

SEMIOTIC ANALYSIS DEPICTED IN NBA TEAM LOGOS

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ABSTRACT

The goal of this study was to examine a number of animal-themed NBA team logos. The goal of this study is to decipher the significance behind the NBA team's animal logos. Charles Sander Peirce's semiotic theory, which is broken down into icons, indexes, and symbols, is the theory that the writer employs. The descriptive qualitative methodology is used in this study. Data was gathered from Google by checking up NBA team logos, searching for them, and then choosing the ones that exclusively have animal logos. According to the findings of this study, each animal logo utilized in the NBA team logos has a certain significance based on the traits of each team. The writer also discovered that the background colors of each NBA team logo have significance and are connected to the logos of the NBA teams that employ animal logos. Overall, there is a relationship between the animal depictions and the colors used in each NBA team's logo and the traits of each NBA team, such as identifying toughness, strength, courage, cohesion, agility, attack, defense, and tactics with the primary objective of defeating its opponent.

Keywords: *Semiotic, Logo, Animal Logo*

1. INTRODUCTION

A study and analytical method called semiotics can look at the signs present in an object to determine its meaning. The word "semiology" is a translation of the Greek word "semeion", which means "sign". Semiotics is the study of signs. According to Zoest, any object that can be noticed or observed is considered a sign. Signs also include more than one thing (Zoest, 1993:18). Semiotics is the study of systems of signs. It examines how language and other signs are interpreted. In semiotics, anything that replaces another is considered a sign. The main topic of this lesson is sign language.

To answer these questions, semiotics can offer insightful explanations. Semiotics, according to Leech and Onwuegbuzie (2008), is the study of the relationship between signs, such as speech and writing, as well as their precise and expected meanings. Semiotics is basically the study of "signs" and anything that denotes or substitutes for something else.

Semiotics, commonly known as Peirce's Theory of Signs, is an account of meaning, representation, reference, and meaning. Despite the long history of sign theories, Peirce's explanations are remarkable for their depth and complexity and for how they capture the meaning of interpretation in terms of meaning. In the writings of Charles Sanders Peirce, signs and symbols are described in relation to a theory of "semiology", the study of signs (1839-1914, commonly known simply as C.S. Peirce). According to Peirce's theory of semiotics, the sign is conceptually evolving from clue to symbol to man-made symbol. Any link between a shape (such as a word, smell, sound, traffic sign, or Morse code) and a meaning is called a sign (what the sign refers to).

The purpose of a sign is to provide information about other signs that already exist, so the meaning of a sign is something that has a specific meaning or purpose that is instructive. The image commonly used to represent a rule that must be followed or obeyed also contains the meaning of the symbol. A sign or symbol on land that has a predetermined meaning. Any action, gesture, image, sound, pattern or event that expresses a certain meaning is considered a sign. Any form of matter that has been imagined or created from the outside (using physical means) to represent an object, event, feeling, etc. is a sign.

A sign may be used in a logo, such as in an NBA team logo. The writer chose the logo of the NBA team with an animal image because inside the logo there is a symbol for a closer look. The markings in the logo appear to be the identity of NBA team players. Each sign in the logo represents a meaning that is the hope or goal achieved by the group. Thus, the writer can explain the semiotic theory used and relate it to the logo of the chosen NBA team.

A logo is a symbol that identifies a company and is made up of text and images. A strong logo conveys the company's mission and core principles. In most cases, logos include symbols or stylized words or both. A graphic designer usually develops a company logo after consulting with marketing experts. According to Chandler (2007:17), signs can be any type of image or image, including words, images, sounds, smells, scents, actions or things.

According to Sharma (2019), a logo is an image or illustration that a company, group, organization or individual uses to identify themselves. They can be used by companies on letterheads, advertisements and the products they offer.

The National Basketball Association, also known as the NBA, is a top-level professional basketball league with 30 teams across North America. The team is divided into 2 regions, the East Zone and the West Zone, and each region consists of 15 teams. There is also a season in 1 year divided into: NBA Summer League, NBA Christmas, NBA All-Star, NBA Finals, and more. The National Basketball League (founded in 1937) and the American Basketball Association (founded in 1946) were two rival organizations that merged to form the National Basketball Association (NBA), a soccer league professional basketball, in the United States in 1949. Four teams from the American Basketball Association (ABA), which collapsed that year, were admitted to the NBA in 1976.

