) mentioned that a visual design work selected by the industry could assist the industry in obtaining an industry branding strategy.

Western scholars have conducted several past studies on the semiotics of visual communication language. Tressidder (2010), in his study of the semiotics of product marketing, states that a product is marketed, creating a brand, slogan, icon, logo and advertisement as a promotional tool for its goods. Brands, slogans, icons, logos and advertisements provide product representations that relate to things of a mythical or cultural nature that the industry wants to create based on prevailing popular culture. Tressidder (2010) asserts that the visual representation of a product in visual or non-visual advertisements is a force that will affect the visual semiotics market. It was done to advertisements in introducing the product (visual advertisements and brochures). He also found that ad design can influence consumer behavior in buying products.

Henderson et al. (2003) found that visual stimuli in ads that introduce a product are essential for marketing strategy. Visual stimuli are essential in the language of visual communication as they can significantly impact the audience's cognition, affect, and behavior. A brand is very influential in building the strength and sustainability of the brand. Studies on children were conducted using semiotic theory, which states that a semiotic analysis cannot function alone as it relates to current popular culture and is followed by an analysis of developments in a community.

Color in visual and non-visual advertising can affect interest in buying a product (Kress & Leeuwen, 2002). The visual semiotic analysis gives meaning to each color element used (grammar of colors).

In this case, Kress and Leeuwen (2002) state that the study of visual semiotics through color is also inseparable from matters relating to the myths and cultures that occur because it will contain different meanings according to the meanings that occur in each country. Color plays a vital role in every visual semiotic study (Dharma Keerthi Sri Ranjan, 2010), where it is very effective as a sign that signifies different things.

For instance, Freddy (2000) conducted a visual semiotic study on Long Beach smoking advertisements in Indonesia. This study explores the elements of the sign used by the advertisement to attract the audience's interest and succeed in being a winner of the Panasonic Award. This study found that the visual language of advertising used in these advertisements could attract the audience's interest until they were psychologically influenced.

Listia (2002) and Karjalainen (2007) state that semiotics of visual communication language in product marketing can be used more innovatively by creating product design illustrations utilizing advertisements, packages or logos. Match with the language of visual communication delivered through a neat and artistic design will make it easier to recognize the product and attract customers to buy it.

The industry should develop products with designs that are attractive and bring deep meaning with specific characteristics resulting from existing brands within set core values (Karjalainen, 2007).

Oswald (2007) mentioned that semiotics has essential applications for controlling brand strategy by helping to clarify brand identity, personality, and integrity in brand delivery. Through the semiotic analysis, logos, packaging, and advertisements should always be consistent and relevant to the ever-changing cultural environment.

Sutanto (2005) mentioned that visual communication language has remarkable potential in conveying messages. First, visual language can be identified more quickly and directly understood than verbal, written, oral or voice. Second, visual language is more effective than voice language, which moves in periods and movement, and third, visual language has a more substantial symbolic value than verbal communication.

Danesi (2004), in his book, mentions that in everyday life, the audience unconsciously practices semiotics in communicating. For example, the audience will automatically stop the vehicle when seeing a red traffic light. In semiotic studies, audiences and communicators play an important and active role in making interpretations of a visual design seen. A logo design should not be made arbitrarily because the logo is the most critical identity of a product.

3.0 Conceptual Framework of the Study

This study was conducted to see the effectiveness of semiotic knowledge of visual communication language in the mediation of educational products and the UC TATI logo. Semiotics is a science that covers various disciplines such as the study of language, especially signs, symbols, architecture and visual design (Alex, 2009).

Previous studies have been conducted concerning the semiotics of good semiotics against language, the design of emblems or logos, and the semiotics of advertisements. The conceptual framework in this study uses the semiotics of Peirce (1839-1914), one of the most original and argumentative American philosophical figures (Alex, 2009). Peirce's mark (1839-1914) focuses on three aspects, namely icons, indices and symbols. The study will be done according to Peirce's semiotic theory (1839-1914), which is triadic and through the elaboration of taxonomic logo elements.

