

CHAPTER 2

THEORITICAL FRAMEWORK

This chapter presents the theories and concepts that support the analysis of this research. The discussion begins with the concept of semiotics as the study of signs and meanings. It then focuses on Roland Barthes' semiotic theory, particularly the concepts of denotation and connotation, which are used as the main analytical framework in this study. Furthermore, this chapter discusses the concept of logos as visual communication and systems of signs that convey particular messages and identities. Since the object of this research is the England National Football Team's logo, a brief explanation of the logo and its visual elements is also provided.

2.1 Semiotics

Etymologically, the term semiotics originates from the Greek word *semeiotikos*, which means “the study of signs” and serves as the foundation of semiotic theory. According to Hartmann and Stork as cited by (Hatem & Iman, 2021, p.473) semiotics is defined as “the systematic study of linguistic and non-linguistic signs.” Eco 1976 as cited by (Hatem & Iman, 2021, p.473) states that a sign may take the form of a term, word, concept, sound, or visual image that functions as a sign. A sign represents objects in reality; therefore, its primary function is to stand for or refer to something else Chandler 2007 as cited (Hatem & Iman, 2021, p.473).

In semiotics, meaning is produced through the relationship between the signifier and the signified. The signifier refers to the physical form of a sign, such as an image, a graphic representation of words, letters, or other elements that exist independently of context. Meanwhile, the signified refers to the conceptual or mental aspect of an idea, which may be either real or imaginary. Therefore, the signified is not necessarily associated with something concrete.

2.2 Roland Barthes' Semiotic Theory

According to Barthes, semiotics is concerned with understanding signs and how they convey meaning within society. In this perspective, language is regarded as a system of signs that communicates particular messages and cultural values

(Musarrofatus & Cecep, 2024, p.335). Signs may appear in various forms, including language, images, symbols, logos, gestures, and other visual representations. Through semiotics, researchers seek to understand how meaning is produced, interpreted, and communicated within particular social and cultural contexts.

One of the most influential figures in the development of semiotics is Ferdinand de Saussure. In his work *Course in General Linguistics*, Saussure defines semiology as the science that studies the role of signs within social life. Semiotics examines the structure, classification, and relationships of signs as they function and communicate meaning in society (Musarrofatus & Cecep, 2024, p.335). According to Saussure as cited by (Musarrofatus & Cecep, 2024, p.335), every sign consists of two inseparable components: the signifier and the signified.

The signifier refers to the physical form of a sign, while the signified refers to the concept or meaning represented by that sign. Meaning is produced through the relationship between these two elements. Saussure's ideas later became the foundation for many semiotic scholars, including Roland Barthes, whose work is often regarded as an extension of Saussure linguistics and semiotics. through his writings, Barthes not only developed Saussure's concept of the relationship between language and meaning but also expanded it by exploring the ideological dimensions embedded within signs and language (Musarrofatus & Cecep, 2024, p.337).

Furthermore, A sign can applied semiotic analysis to various cultural phenomena, including literature, media, advertisements, and visual representations (Musarrofatus & Cecep, 2024, p.340). Semiotics, or semiology in Barthes' terminology, is the study of how humans use something (Musarrofatus & Cecep, 2024, p.337). He argues that signs do not merely communicate literal meanings but may also convey cultural values, social beliefs, and ideological messages. Therefore, signs function as a medium through which societies construct and transmit meaning.

Semiotics has become an important approach in communication and cultural studies because it enables researchers to analyse both verbal and visual forms of communication. Through semiotic analysis, researchers can identify how meanings are represented and interpreted through signs that appear in everyday life. As a result, semiotics is widely used to analyse various forms of representation,

including advertisements, films, literary works, photographs, and logos. in contemporary visual communication, logos are not merely graphic designs used for identification purposes.

Logos also function as systems of signs that communicate identities, values, traditions, and cultural meanings. Therefore, logos can be analysed through a semiotic perspective to reveal the meanings embedded within their visual elements. This study employs semiotics as the primary approach to examine the Three Lions logo of the England National Football Team.

Through a semiotic perspective, the logo is viewed as a collection of signs consisting of visual elements such as lions, a shield, roses, and, colors. These elements may communicate meanings that extend beyond their literal appearance. Therefore, semiotics provides an appropriate framework for exploring how meanings are represented and communicated through the Three Lions logo, which serves as the object of this research.

