

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

A logo is an important visual element used to represent the identity of an organization, institution, company, or community. According to Rustan as cited by (Akira, et al., 2025, p.692), the term logo originates from the Greek word logos, which refers to words, thoughts, speech, and reason. Historically, the term logotype was more commonly used before the word logo became widely accepted. A logo functions as a visual identity and may consist of various elements, such as text, symbols, illustrations, images, colors, and other graphic components designed to communicate a particular identity and message.

In the field of sports, logos play a significant role in representing the identity, values, and characteristics of a team. Sports logos are designed to distinguish one team from another and to create recognition among supporters and the public. In addition to functioning as visual identities, sports logos may contain meanings that can be interpreted through semiotic analysis. Therefore, sports logos can be viewed not only as graphic designs but also as systems of signs that communicate particular messages and values.

Among various sports, football is one of the most popular sports in the world. According to (Nielsen Sports, 2018, p.5), football has an extraordinary global reach across countries and cultures, making it one of the most influential sports in terms of media exposure and sponsorship value. A survey conducted across 18 major markets revealed that football attracts strong interest from more than 40 percent of the population, placing it ahead of many other sports.

Due to its global popularity, football clubs and national teams have developed distinctive visual identities through logos and emblems. These logos function not only as visual identifiers but also as symbolic representations that communicate particular meanings to audiences. Consequently, football logos provide an interesting object for semiotic analysis.

One of the most recognizable football emblems is the Three Lions logo, which represents the England National Football Team. The logo consists of three

blue lions displayed on a shield and accompanied by ten Tudor roses. At the denotative level, the logo presents visual elements such as lions, roses, colors, and heraldic designs. However, beyond its literal appearance, the logo may also convey deeper meanings related to national identity, power, tradition, history, and cultural values. Therefore, the logo can be examined through a semiotic perspective to reveal the meanings embedded within its visual elements.

According to Barthes, as cited by (Akira, et al., 2025, p.692), semiotics is a science or method of analysis used to study signs. Fundamentally, semiotics seeks to understand how human beings interpret and construct meaning through signs. Within Barthes' semiotic framework, meaning is produced through two levels of signification: denotation and connotation.

The first level of signification is denotation. Denotation refers to the direct and literal relationship between the signifier and the signified. At this level, a sign communicates its most explicit, observable, and commonly accepted meaning. The second level is connotation, which extends beyond the literal meaning of a sign. Connotative meaning develops through the interaction between signs and the audience's cultural background, social experiences, emotions, and ideological perspectives.

As a result, connotative meanings tend to be more implicit and open to interpretation. In simple terms, according to Sudibyo as cited by (Jayaningsih & Juni, 2025, p.34) denotation focuses on what is represented, whereas connotation concerns how that representation is understood and interpreted. at the connotative level, signs may operate through what Barthes describes as myth. Barthes, as cited by (Jayaningsih & Juni, 2025, p.34), argues that myth functions as a system of communication that presents social values and cultural assumptions as natural and unquestionable.

Rather than referring to fictional stories, myths represent dominant ideological frameworks embedded within signs. These frameworks are often shaped by powerful social groups through language, images, and other cultural representations. Consequently, myth becomes a mechanism through which societies interpret, organize, and construct meanings within specific cultural contexts. In communication studies, the examination of signifiers and signifieds enables

researchers to understand how messages are created, structured, and communicated to audiences.

The England National Football Team's logo is an interesting object for semiotic analysis because it contains various visual elements that may represent meanings beyond their literal forms. The lions, shield, roses, and colors can be interpreted not only as visual components but also as signs that communicate particular ideas, values, and cultural meanings. Therefore, analyzing the logo through Barthes' semiotic theory can provide a deeper understanding of the denotative and connotative meanings represented within the emblem.

Several previous studies have applied semiotic analysis to advertisements, films, literary works, and commercial logos. These studies demonstrate that visual signs often contain multiple layers of meaning that can be explored through semiotic approaches. However, studies focusing specifically on football logos, particularly the logo of the England National Football Team, remain limited. This limited number of studies indicates a research gap in the analysis of national football team logos, especially the Three Lions logo. In addition, the logo contains historical, cultural, and symbolic meanings that have not been comprehensively analyzed using Barthes' semiotic theory. Therefore, further research is needed to explore the denotative and connotative meanings represented in the logo.