The icon serves as a marker similar to its shape. An index is something that performs a function as a marker that signals its marker. Meanwhile, the symbol is a marker that has been used traditionally and commonly used in society (Freddy, 2000). The object in this study is the UC TATI logo, which has several elements: shape, color, picture, and writing (implicit and absolute). The UC TATI logo has been used for a long time and has lasted for 29 years.

Peirce (1839-1914) referred to a sign as a representation, while an object is a concept, object or idea. At the same time, the meaning is the perception, thoughts and feelings obtained from a sign given the term 'interpretation' (Danesi, 2004). The signed model put forward by Peirce (1839-1914) was trichotomy or triadic. According to Peirce (1839-1914), the process of sign meaning according to the relationship between three points is a representation (R), object (O), and interpretation (I). R is the part of the physically visible sign, which refers to something it represents (O), then I is the part of the process that interprets the relationship of R and O.

This study applied Peirce's semiotic theory (1839-1914) to understand the semiotics of visual communication on the UC TATI logo that can impact the image of the industry or product. Researchers will display a basic overview of this theory linked to the study of communication,

especially visual communication. Pierce has a different concept of describing a sign (Berger, 2000), and it uses three types of signs: icons, indices, and symbols. Pierce states that a sign is a representation and a concept, an object, an idea, which is referred to as an object. Whereas the meaning obtained will be referred to as an interpretation (Danesi, 2004). While the object (Y) is the UC TATI logo, the representation (X) is the element found in the UC TATI logo itself, which is described through the taxonomy of the logo, and the interpretation (X = Y) which is the result of semiotic analysis of the UC TATI logo.

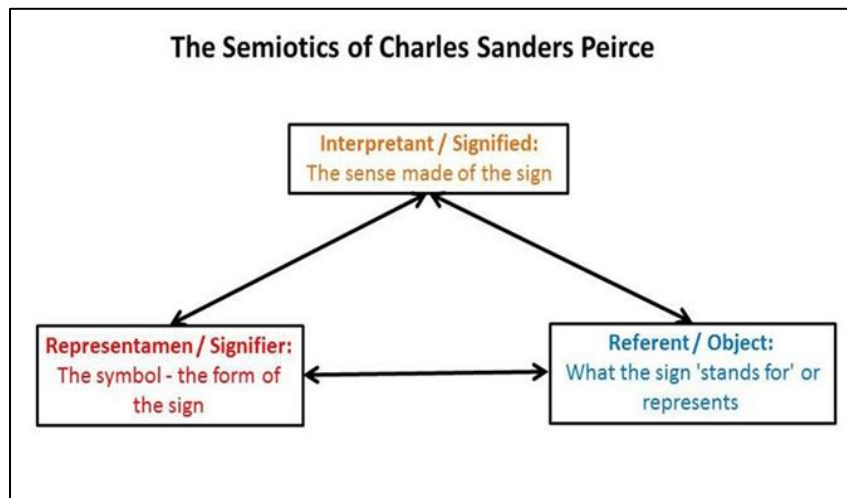


Figure 1: "Peircean" Sign
(Peirce Concept (1839-1914) (Danesi, 2004, page: 26)

The concept suggests a triangular relationship between representation, interpretation, and object. A sign will be intelligible to interpretation, while an equivalent sign can develop in a person's mind referring to a particular object. Peirce's (1839-1914) thought there is an inseparable relationship between sign and interpretation and the object it was referring to. Peirce's concept is different from the sign theory devised by Saussure (Danesi, 2004). Peirce also added that the development of the notion of signs was the division of signs. Marks can be included in three parts, namely icons, indices, and symbols. An icon is a sign that resembles an object like a photo. An index is a sign that directly relates to an object, such as smoke is an index of fire. Love is a sign that has no relation or resemblance to its object so that a symbol can be understood based on consent (Fiske, 2004).

