

CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Evian stands as a prominent bottled water brand in Indonesia, distinguished by its enduring presence in the marketplace. To enhance its marketing efforts, Evian has consistently employed advertisements aimed at establishing and reinforcing its brand identity. These advertisements incorporate a variety of signs, symbols, and messages designed to convey specific meanings to the audience. The brand's success is attributed not only to the quality of its products but also to its adept use of semiotic elements in shaping and sustaining its image.

Semiotics, the discipline that examines signs and symbols along with their meanings, serves as a vital framework for comprehending how brands engage with consumers. Through logos, advertisements, and product packaging, brands generate signs that communicate particular messages and elicit emotional responses. Evian effectively applies semiotic principles to forge connections with its audience, crafting meanings that resonate with its portrayal as a pure, healthy, and reliable brand.

The purpose of this study is to perform a semiotic analysis of Evian's commercials, examining the manner in which the company uses a variety of signs and symbols to create meaning and influence consumer perception. This study aims to clarify how Evian has created its identity and how its customers view it by analyzing the denotative and connotative meanings found in its advertising content.

1.2 Identification of the Problem

I want to identify because there are many changes in the logo in each period and this results in the culture changing too.

1.3 Limitation of the Problem

This study employs Roland Barthes' semiotic theory to analyze the Evian logo visually throughout its historical development (1973–2025). Advertisements and product packaging are examples of branding materials that are outside the purview of this study.

1.4 Formulations of the Problem

The research problems are stated as follow in light of the aforementioned problem formulation:

1. How would you characterize the Evian logo's color, typography, forms, and composition?
2. What connotative and denotative meanings are conveyed by the signs in the Evian logo?
3. What connections exist between these interpretations and the social, cultural, and brand identity surroundings of Evian?

1.5 Objectives of the Problem

The purpose of this study is to:

1. Explain the Evian logo's visual components.
2. Apply Barthes' framework to examine the logo's denotative and connotative meanings.

3. Analyze how the evolution of the logo reflects cultural and ideological messages.

1.6 Benefit of the Research

a. Theoretical Benefit

1. It is anticipated that this research will theoretically contribute to the development of ideas covered in academic courses as well as offer insight and comprehension of semiotic analysis in official logos.

2. This study is anticipated to serve as a reference for future research on topics pertaining to English language and culture, particularly in the Darma Persada University linguistics department.

b. Practical Benefit

The purpose of this study is to enlighten readers or other students who undertake related research in the future about semiotic analysis in official logos.

1.7 Systematic Organization of the Research

According to the above research title, the following is how the systematics of this study are organized:

CHAPTER 1: INTRODUCTION

The steps involved in assembling the research are covered in this chapter, including the problem's background, identification, limitations, formulation, research objectives, and benefit.

CHAPTER 2: THEORETICAL FRAMEWORK

This chapter includes the expert theories—the theories of "signs," "semiotics," "meaning," and "logos"—that are applied in line with the research's title and to analyze its data. It also includes related studies that are compared to this research in order to highlight its novelty.

CHAPTER 3: RESEARCH METHOD

This chapter includes research approaches and methods, research objects and data, data collection techniques, and data analysis techniques are just a few of the guidelines for writing scientific papers that are covered in this chapter. It also explains the time and location where research data collected and analyzed.

CHAPTER 4: SEMIOTIC ANALYSIS TOWARDS BRAND OF EVIAN

This chapter provides a detailed analysis of research data that contains issues that are mentioned in the problem formulation portion of Chapter 1 and that are present in the research object. Research problems are addressed in this chapter. To accomplish research goals, research problems are resolved.

CHAPTER 5: CONCLUSION

This chapter includes the research findings employing a qualitative technique and a content analysis method utilizing semiotic analysis. Concise and understandable is the response to the study problem formulation as stated in the research title.