Previous studies have reported the use of semiotics in logo analysis. First, Hariani (2018) revealed 24 KPOP groups using this type of logo. The writer divides it into eight symbolic methods, one symbolic method, and fifteen symbolic-symbolic methods. Second, Hutabarat (2018) revealed the logos of 16 NBA teams. The researcher found that there were 31 verbal signs and 44 visual signs. The author's purpose when researching this topic is to supplement previous research done by other authors. Previous authors have tested NBA team logos using Roland Barthes theory divided into connotative and denotative meanings. The connotative meaning shows the true meaning as seen directly in the team logo. The denotative meaning reveals hidden meanings such as city characteristics, teamwork, strength, defensive and offensive forms, hope, energy, maturity, cooperation, a sign of respect and appreciation. In the present study, the author uses the theory of Charles Sander Peirce classified into symbols, indicators and symbols to find the meaning of the NBA team logo in more detail. While doing this research, the author found some interesting facts. Some NBA team logos have similarities between the team's name and the animal logo. These NBA team logos are symbolic of each team's expectations in their strategy in each game. It turns out that the logos are primarily related to the style of play and characteristics that many of these teams possess. From the many matches that the author has watched, it turns out that there are some players with the same logo.

Based on the context described above, the following questions arise: What is the meaning of the sign depicted in the NBA team logo based on Peirce's theory? The author provides the following explanation for the purpose of the study based on the aforementioned research question: Learn the meaning of the sign in the NBA Team Logos. The author chose Peirce's semiotic theory because it has a more complete explanation. In logos, images can be classified as icon, colors or something related to images the icons are classified into indexes, colors or text on images that come from a classified agreement is the symbol. With the distribution of icons, indexes, symbols, explanations can be more detailed and authors can find hidden things that few people know about.

2. METHOD

The writer has described the various markings seen in the NBA Team Logo and analyzed their meanings using a qualitative method. Qualitative method is a type of research that examines descriptive information about words or (written form) of speakers as well as the framework under test (Moleong, 2011:4). The writer conducts this research to understand and explore the material that the writer has received and to practice the truth of the semiotic theory of Charles Sander Peirce classified icon, indexes and symbols. The writer applies this theory to find out the meaning and symbolism of the NBA team logos, so that what the writer researches becomes new knowledge for readers. To describe some of the indications and determine the importance of the NBA team logo, data sources were used in this study. The writer used the Google app to collect data from some advertising logos. The writer used the Google smartphone app to collect the data and the writer used a note-taking technique to write down some symbols and interpret them according to the ideas of Charles Sander Peirce in the Team Logo NBA. This study explained several NBA team logos that used animal logos. Data source from the official website of the NBA team.

In order to classify signs into three categories, the writer applied the point of view of Charles Sander Peirce (1839-1914) when considering data (symbol, index and sign). The writer then applied Pierce's theory to the data before analyzing and highlighting it. Check the icon seen from the animal logo image, check the index finger seen from the background color or something related to the icon image, check the icon seen from the color or text on the image as a result of a deal.

3. FINDING AND DISCUSSION

Research on the instructions in some of the NBA Team Logos on Google is included in this chapter. The author reviews several NBA team logos and describes each in symbols, stats, and symbols. The data from this study were evaluated using Pierce's (1982) theory. The writer uses 4 logos of the NBA team. The 2 logos of the Eastern team are: Milwaukee Bucks and Toronto Raptors. The 2 logos of Western teams are: Dallas Mavericks and Sacramento Kings.

The meaning of the sign in the NBA team logo conveys

The author noticed a lot of harmony in the way of choosing background colors with images of animals. The choice of colors according to the writer is very important because in addition to helping the logo become more attractive, each color also has its own meaning and can have a psychological effect on those who see it.

Milwaukee Bucks.



Figures 1.
Milwaukee Bucks

The icon in figure 1 is represented by the main icon in the Milwaukee Bucks logo, which is the head of a buck visible in the center of the logo. This buck represents the team's name, "Bucks", which means "male animal" and refers to the male deer. This buck icon is the main identifying feature of the team and is easily identified by NBA fans. Buck represent masculine qualities in deer such as elegance, speed, and endurance, and they also represent other traits such as vitality, leadership, and regeneration (Stanton, 2022). Although the index is one of the visible elements in this logo, it has the green color of the leaf on the background of the logo. This green color is a symbol of nature and the environment, which can be understood as a symbol of a strong and developed collective like nature. Green is often considered a peaceful and energetic color, and it is also often associated with wealth, luck and health (Cherry, 2022). Antlers curved like a hand holding a ball. This seems to point to a team incorporated into the sport of basketball, specifically the NBA. While the symbolism visible in this logo is a combination of the deer head symbol, the green color of the leaf and the words "MILWAUKEE BUCKS" around. The inscription "MILWAUKEE BUCKS" became the symbol of the team name and also indicated the geographical base of the team, which was Milwaukee, Wisconsin, USA. This logo creates a strong brand identity that is easily recognizable by fans. The tag team competition attracted more than 14,000 fans to participate. Records indicate that of the 45 people who submitted the name "Bucks", one was R.D. Trebilcox in Whitefish Bay, Wisconsin (NBA Media, 2023). In his opinion, buck (male deer) are enthusiastic, good jumpers, agile and energetic. The colors used in the logo, namely green, brown and white, also have symbolic meanings. Green reflects balance, freshness and growth, while brown conveys a feeling of nature and masculinity, suitable for buck as a team icon. Buck on green background. Buck lives in the forest, the food is green plants. Green symbolizes freshness, renewal, growth, hope, luck. Buck is a nimble, vivacious animal that suits the color green like plants. Buck must always expect growth and lush vegetation for them to survive. Buck also hopes to stay lucky so they don't fall prey to other wildlife. This team has strong and agile characteristics, such as one of the players, which is Giannis Antetokounmpo. He's a quick player, has great stamina and he's a formidable leader. Overall, the Milwaukee Bucks logo features the iconic deer head with green indicator elements and the team name symbol. This creates a strong visual identity and represents the Milwaukee Bucks in the NBA league. The Milwaukee Bucks logo means a calm but agile buck, horns with many curved branches, many tactics to confuse opponents.