4.0 Research Methodology

4.1 Semiotic Analysis

Semiotic analysis was first pioneered by Ferdinand de Saussure (1857-1913) as the founder of semiology and Peirce (1839-1914) as the founder of semiotics (Berger, 2000). Both are equally analyzing the sign but through different approaches. Saussure mentioned that the study of signs is inseparable from two things, namely the sign (signifier) and the signifier (signified), while Peirce articulates trichotomy, i.e. icons, indices and symbols (Danesi, 2004). Berger (2000) categorizes semiotic analysis into content analysis. Berger's analysis is the same as Alex (2009) mentioned that a semiotic approach is an approach that belongs to the content analysis approach that is qualitative, while this category of analysis is still new in this approach. Content analysis is more done quantitatively and objectively.

Semiotic analysis is different from quantitative content analysis. Content analysis is used to analyze the content of the media text objectively and systematically, while semiotic analysis looks at the structure of the object of study as a whole, and this is in line with the opinion of Oliver

Burgelin in his book Alex (2009). He argues that the sum of frequencies cannot be considered in the semiotic analysis because a critical item is significant. Semiotic analysis is different from quantitative content analysis, which considers the amount of repeatability of a mark that exists on the object of study. Content analysis cannot explore the meaning behind the sign, in contrast to semiotics, which considers the provisions that emerge from the encounter between the audience with a sign that will produce a different meaning in each audience.

According to Stokes (2003), Semiotic analysis begins with the definition of the object of analysis and the collection of text (group of signs) to be analyzed, i.e. the UC TATI logo. The signs that appear in the logos studied will be listed. The semiotic analysis that will be done on the signs will include the dimensional analysis of the physical elements consisting of the taxonomy of the logo, namely (1) shape, (2) color, (3) picture, and (4) writing and message. At a later stage, the results of the taxonomic analysis of the logo will be described by researchers as an interpretation of Peirce's sign theory (1839-1914).

Stokes (2003) states that semiotic analysis is preceded by defining the object of analysis and the collection of texts (groups of signs) to be studied. The study will be done according to Peirce's semiotic theory (1839-1914), which is triadic and through the description of logo elements according to the taxonomy of logos. Semiotic analysis in this study is done through taxonomic analysis (classification), an analysis based on a focus on one of the domains as the object of analysis. This semiotic analysis study is implemented through several stages, following the diagram on the taxonomy of logos.



Figure 2: UC TATI Logo

The object of analysis in this study is the UC TATI logo. The marks found in this logo have been identified and listed. If we look at the category of signs by Peirce (1839-1914), a logo is an icon of an industry it represents. An icon as an artificial image can refer to something it represents. An icon can be an identifying identity for its object. In this case, it means the logo can be a distinctive identity for the industry it represents where it is designed to represent the vision, mission, and identity of the desired industry.

The shape of the UC TATI logo is a circle with another circle in it. Font writing is written alongside the pen point shape as an elegant depiction and becomes the main icon in this logo. Semiotic analysis studies were conducted using Peirce's semiotics (1839-1914) by parsing the object of analysis through a taxonomy of logos viewed from various physical elements: shape, color, picture, and writing (explicit and implicit).

The results of semiotic analysis based on the taxonomic description of the UC TATI logo are as follows:

4.1.1 Shape

The shape is a visual marker combined from points and lines (Danesi, 2004). Various shapes can be described as a visual representation to represent a sign, while each such sign contains a meaning. Visual shapes or markers can be used for various purposes, such as an icon of an object, indexical as a representation of direction and motion, charts, diagrams,

emoticons (icons that express emotions) and others. Apart from this science of geometry resulting from a combination of a point, a line and a shape, only geometry relates to ideal visual existence such as triangles, circles and squares. Geometric shapes allow us to draw inferences about reality from ourselves. This is because of the existence of basic geometry that is infiltrated by symbols from various cultures worldwide (Danesi, 2004).