Therefore, this research seeks to contribute to the field of semiotic studies by examining the denotative and connotative meanings represented in the Three Lions logo using Roland Barthes' semiotic theory. Based on the explanation above, I conducted this study entitled "Semiotic Analysis Of The England National Football Team's Logo: A Study of Denotative and Connotative Meanings Based on Roland Barthes' Theory."

1.2 Identification of the Problem

Based on the background of the study, the following problems are identified:

1. Many people recognize the logo only as the emblem of The England National Football Team without understanding the denotative and connotative meanings represented in its visual elements.

2. There is still limited understanding of how the visual elements of the Three Lions logo communicate cultural and symbolic meanings.
3. Studies analyzing The England National Team's Logo using Roland Barthes' semiotic theory are still limited.

1.3 Limitation of the Problem

To maintain the focus of the study, my research was limited to the analysis of The England National Football Team's Logo using Roland Barthes' semiotic theory. This study focuses specifically on identifying and analyzing the denotative and connotative meanings represented in the visual elements of the logo. The research does not discuss audience reception, branding strategies, marketing aspects, or the complete historical development of the logo. Furthermore, the analysis is limited to Barthes' concepts of denotation and connotation.

1.4 Formulation of the Problem

Based on the limitation of the study, the research questions are formulated as follows:

1. What are the denotative meanings represented in the England National Football Team's logo based on Roland Barthes' semiotic theory?
2. What are the connotative meanings represented in the England National Football Team's logo based on Roland Barthes' semiotic theory?

1.5 Objectives of the Research

Based on the research questions above, the objectives of this study are:

1. To identify and describe the denotative meanings represented in The England National Football Team's Logo based on Roland Barthes' semiotic theory.
2. To analyze the connotative meanings represented in The England National Football Team's Logo based on Roland Barthes' semiotic theory.

1.6 Benefits of the Research

For theoretical benefits, this research is expected to contribute to the development of semiotic studies, particularly in the field of visual communication. This study is also expected to enrich the application of Roland Barthes' semiotic theory in analyzing visual signs represented in sports logos. Furthermore, this research may serve as a reference for future researchers who are interested in semiotics, visual communication, symbolism, and sports-related studies. It is also

expected to broaden academic understanding of how meanings are constructed and represented through visual symbols.

For practical benefit, this research is expected to help readers understand that logos are not merely visual identities but also signs that contain meanings that can be interpreted through semiotic analysis. this research is also expected to provide useful information for students, researchers, football supporters, and the general public regarding the meanings represented in the visual elements of the Three Lions logo. In addition, the findings of this study may increase public awareness of how visual symbols communicate values, identities, and cultural meanings within society.

1.7 Systematic Organization of the Research

The framework of this research paper named “Semiotic Analysis Of The England National Football Team’s Logo: The Study Of Denotative And Connotative Based On Roland Barthes Theory” is arranged as follows:

CHAPTER 1: INTRODUCTION

This chapter consists of the background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objectives of the research, benefits of the research, and systematic organization of the research.

CHAPTER 2 : THEORETICAL FRAMEWORK

This chapter discusses the theories related to the research. It includes the theory of semiotics, Roland Barthes’ semiotic theory, denotation and connotation, the concept of logo, previous studies, and conceptual framework.

CHAPTER 3 : RESEARCH METHOD

This chapter explains the research method used in the study. It consists of research design, source of data, technique of data collection, and technique of data analysis.

CHAPTER 4 : ANALYSIS AND DISCUSSION SEMIOTIC ANALYSIS OF THE ENGLAND NATIONAL FOOTBALL TEAM'S LOGO: THE STUDY OF DENOTATIVE AND CONNOTATIVE BASED ON ROLAND BARTHES THEORY

This chapter contains the analysis and discussion of the denotative and connotative meanings found in The England National Football Team's Logo based on Roland Barthes' semiotic theory.

CHAPTER 5 : CONCLUSION

This chapter presents the conclusion of the research and suggestions for future researchers related to semiotic studies and visual symbols in sports culture.