Toronto Raptors



Figures 2.
Toronto Raptors

The icon in figure 2 is represented by the main icon of the Toronto Raptors logo which is a red dinosaur with a basketball in its hand. This dinosaur represents the team's name, "Raptors", derived from the dinosaur "Velociraptor". This animal has a small body but is said to be the most agile of other dinosaur genera, raptors with 2 large claws and 1 sharp claw, living in groups. This dinosaur logo is the main identifying feature of the team and is easily identified by NBA fans. While the index is one of the elements visible in this logo, it is a basketball in the hand of a dinosaur. Basketball is directly related to the sport of the NBA, especially in the context of basketball teams. The presence of this basketball is a clue that connects the logo to the sport of basketball and the Toronto Raptors team as participants in the NBA tournament. The light red background symbolizes joy, passion, sensitivity, courage, reflecting the personality of the team (Olesen, 2013). While the symbolism visible in this logo is a combination of the dinosaur symbol and the words "TORONTO RAPTORS" surrounding it. The inscription "TORONTO RAPTORS" became the symbol for the name of the team and also indicated the geographical base of the team, namely Toronto, Canada. There are 7 triangles filled with the name "TORONTO". Only the words "TORONTO" and "RAPTORS" consist of 7 letters. The number 7 represents a lucky number, because a lot of things in the world contain the number 7, for example: 7 days a week, 7 musical notes, 7 colors of the rainbow, 7 continents on earth. The triangle represents the 3 elements of the world that are linked between God, human and nature. This is one of the few professional sports icons where the text is actually inserted into the main image, rather than just next to or below it like many other logos. It also combines two intertwined R words, which stand for "Raptor" itself. This logo creates a strong brand identity that is easily recognizable by fans. Furthermore, the colors used in the logo such as red, black and white also carry symbolic meanings. Red is often associated with passion, courage and action, reflecting perseverance and teamwork in the game. Black gives a strong and aggressive feeling, while white brings balance and cleanliness to the design. Raptor on light red background. Raptor represents a predator, that is, a strong, agile and brave animal (Lacovara, 2017). Red symbolizes courage, strength, passion, spirit. Birds of prey when hunting move agile, strong, have the will to conquer prey. A seamless blend of animal logo images with colored backgrounds. This team is persistent and never gives up. Like one of the players, namely Pascal Siakam. He is a sporty and energetic player. Overall, the Toronto Raptors' NBA logo combines a dinosaur symbol with basketball index elements and team name symbols. This forms a strong and effective visual identity to represent the team and represent the Toronto Raptors in the NBA tournament. The Toronto Raptors logo means an agile and agile animal ready to attack and defend. When the ball is in hand, it will be kept in an alert attitude.

Dallas Mavericks



Figures 3.
Dallas Mavericks

The figure 3 icon is represented by the Mavericks logo, featuring a horse's head combined with a blue ball protected by a triangular shield with a star. The horse's head is related to the horse's physique in its original form. Horses are synonymous with Texas as the cowboy state because cowboys are people who ride horses. The horse is a wonderful creature, personifying the spiritual power of self-reliance, freedom, bravery, endurance, confidence, victory, bravery and competition (Fortunate One, 2023). While the index is an image of a blue ball combined with a horse's head and a crescent moon above. Underneath the Mavericks is an image of a single star synonymous with the Texas moniker, One Star State. The image of a basketball represents a sport related to the NBA. The blue background represents the qualities of depth, loyalty, honesty, wisdom, assurance, stability, trust and intelligence, all associated with the color blue (Supercolor Digital, 2020). While the symbol is the text "Mavericks" in the blue frame. Dallas is the name of a city in the United States located in Texas. Mavericks means unique is a description of the lives of Dallas residents. Also, there are several colors in the Dallas Mavericks logo, for example: silver, black, white. Silver is a precious metal that symbolizes wealth. The black color of the Dallas Mavericks text, borders, and shadows represents grace and power. White makes a clear impression on black text. The logo also features a triangular shield and a crescent moon with the words Dallas in it. The triangular shield represents protection containing strength, creativity and dynamism. The crescent moon symbolizes strength, life, and a renewed spirit. Overall, research with the theory of Charles Sanders Peirce fits very well with the Dallas Mavericks logo. The iconic horse head symbolizes that the horse is a strong, calm and agile animal, such as a racehorse. The index shows a ball, a blue background, a star and the symbol is the words Dallas Mavericks. Everything can be described and revealed the meaning of the logo. This team has a calm and intelligent character. Like one of his players, Luka Doncic. He is a fast player and has a strong physique. The Dallas Mavericks logo means a horse that is agile, strong and has a flexible play to fool opponents.