2.3 Denotation

According to Roland Barthes, denotation represents the first level of signification within the semiotic process. It refers to the direct and literal relationship between the signifier and the signified. At this level, a sign conveys its most basic and explicit meaning without involving cultural values, emotions, or subjective interpretations. Barthes as cited by (Vina, 2023, p.23) describes denotation as the obvious, literal, and common-sense meaning that people generally recognize when they encounter a sign. Therefore, denotation can be understood as the primary meaning that emerges before any deeper interpretation takes place.

Denotative meaning explains the connection between a sign and the object or reality it represents. Signs may appear in various forms, such as words, images, symbols, colors, or visual designs. Through denotation, researchers can identify what is directly presented and perceived through human senses. This level of meaning focuses on factual and observable characteristics rather than hidden or symbolic messages.

Similarly, Sobur as cited by (Vina, 2023, p.23) states that denotative meaning, often referred to as cognitive meaning, is associated with human knowledge and awareness. It is derived from the interaction between sensory

perception and rational understanding. Denotation is also known as propositional meaning because it provides objective and factual information about a particular sign. As a result, denotative meaning is commonly found in dictionaries and academic texts, where words are interpreted according to their literal definitions.

Barthes as cited by (Vina, 2023, p.24) further argues that denotation is the most apparent meaning of a sign because it describes the object being represented in a direct manner. For example, the word "lion" denotes a wild animal belonging to the cat family, while the word "woman" denotes an adult human female. These meanings are understood without requiring additional cultural or symbolic interpretations.

In the context of this research, denotative analysis is employed to examine the visual elements contained in the England National Football Team's logo. At the denotative level, the analysis focuses on the literal appearance of the logo, including the three lions, the shield shape, the stars, the colors, and other visible design components. By identifying these elements objectively, the researcher can establish a clear understanding of what is explicitly represented in the logo before exploring its connotative meanings and broader cultural significance through Barthes' semiotic framework.

2.4 Connotation

According to Barthes as cited by (Vina, 2023, p.24), connotation represents the second order of signification in the semiotic process. At this level, a sign acquires meanings that extend beyond its literal interpretation. Connotation emerges when a denotative sign functions as a signifier for additional meanings that are influenced by emotions, beliefs, values, and cultural experiences. Barthes argues that connotative meanings are generated through the interaction between the sender and the receiver of a message, allowing signs to convey deeper symbolic and ideological

According to Charles as cited by (Vina, 2023, p.24) explains that connotative meaning is closely related to personal feelings, attitudes, and opinions toward a particular sign. Unlike denotation, which focuses on objective and literal meaning, connotation involves subjective interpretations that may vary among

individuals and social groups. Connotative meanings can be positive, negative, or neutral depending on the cultural background and experiences of the audience.

Consequently, communicators often employ connotative meanings to influence perceptions, emotions, and responses toward a message. Furthermore, Sumardjo and Sani, as cited by (Vina, 2023, p.24), state that connotative meaning is shaped by two important factors: the textual environment and the cultural environment. The textual environment refers to the surrounding words or elements that influence the interpretation of a sign within a particular context. Meanwhile, the cultural environment consists of the social values, traditions, beliefs, and historical experiences that contribute to the formation of meaning.

Therefore, the interpretation of a sign may change depending on the context in which it appears and the cultural background of its audience. For example, the meaning of a word can vary according to its textual context. A word may convey one meaning in a particular phrase and a different meaning when combined with other words. This demonstrates that connotation is not fixed but is shaped by contextual and cultural influences.

In the context of this study, connotative analysis is used to examine the symbolic meanings embedded within the England National Football Team's logo. Beyond its denotative representation as a visual design containing three lions, stars, and a shield, the logo may convey broader meanings related to national identity, pride, strength, courage, tradition, and the historical heritage of English football. These meanings are not explicitly visible in the logo itself but emerge through cultural associations and collective interpretations. By applying Barthes' theory of connotation, this study seeks to uncover the deeper messages and values communicated through the Three Lions logo and to understand how these meanings contribute to its significance within English football culture.

2.5 Myth

According to Roland Barthes as cited by Faisal (Faisal, 2021, p.286), myth is a form of meaning that differs from ordinary language or everyday communication. Building upon Ferdinand de Saussure's theory of linguistic signs, Barthes explains that myth functions as a second-order system of signification. In this system, a sign that has already been established at the first level of meaning,

consisting of a signifier and a signified, becomes a new signifier that generates a broader level of interpretation. As a result, myth extends beyond the literal meaning of a sign by producing cultural and ideological meanings that are widely accepted within a society. These meanings are not naturally inherent in the sign itself but are socially and historically constructed through repeated use and shared cultural understanding.

