

***SEMIOTIC ANALYSIS OF THE ENGLAND NATIONAL
FOOTBALL TEAM'S LOGO:
THE STUDY OF DENOTATIVE AND CONNOTATIVE
BASED ON ROLAND BARTHES THEORY
TERM PAPER***



By

Fawwaz Khairan

2022130011

**ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
JAKARTA
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Submitted in part-fulfillment of requirements for obtaining
Sarjana *Linguistik* (S.Li.) degree



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INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term-paper is the result of my own work and not plagiarism of another work, the contents has become my responsibility. All the sources of my research and quoted or referenced have been stated correctly.

Jakarta, July 15, 2026



(Fawwaz Khairan)



LETTER OF APPROVAL

On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Fawwaz Khairan *SEMIOTIC ANALYSIS OF THE ENGLAND NATIONAL FOOTBALL TEAM'S LOGO: THE STUDY OF DENOTATIVE AND CONNOTATIVE BASED ON ROLAND BARTHES THEORY*" has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining *Sarjana Linguistik* (S.Li.) degree to the respective candidate.

Supervisor

Signature

Date

(Juliansyah, M.Pd)

Jakarta, July 28 2026

Head of English Language
and Culture Department

Signature

Date

(Dr. Yoga Pratama, S.S., M.Pd.)

Jakarta, July 28 2026

(Eka Yuniar Ernawati, M.Pd.)

Jakarta, July 28 2026

Name

: Fawwaz Khairan

Student Number

: 2022130011

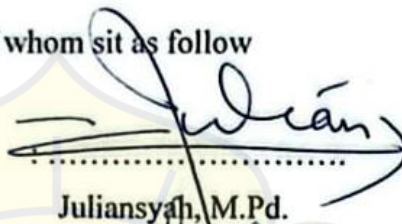
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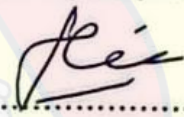
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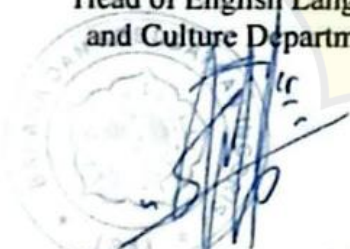

:
Nurul Fitriani, S.S., M.Hum

Head Board of Examiners


:
Dr. Agustinus Hariyana, S.S., M.Si.

Legally validated in Jakarta on August 6, 2026

Head of English Language
and Culture Department,


Dr. Yoga Pratama, M.Pd.

Dean of Faculty of
Language and Culture,


Dr. C. Dewi Hartati, M.Si.

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Finally, I realize that this thesis is not perfect. Therefore, I sincerely welcome constructive criticism and suggestions for its improvement. I hope that this thesis will be beneficial to readers and contribute to the development of knowledge, particularly in the fields of semiotics and visual communication.

Jakarta, July 28 2026

Writer

(Fawwaz Khairan)

**SEMIOTIC ANALYSIS OF THE ENGLAND NATIONAL FOOTBALL TEAM'S LOGO:
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Fawwaz Khairan
(fawwaz16khairan@gmail.com)

ABSTRACT

This research aims to analyze the denotative and connotative meanings represented in the Three Lions logo of the England National Football Team by applying Roland Barthes' semiotic theory. This study uses a descriptive qualitative approach because it focuses on interpreting the meanings embedded in visual signs rather than measuring numerical data. The object of this research is the official Three Lions logo used by The Football Association (The FA). The data consist of the visual elements contained in the logo, including the three lions, the shield, the Tudor roses, the gold star, and the colors. The data were collected through documentation and literature review from books, academic journals, official publications, and other relevant sources. The findings show that, at the denotative level, the logo functions as the official emblem of the England National Football Team, consisting of historical heraldic elements derived from the Royal Arms of England. At the connotative level, the visual elements communicate broader meanings related to courage, strength, unity, protection, national identity, historical continuity, football tradition, and English cultural heritage. Furthermore, the study reveals that the combination of these visual elements constructs ideological meanings that reinforce England's identity as a nation with a long football tradition and strong historical roots. Therefore, the Three Lions logo functions not only as a visual identity but also as a cultural sign that represents the history, values, and national identity of England through the perspective of Roland Barthes' semiotic theory.

Keywords: *Semiotics, Roland Barthes, Three Lions Logo, Denotation, Connotation.*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis makna denotatif dan konotatif yang direpresentasikan dalam logo Three Lions milik Tim Nasional Sepak Bola Inggris dengan menggunakan teori semiotika Roland Barthes. Penelitian ini menggunakan pendekatan deskriptif kualitatif karena berfokus pada interpretasi makna yang terkandung dalam tanda-tanda visual, bukan pada pengukuran data numerik. Objek penelitian ini adalah logo resmi Three Lions yang digunakan oleh The Football Association (FA). Data penelitian berupa unsur-unsur visual yang terdapat pada logo, meliputi tiga singa, perisai, bunga Tudor, bintang emas, dan warna-warna yang digunakan dalam logo. Data dikumpulkan melalui teknik dokumentasi dan studi pustaka yang bersumber dari buku, jurnal ilmiah, publikasi resmi, serta sumber-sumber lain yang relevan. Hasil penelitian menunjukkan bahwa pada tingkat denotatif, logo tersebut berfungsi sebagai lambang resmi Tim Nasional Sepak Bola Inggris yang terdiri atas unsur-unsur heraldik bersejarah yang berasal dari Lambang Kerajaan Inggris. Pada tingkat konotatif, setiap unsur visual mengandung makna yang berkaitan dengan keberanian, kekuatan, persatuan, perlindungan, identitas nasional, kesinambungan sejarah, tradisi sepak bola, dan warisan budaya Inggris. Selain itu, penelitian ini menunjukkan bahwa kombinasi berbagai unsur visual tersebut membangun makna ideologis yang memperkuat identitas Inggris sebagai negara yang memiliki tradisi sepak bola yang panjang serta akar sejarah yang kuat. Oleh karena itu, logo Three Lions tidak hanya berfungsi sebagai identitas visual, tetapi juga sebagai tanda budaya yang merepresentasikan sejarah, nilai-nilai, dan identitas nasional Inggris melalui perspektif semiotika Roland Barthes.

Kata Kunci: *Semiotika, Roland Barthes, Logo Three Lions, Denotasi, Konotasi.*

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