Sacramento Kings



Figures 4.
Sacramento Kings

The figure 4 icon is represented by the image of a lion wearing a crown on its head with clenched hands and a bent tail. The lion is a symbol of strength, power, courage and leadership. The lion is the dominant, fiery and powerful animal in the lead (David, 2023). While the index is the image of a crown on a lion's head. On the surface, the crown

symbolizes the power possessed by a powerful being like a "King", identical with the lion known as the king of the forest. There is a correlation between the image of the crown and the lion's nickname as the king of the jungle. The purple background represents the attributes of monarchy, aristocracy, luxury, power and ambition often associated with purple. Wealth, luxury, creativity, knowledge, dignity, greatness, devotion, tranquility, pride, mystery, independence, and magic are the meanings associated with purple (Nix, 2023). While the symbol is a purple background and the image of a lion's tail curls into an "S" for the word "Sacramento". Purple is a combination of red and blue. The color purple in some religions is associated with spirituality, such as it is often used during Easter in various countries, in China it is worn by religious leaders of Taoism . Purple symbolizes strength, calmness, and peace, so it is often used by the Japanese in funerals. Indonesians use purple as a symbol of sincerity and loyalty. Sacramento is the name of a city in California. The team name "Sacramento Kings", the "Sac" badge honors the Kings organization's unwavering loyalty to its homeland. The team's new crown emblem reminds fans and the Sacramento community that "we are all kings," reflecting the team's long history since its founding. The Herald Lion Crest, symbolizing strength and leadership, will be used by the Kings as they strive to make basketball the most popular sport globally in the 21st century (Nicholson, 2016). Lion on purple background. The lion represents a brave, strong and dignified animal. Purple symbolizes mystery, elegance, sublime, creative imagination. The lion is often called the king of the jungle, of course it has a strong physique, a brave, elegant and mysterious nature. So choosing the right animal logo and background color. This team has a fast attack style and strong physicality. Like one of the players, De' Aaron Fox. He is a good passionate leader. Overall, the "Sacramento Kings" logo can be analyzed according to the theory of Charles Sanders Peirce, namely the lion symbol depicting the lion as a real animal, the crown image as the focal point and the symbol as color. The background, shape of the hint and the name of the team represent the origin of the team with all the characteristics of the team. The Sacramento Kings logo is meant to be like a lion nicknamed the king of the jungle, the game model for this team is to dominate the field, win and get rewards.

4. CONCLUSION

Before writing this thesis, the writer has never been much interested in some of the logos of NBA teams. In this case, the writer can guess that other NBA fans won't necessarily notice these logos, maybe NBA fans only glimpse the NBA team logos and only know the this logo. So far, NBA fans are of course focusing on the gameplay of the NBA teams and the scores achieved by the NBA fan favorite team. While working on this thesis, the writer felt like learning more about the logos of NBA teams. It turns out that there are some things that the writer never imagined related to the animal symbols chosen by some NBA teams. The characteristics of the chosen animal are similar to the player's physical condition when they compete on the field. For example: Bulls, bears, eagles, raptors, lions represent strength. Buck, wolf, horse represent agility. Wasps symbolize compactness. The pelican symbolizes serenity. There are many other things that writers and NBA fans can compare between the logo and the nature of these animals. As basketball fans, we certainly understand that in a game it takes many things to achieve victory. Both the physical condition of each player and the play style of the whole team. Strength, agility, compactness, composure, ingenuity, etc. Of course, each team's logo selection has a history or expectations of the basketball club owner that match the image of the chosen logos. The writer has gained a lot of new knowledge and ideas after studying the NBA logo. It is hoped that the writer of this study can also benefit the public, especially NBA fans, so that they know the meaning of the logo symbols chosen by each club. This way, when fans watch their favorite team's matches, it's more fun to imagine the team's animal logo being projected onto existing player designs

afterwards. NBA fans can focus more on players already motivated by the team's animal logo. Hopefully, the writer's research will attract the attention of readers, especially NBA fans.

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