The England National Team's logo also creates the myth of national pride and patriotism. The combination of the lions, the Tudor roses, the shield, and the blue color represents values that encourage emotional attachment between the national football team and its supporters. These visual elements transform the logo into a symbol of collective identity rather than merely an official emblem. The three lions have represented England's football identity since the Football Association's formation in 1863, and the badge has long been tied to royal association and national symbolism (ThinkFootballIdeas, 2026).

Within Barthes' framework, this myth functions by presenting support for the England national football team as an expression of loyalty to the nation itself. Wearing the logo, displaying it during international tournaments, or identifying with it becomes a symbolic act of representing England. Consequently, the logo reinforces the belief that football serves as a medium through which citizens express national unity, cultural identity, and patriotic values.

Barthes argues that myth should be distinguished from denotative meaning because it does not simply describe an object or represent its literal characteristics. Instead, myth conveys cultural values, beliefs, and ideologies that influence how people perceive and interpret signs. Through this process, signs become vehicles for communicating ideas that appear natural, universal, and unquestionable, even though they are shaped by specific historical, political, and cultural contexts. Therefore, myth plays an important role in revealing the hidden messages embedded in visual and verbal signs, allowing researchers to understand how ideology is communicated through everyday symbols.

In this study, Barthes' concept of myth provides the theoretical foundation for interpreting the logo of the England national football team (Barthes, 1972, p. 109). After examining the denotative meanings of the logo's visual elements,

including the three lions, red roses, shield, and blue color, and analyzing their connotative meanings, this study further explores the myths constructed through the combination of these symbols (Barthes, 1972, p.109). Rather than serving as decorative elements alone, these visual components communicate broader ideological messages related to English national identity, historical continuity, football heritage, patriotism, and national pride (Barthes, 1972, p.112).

Through myth analysis, the logo can be understood not merely as the official emblem of the England national football team but also as a cultural symbol reflecting the history, traditions, and collective identity of the English nation (Barthes, 1972, p.115). In this way, Barthes' concept of myth helps reveal the deeper cultural meanings embedded in the logo and explains how visual signs contribute to the construction and maintenance of social values within the context of English football (Barthes, 1972, p.117). The myth of the Three Lions logo developed through a long historical process in which a royal emblem was transformed into one of the most powerful symbols of English national identity (McGuinness, 2011, p.6). The three lions first appeared on the royal coat of arms during the reign of King Henry II in the twelfth century and later became closely associated with King Richard I (McGuinness, 2011, p.7). At that time, the symbol represented the authority of the English monarchy, military strength, courage, and the legitimacy of royal power (McGuinness, 2011, p.8). These meanings were deeply rooted in England's medieval history and gradually became part of the nation's cultural heritage (McGuinness, 2011, p.9).

The symbolic meaning of the England National Football Team's logo expanded when the Football Association adopted the emblem as the official badge of the England national football team in 1863 (BBC Sport, 2025). Through its continued use in international football, the logo came to represent not only royal authority but also England's football tradition, national unity, and historical continuity (BBC Sport, 2025). Each appearance of the logo in international tournaments reinforced the connection between the country's historical legacy and its identity in modern sport (BBC Sport, 2025).

Over time, repeated exposure through football competitions, media coverage, official merchandise, and supporter culture transformed the historical

emblem into a cultural myth (McGuinness, 2011, p.12). The Three Lions became widely recognized as a natural representation of courage, honor, resilience, and national pride (BBC Sport, 2025). Although these meanings originated in specific historical and cultural contexts, they gradually came to be accepted as shared values within English society and among football supporters worldwide (Barthes, 1972, p. 118). Today, the myth of the Three Lions extends beyond the visual identity of the England national football team (McGuinness, 2011, p. 14). The logo represents the continuity of England's historical heritage while reinforcing the belief that English football is closely connected to the nation's royal traditions and to the development of modern football (McGuinness, 2011, p.15). Through this historical evolution, the Three Lions have become not only a national emblem but also a powerful cultural symbol embodying England's identity, tradition, and prestige on the international stage (BBC Sport, 2025).

2.5.1 The England National Football Team's Logo as a Symbol of English Superiority in Football

The term "English superiority in football" in this study refers to the representation of England's strength, prestige, historical achievements, and established football tradition through the visual elements of the England National Football Team's logo. The concept does not simply refer to the number of victories or trophies won by the England national team; instead, it refers to how the logo constructs an image of prominence through symbols closely tied to English history and national identity. The three lions have represented England's football identity since the Football Association's formation in 1863, and the team first wore the badge in 1872 (BBC Sport, 2025).

