

**A SEMIOTIC ANALYSIS OF THE HISTORY OF THE EVIAN'S LOGO
BASED ON ROLAND BARTHES' THEORY**

TERM PAPER



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FACULTY OF LANGUAGE AND CULTURE

UNIVERSITAS DARMA PERSADA

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Submitted part-fulfillment of requirements for obtaining

Sarjana Linguistik (S.Li) degree



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INTELLECTUAL PROPERTY STETEMENT PAGE

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

Jakarta, July 10, 2025



(Ellsa Octaviana Gayo)

LETTER OF APPROVAL

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A SEMIOTIC ANALYSIS OF THE HISTORY OF THE EVIAN'S LOGO BASED ON ROLAND BARTHES' THEORY

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ABSTRACT

Evian, one of the manufacturers of consumer goods, is up against fiercer competition in the market for bottled drinking water. The majority of bottled water products have few changes in characteristics, which makes brand switching simple. Despite this, Evian continues to have a devoted following of customers who routinely use its goods. Understanding consumer behavior can serve as a basis for creating strategies and increasing purchasing potential in this fiercely competitive market. The high quality and purity of the mineral water product are shown by the visual code in this logo, particularly the color blue, which is connected to water and cleanliness. Furthermore, the logo's wave feature links the company to the idea of vital life while highlighting the water's dynamic and natural qualities. Using a semiotic approach, the Evian logo serves as a messenger that communicates a trustworthy and highly valuable brand image in addition to serving as a brand identification. Based on this analysis, it can be said that the Evian logo is one of the best at communicating visual messages to viewers since its design components work together to produce a powerful and consistent meaning.

Keyword: Analysis, Evian, Semiotics, Logos, Roland's

ANALISIS SEMIOTIC SEJARAH LOGO EVIAN BERDASARKAN TEORI ROLAND BARTHES

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ABSTRAK

Evian, salah satu produsen barang konsumsi, menghadapi persaingan yang lebih ketat di pasar air minum dalam kemasan. Mayoritas produk air minum dalam kemasan memiliki sedikit perubahan karakteristik, yang membuat pergantian merek menjadi mudah. Meskipun demikian, Evian terus memiliki pelanggan setia yang rutin menggunakan produknya. Memahami perilaku konsumen dapat menjadi dasar untuk membuat strategi dan meningkatkan potensi pembelian di pasar yang sangat kompetitif ini. Kualitas dan kemurnian tinggi produk air mineral ditunjukkan oleh kode visual dalam logo ini, khususnya warna biru, yang berhubungan dengan air dan kebersihan. Lebih jauh, fitur gelombang pada logo menghubungkan perusahaan dengan gagasan kehidupan yang vital sekaligus menonjolkan kualitas air yang dinamis dan alami. Dengan menggunakan pendekatan semiotik, logo Evian berfungsi sebagai pembawa pesan yang mengomunikasikan citra merek yang dapat dipercaya dan sangat berharga selain berfungsi sebagai identifikasi merek. Berdasarkan analisis ini, dapat dikatakan bahwa logo Evian adalah salah satu yang terbaik dalam mengomunikasikan pesan visual kepada pemirsa karena komponen desainnya bekerja sama untuk menghasilkan makna yang kuat dan konsisten.

Kata kunci: Analysis, Evian, Semiotics, Logos, Roland's

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