As a result of the above study, the shape of the pen point has become a symbol that symbolizes knowledge and intellectuality. Based on the meaning of the pen point symbol, the shape of the UC TATI logo can be interpreted as UC TATI as an institute of higher learning that can create innovation in education.

The pen point shape on the UC TATI logo is a fascinating icon in the content of this logo design. This logo can attract the community effectively. The selection of a suitable logo and having a high market value for students is a crucial factor in instilling a positive image in the education industry in Malaysia.

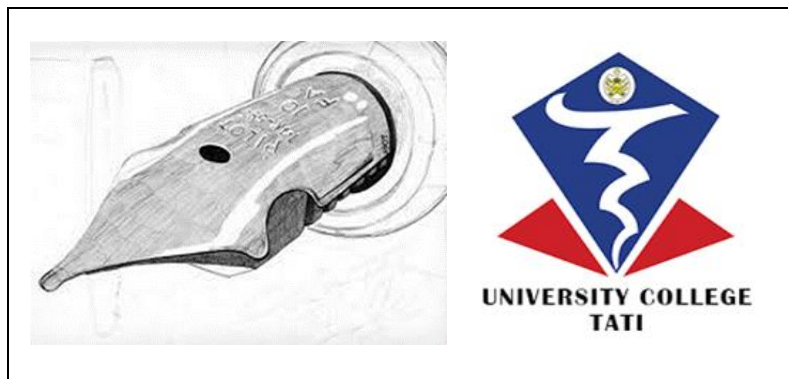


Figure 3: The pen point shape at the UC TATI logo

Images have the purpose of attracting, convincing, captivating and dominating the audience. Modern mythological symbols are designed through industrial logos and indirectly affect the minds of consumers. A symbol is close to the mythological story, and the meaning behind the symbols can touch the subconscious code in the human mind. Meanwhile, the image conveyed through persuasive communication only touches on the user's soul's motivational part and motivates them to buy or use industrial services (Gobe, 2001).

4.1.2 Color

The colors used in the UC TATI logo characterize the logo's simplicity. The colors used are red, blue, black, and white. The pen point symbol in the UC TATI logo marked a combination of blue and white which means creating a high-tech institution dedicated to producing quality and efficient energy resources in line with the 2020 vision goals. The red color on the bottom rectangle symbolizes the two main themed objectives, "HIGH PRECISION" and "HIGH TECH".

The role of color is very influential in the appearance of a design product (logo) because, with contrasting and exciting colors, it will be easier for the audience to remember it. According to Wescott (1980), color is used for connotative purposes worldwide. Meanwhile, archaeological records interpret that the approach through the visual and emotional meanings affixed to colors is the origin of the term colors themselves.

The choice of color in a design can produce a powerful appeal in advertising the product. Colors can evoke hidden emotions and audience responses. The principle and expression of color lie in beauty, charm, influence, appearance, image and controlling emotions. Through choice and a harmonious combination to display the psychological

influence, selection, and consideration of the correct color, gives a positive identity or image to the featured product (Kress & Leeuwen, 2002).

The colors selected in the UC TATI logo consist of four colors, namely, red, blue, black, and white. According to Mohamad Syakif (2014), red means fighting spirit and resilient strength. The color blue is an appreciation of the source of inspiration and motivation, and viability. The color black is an existing and competitive ambition. The color white is success gained through clean, pure, sincere practices and firm conviction.

4.1.3 Message Writing

The alphabet (font) from the UC TATI logo is simple but stylish and was able to attract audiences of all ages and was written as 'University College TATI'. Message writing in the logo taxonomy is divided into explicit message writing and implicitly. In the language of visual communication, writing is an element that can attract the audience to read and be easy to remember. Letters are the smallest part of the structure of written language and are a fundamental element for constructing a word or sentence, a series of letters in a word, while a sentence can give meaning that refers to an object or idea and express an image or effect visually.