Furthermore, the idea of superiority can be understood through England's historical position in football, including its 1966 World Cup victory and long-established football tradition. The badge's royal and heraldic origins help explain why it conveys prestige, strength, and national pride, and the modern crest also includes Tudor roses and a star above the shield to mark England's football history and 1966 triumph (DesignRush, 2026).

Through Roland Barthes' semiotic theory, this study examines how the visual signs in the logo produce denotative and connotative meanings that

contribute to the construction of English football identity. In this framework, the logo can be read not as a literal claim of objective superiority, but as a symbolic representation of England's perceived strength and prominence in football (DesignRush, 2026).

2.5.2 The Continuity of the British Monarchy

The continuity of the British monarchy is another myth represented in the England National Football Team's logo. The England National Football Team's logo (Three Lions) originate from the Royal Arms of England, where they have symbolized royal authority and sovereignty for centuries. Although the logo is currently used in the context of football, it continues to preserve this historical association with the monarchy (History Extra, 2024)

The use of heraldic elements in the three lions logo can be interpreted as a visual connection between the England national football team and England's historical traditions. From a semiotic perspective, these elements contribute to the connotative meaning of the logo by associating the team with ideas of historical identity and continuity. The continued use of these visual elements in the team's identity also allows their historical associations to remain present within the modern context of football. Therefore, the Three Lions logo can be interpreted as representing not only the England national football team but also the connection between football, historical identity, and English tradition.

2.5.3 Historical Legitimacy

The England National Team's logo can be interpreted as expressing a sense of historical legitimacy through the presence of its visual elements. The lions and shield form an important part of the emblem's overall composition and contribute to the identity of the England national football team. In this study, these elements are examined based on the meanings that can be produced through their visual representation within the context of English football. The three lions on England's crest are taken from the country's coat of arms, and the badge has adorned England kits since their first proper international match against Scotland in 1872 (Daily Mail, 2024). From a semiotic perspective, the visual elements of the logo do not function only as objects that identify the team. Their arrangement within a single emblem allows them to communicate broader associations. The lions, for example,

become part of a visual representation that can be associated with England's identity, while the shield provides a formal framework that unifies the elements within the logo. These meanings emerge from the relationship between the visual signs and the context in which they are used. The Football Association adopted the logo in 1862 to reflect this royal heritage, and the design has remained a recognizable symbol of English football (Daily Mail, 2024).

The historical aspect becomes relevant because the logo contains visual forms that are associated with England's established identity. When these elements appear repeatedly in the representation of the national team, they can contribute to a sense of continuity between historical identity and contemporary football. In this analysis, continuity refers to the way visual elements remain part of the team's identity while their use continues within a modern sporting context. The badge's Tudor roses also refer to English historical memory, reinforcing this continuity (Daily Mail, 2024).

The combination of the lions and shield also creates a unified visual message. The elements do not communicate their meanings separately. Instead, their placement within the same emblem allows them to support one another in representing the identity of the national team. This relationship demonstrates that the meaning of a logo can be produced through the interaction of several visual signs rather than through one element alone. The England National Team's badge is described as synonymous with the England national team, showing how strongly the emblem is tied to team identity (Daily Mail, 2024).

The continued presence of these visual elements can also strengthen their association with the England national football team. Through repeated representation, the logo becomes familiar to viewers and can be recognized as a sign of the team's identity. In this context, the logo functions as a visual marker that connects the team with ideas of national identity and historical continuity without changing its basic function as a football emblem. The design has been worn since 1872 and remains central to how England is visually represented in football (Daily Mail, 2024).

This interpretation is consistent with Barthes' semiotic approach, particularly the distinction between denotation and connotation. At the denotative

level, the logo can be described through its visible elements, including the lions, shield, colors, and other components. At the connotative level, these elements can produce additional associations related to identity, history, continuity, and cultural heritage. These meanings are not limited to the physical appearance of the logo but develop through the relationship between the signs and their cultural context. The Daily Mail's discussion of the badge's royal origins and Tudor symbolism supports this reading (Daily Mail, 2024).

Therefore, the historical legitimacy represented by the Three Lions logo can be understood as a result of the way its visual elements connect the contemporary identity of the England national football team with broader ideas of historical identity and continuity. The logo remains an official representation of the team, while its visual composition allows it to communicate meanings that extend beyond simple identification. In this sense, the logo demonstrates how a sporting emblem can carry additional cultural meanings through the interpretation of its visual signs. (Daily Mail, 2024)

2.5.4 England as the Birthplace of Modern Football

The final myth conveyed by the Three Lions logo is the belief that England is the birthplace of modern football. As the country where the modern rules of football were first formalized, England occupies a unique position within global football history. This historical background contributes to the ideological meaning of the logo and reinforces England's identity as the nation that introduced the modern game to the world (Tempo, 2021).

The Three Lions logo therefore represents more than a national football association. It symbolizes England's historical role in establishing football as an organized international sport. Through Barthes' concept of myth, the logo naturalizes the belief that English football possesses authenticity, authority, and historical significance. Consequently, the logo communicates not only the identity of the England national football team but also England's enduring influence on the history and global development of football (Hermawan, 2024, p.11).

Overall, the myths embedded in the Three Lions logo demonstrate that its visual elements communicate meanings that extend beyond literal representation. The logo functions as an ideological sign that reinforces England's football

tradition, historical continuity, royal heritage, national pride, and cultural identity. From Barthes' perspective, these myths reveal how visual signs construct social values that become widely accepted as natural, thereby strengthening the symbolic relationship between football, history, and English national identity (Hermawan, 2024, p.13).

In addition, the myth embedded in the Three Lions logo reinforces the idea that football is closely connected with English national identity. The logo does not merely represent a sports organization or identify a national team during international competitions. Instead, it functions as a visual symbol that continually reminds audiences of England's long historical relationship with football. As the country widely recognized as the birthplace of modern football, England associates the sport with national tradition, cultural heritage, and collective memory (Kompas, 2021).

Through repeated exposure in international tournaments, official merchandise, media coverage, and promotional campaigns, the logo strengthens the perception that football forms an inseparable part of English cultural identity. Furthermore, the combination of the three lions, red roses, shield, and blue background constructs a myth of continuity between England's historical past and its present sporting achievements (Tempo, 2021).

Each visual element carries historical references that become naturalized through continuous cultural repetition. Over time, these symbols are no longer interpreted solely based on their historical origins but are accepted as natural representations of England itself. This process reflects Barthes' argument that myth transforms cultural and historical meanings into ideas that appear universal and unquestionable. Consequently, the logo creates the impression that England's football identity has developed naturally from its historical legacy, even though this meaning is socially and culturally constructed (Hermawan, 2024, p.13).

The myth also promotes values of courage, unity, loyalty, and resilience that are commonly associated with the England national football team. These values are communicated implicitly through the visual symbolism of the logo rather than through written language. The three lions symbolize strength and bravery, while the shield represents protection and honor. Meanwhile, the red roses evoke historical

memory and national heritage, and the blue background conveys stability, trust, and professionalism. Together, these elements construct an ideological message that English football embodies determination, discipline, and unwavering commitment to representing the nation on the international stage (Idxsport, 2025).

Moreover, Barthes' concept of myth demonstrates that the Three Lions logo operates as a cultural narrative capable of shaping public perception. Supporters do not simply recognize the logo as the emblem of the Football Association. They also interpret it as a representation of national dignity, historical pride, and emotional attachment to the country. During international competitions, the logo becomes a focal point of collective identity, encouraging supporters to unite under shared national values despite differences in social background or regional identity. In this sense, the logo functions as a cultural sign that strengthens feelings of belonging and solidarity among English football supporters (Hermawan, 2024, p.13)

Ultimately, the myth contained within the Three Lions logo illustrates how visual communication extends beyond aesthetic representation. The logo serves as a medium through which historical memory, national ideology, and cultural values are continuously reproduced and reinforced across generations. By applying Barthes' theory of myth, this study reveals that the logo communicates meanings that transcend its literal visual appearance. It becomes a symbolic representation of England's historical legacy, football tradition, and national identity, demonstrating that visual signs play a significant role in constructing cultural meanings and sustaining ideological values within English football and the broader context of English society (Hermawan, 2024, p.11).

2.6 Logo

One of the most fundamental elements of an organization's identity is its logo. Since prehistoric times, humans have used visual symbols as a means of communication. Early societies expressed meanings and messages through images carved on stones, demonstrating how visual signs could convey information and represent particular ideas.