Typography is a visual representation of verbal communication, which is the visual nature of a form of verbal communication and is an essential and effective visual property (Danton, 2003). Typography can make an emotional impact on an audience, which is more convenient and helps the audience recognize a brand (Gobe, 2001). The letters used in the UC TATI logo use sans serif letters with a font size of 12, and this means the writing on the logo uses 1/3 of the full logo.

The conclusion of elements interprets the UC TATI logo as in the table below.

Table 1: Interpretation of UC TATI Logo Elements

Logo Elements	Representative (X)	Object (Y)	Interpretation (X=Y)/ Visual Comm. meaning
Color	Red	A fighting spirit and a resilient force.	This is one of the critical factors determining one's success and ability to keep striving even in adversity.
	Blue	Appreciation of sources of inspiration and motivation as well as viability.	Elements or values in this philosophy need to be understood and appreciated as a strength for teaching and learning.
	Black	Existing ambition and competitive ideals.	Ambition drives us to strive and productivity as well as increase self-reliance.
	White	Success is gained through clean, pure and sincere practices and firm conviction.	This is a first-class minded society that is responsible, possesses ethical and progressive values
Shape	Point of the pen	Excellence	This picture carries the meaning of excellence in education, where UC TATI has a mission to be a high-tech institution, mainly producing quality and efficient
Writing	Implicit: writing on logo	University College TATI	University College TATI (UC TATI) was formerly known as Terengganu Advanced Technical Institute (TATI)

	Explicit: Typography letters	Microsoft Sans Sherif	This typography gives a firm and easy-to-read meaning and reveals to the public that UC TATI is the best in education.
	Font Letters	12	This size is relatively easy to read even at a distance.

5.0 Conclusion

This study found that selecting a logo for an industry can create and substantially impact students. A positive image created in the industry through visual identity, i.e., the logo, has contributed to the industry in positively impacting its image. This study found several factors that influence students to come to UC TATI from the aspects of education industry behavior. Such as the provision of complete facilities (Wi-Fi, toilets, hostels, etc.), staff friendliness, the role of UC TATI admission promotion, corporate social responsibility, etc. This study found that visual communication identity (logo) and non-visual identity (industrial behavior) can efficiently impact image creation among consumers and the general public.

The increasingly widespread use of semiotic theory in various disciplines of knowledge provides a scientific contribution to the diversity of knowledge in the world of education. Saussure, Peirce (1839-1914) and Roland Barthes developed semiotic knowledge following their opinions and applied it to various disciplines so that semiotic theory could be widely applied. In this case, semiotics pays more attention to the meaning of the message and the way the message is conveyed through signs (Danesi, 2004). Therefore, the results of this study support the assumptions of semiotic theory in the design results of visual communication language, while semiotics provides an opportunity for researchers to interpret broadly the signs or symbols that exist. Each symbol or sign of the design result contains a meaning appropriate to the purpose of creation or use of the design. This study is about the design of the UC TATI logo and its influence on the industry's image.

Various studies conducted by scholars on the exploration of visual design results in general and industry logos, in particular, are expected to generate ideas for industry players in choosing the content of the elements used in their industry logos. Their use of visual design, the name of the industry and industry behavior can also support the formation of a positive image in the eyes of the audience. In the increasingly modern era of globalization, a lot of logos making for industry, the appropriate composition of logo elements, such as the selection of compatible color combinations, the use of attractive and appropriate images, the selection of good typography, as well as font size and the thickness of the letters used, will give more value to a logo used. In logo selection in a global industry, Handerson et al. (2003) stated that the logo should be universal and not represent a particular culture as it can help in forming a positive image in the intercultural market. Besides, the conduct of the industry concerning services, facilities, and the role of corporate social responsibility (CSR), will also add value to the formation of a positive image if such things are taken into account in an industry.

Visual communication is one way to convey ideas graphically efficiently and helps convey more meaning. Visual communication is a critical element of any marketing strategy since it can help evoke emotions in public by providing many more effective symbols or logos to convey the message. Using data visualization can show the results of the impact on society. The use of symbols or logos makes information easier to remember and easier to tell.

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