In modern society, logos continue this communicative function by serving as visual representations of organizations, institutions, products, and nations. According to Wirawan as cited by (Widya, 2020, p.963) a logo is a visual symbol

or graphic design that carries specific meanings and represents the identity of an entity in a concise and memorable form. A logo functions as a distinctive identity that differentiates one organization from another.

The visual elements contained in a logo, such as images, shapes, and typography, form a system of signs that communicates messages related to the values, characteristics, and image of an organization. Sari as cited by (Widya, 2020, p.963) argues that the signs embedded in a logo are intentionally designed to be easily recognized and understood by the public, enabling effective communication within a short period of time.

The development of various technologies and visual communication media has contributed to the evolution of logo design. Today, logos may consist of names, symbols, emblems, or other graphic elements that visually represent a particular identity. Similar to how a person's face allows others to recognize them, a logo enables the public to identify and distinguish an organization from its competitors. Therefore, logos play a significant role in shaping public perception and communicating organizational identity.

From a semiotic perspective, logos are not merely decorative visual elements but also systems of signs that contain layers of meaning. Roland Barthes explains that meaning operates through two levels of signification: denotation and connotation. Denotation refers to the literal or direct meaning of a sign, while connotation relates to the cultural, emotional, and ideological meanings associated with it. Therefore, analyzing a logo through Barthes' semiotic theory can reveal both its explicit and implicit meanings. In this regard, the Three Lions logo serves as an interesting object of study because its visual elements may represent not only the identity of the England national football team but also broader cultural values, historical traditions, and national symbolism. Consequently, this study aims to analyze the denotative and connotative meanings embedded in the Three Lions logo using Roland Barthes' semiotic framework.

2.7 Previous Related Studies

Previous studies on semiotics, visual identity, and symbolic meanings provide the theoretical and methodological basis for this research: The first study was conducted by (Suprpto, 2018, p.126) entitled "Logo and Visual Identity

Analysis of Professional Football Clubs in Indonesia (Persib Bandung, Persija Jakarta, Sriwijaya FC and PSM Makassar)." The study analyzed the visual identity of professional football club logos in Indonesia using visual analysis and Roland Barthes' semiotic approach.

The findings revealed that football club logos function not only as visual symbols but also as representations of club philosophy, values, and cultural identity. The study is relevant to the present research because both studies examine football-related logos as systems of signs. However, (Suprpto, 2018) focused on the visual identity of Indonesian football clubs, whereas the present study focuses on the Three Lions logo of the England National Football Team and specifically analyzes its denotative and connotative meanings.

The second study was conducted by (Irfansyah, 2026, p.915) on the PERSIB Bandung logo as a cultural artifact. The researchers examined how visual elements contained in the logo represent cultural identity and local values. The findings indicated that the logo functions as a cultural symbol that reflects the historical and social identity of Bandung. This study is related to the present research because both investigate football logos and their symbolic meanings. However, the previous study emphasized cultural representation and visual aesthetics, while the present study applies Roland Barthes' theory to examine the denotative and connotative meanings of the Three Lions logo. This difference allows the present study to explore the symbolic meanings embedded in a national football team's emblem.

The third study was conducted by (Widarti & Dina, 2026, p.137) entitled "Representation of National Identity in the Indonesian National Team Jersey through Roland Barthes' Semiotic Analysis." Using Barthes' concepts of denotation, connotation, and myth, the study analyzed visual elements such as colors, typography, the Garuda emblem, and decorative motifs found on the Indonesian national team jersey. The findings showed that these visual elements represent nationalism, unity, and national pride. This study is highly relevant to the present research because both employ Roland Barthes' semiotic theory and examine visual symbols in the context of national football representation.

However, the previous study focused on a football jersey, while the present study focuses on the official logo of the England National Football Team.

Furthermore, this research is limited to denotative and connotative meanings contained in the Three Lions logo. Based on the previous studies above, it can be seen that football-related visual symbols have been widely analyzed from the perspectives of visual identity, cultural representation, and nationalism.

Nevertheless, studies examining the Three Lions logo of the England National Football Team remain limited. Moreover, no previous study has specifically analyzed its denotative and connotative meanings using Roland Barthes' semiotic theory. Therefore, this study aims to fill this gap by investigating how the visual elements of the Three Lions logo produce meaning at the denotative and connotative levels. Furthermore, this study is expected to contribute to semiotic studies in sports communication by providing a deeper understanding of how visual symbols in a national football team logo convey meaning and values. Through this analysis, the research reveals how the logo's visual elements function as signs that construct identity, heritage, and symbolic representation, enriching the discussion of denotation and connotation in visual semiotics.