

**THE INTERPRETATION AND APPLIED STRATEGIES
OF LOGO AND TAGLINE OF *CIRCLE SHOES BRAND*
A Study of Semiotics and Semantics**

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Abstract

The paper entitled "The Interpretation and Applied Strategies of Logo and Tagline of Circle Shoes" discusses: (1) the interpretation of logo and tagline using semiotic approach, and (2) the strategies to create a logo and tagline using the approach of marketing on media. To analyse the data presented, the writer uses descriptive method. In descriptive method, observing, collecting, classifying and analysing data are conducted.

This paper is meant to describe some factors how to create a good identity through logo and tagline besides the meanings of the logo and tagline themselves.

Based on the analysis, the results of the research are: (1) the forms of logo give the idea of immortality, completeness, freedom, and protection, besides balance and destination. The black splotches color means a weakness of the product or company; perfection of a product certainly has weakness or deficiency. In addition, tagline shows the simplicity, elegance, uniqueness, timelessness, and memorableness, and (2) getting to know the product and the market target may be an effective strategy to make a logo and tagline that convey essential qualities, brand character, emphasize the benefit of the product, and align brand message with an intended market target..

Keywords: *logo and tagline, intepretation of logo and tagline, strategies applied on logo and tagline*

Abstrak

Makalah berjudul "The Interpretation and Applied Strategies of Logo and Tagline of Circle Shoes Brand" yang membahas: (1) interpretasi logo dan tagline menggunakan pendekatan semiotik, dan (2) strategi untuk membuat logo dan tagline menggunakan pendekatan pemasaran melalui media. Untuk menganalisis data yang disajikan, penulis menggunakan metode deskriptif. Dalam metode deskriptif, dilakukan observasi, pengumpulan, klasifikasi dan analisis data.

Tulisan ini dimaksudkan untuk menjelaskan beberapa faktor cara membuat identitas yang baik melalui logo dan tagline selain makna logo dan tagline sendiri.

Berdasarkan hasil analisis, hasil penelitian ini adalah: (1) bentuk-bentuk logo memberikan ide keabadian, kelengkapan, kebebasan, dan perlindungan, selain keseimbangan dan tujuan. Warna bercak-bercak hitam berarti kelemahan dari produk atau perusahaan; kesempurnaan produk pasti memiliki kelemahan atau kekurangan. Selain itu, tagline menunjukkan kesederhanaan, keanggunan, keunikan, keabadian, dan dapat selalu diingat, dan (2) untuk mengenal produk dan target pasar dapat menjadi strategi yang efektif untuk membuat logo dan tagline yang menyampaikan kualitas penting, karakter merek, menekankan manfaat dari produk, dan pesan merek menyelaraskan dengan target pasar yang dituju.

Kata kunci: logo dan tagline, intepretasi dari logo dan tagline, strategi yang diterapkan pada logo dan tagline

Introduction

When we want to promote something either in the form of products or services, we definitely need a good identity. It includes all the activity of a company to communicate and promote its products to market target. Therefore, the information or the message that we convey to the costumers will be received. The important identity are known as logo and tagline.

A logo is a symbol that has a meaning to identify a product or company that is formed as visual media; it is a part of the company so that it is very important to convey a company's benefit and carries the brand's message. The good logo can build loyalty between business and customers by the message of the logo itself, it can establish a brand identity, build the image of the company and can assure customers of the product or service that the company offers. The purpose of the logo is to represent a business and to distinguish it from its competitors and give a visual representation of a company brand. One of the popular questions is "why logo should be different?" logo is identity of the product or company, so it should be different from another and has a characteristic of the product or company itself. A logo design should be unique, simple, and memorable, certainly should promote a company brand and build brand identity.

Then, the effective way to communicate brand's messages is by creating a tagline. Tagline can be used to articulate company's vision, convey essential qualities, brand character, emphasize the benefit of the product, and align brand message with an intended market target. A company needs to dig deep and establish a relationship of communication, so the costumers know and are

interested in the product. The communication that company built, must be represented the corporate identity and bring the company to its customers.

Research Method

The method that the writer uses in this research is descriptive method. In this method the theory will be described with some explanations. According to Dawson (2002) said, "Descriptive research attempts to describe systematically a situation, problem, phenomenon, service or program, or provides information about, say, living condition of a community, or describes attitudes towards an issue.

The Framework of the Theory

Promotion is the way to promote companies product and disseminate information of the products to the market target to increase sales, and affect the customers directly or indirectly by advertising. Kotler (2003: 14) says, "Promotion includes all the activity the company undertakes to communicate and promote its products to market target." In the media promotion there is advertising, it is part of media promotion that is used to communicate the message of the company.

Advertising is very helpful and effective in conveying the message of a product and in building products. As well as, advertising is effective communication to connect the company with the market. Despite of the communication of advertising is non-personal; advertising is a promotion tool that most affect the several of the company and the market awareness of existence of the company. Keegan (2005:437) suggest, "*Global Advertising may be defined as messages whose art, copy, headlines, photographs, tag lines and other elements have been developed expressly for their worldwide suitability.*" Based on the theory above, in advertising there are logo and tagline that can convey the message to the market.

Logo is the identity and characters of company; it is used to communicate company's products in the form of visual communication. It is considered to be a part of the company so that it is very important to convey a company's benefit and to carry the brand's message. David E.Calter says:

"Logo adalah identitas suatu perusahaan dalam bentuk visual yang diaplikasikan dalam berbagai sarana fasilitas dan kegiatan perusahaan sebagai bentuk komunikasi visual. Logo dapat juga disebut dengan simbol, tanda gambar, merek dagang (trademark) yang berfungsi sebagai lambing identitas diri dari suatu badan usaha dan tanda pengenal yang merupakan ciri khas perusahaan" (1995)

Tagline can be used to articulate company's vision, convey essential qualities, brand character, emphasize the benefit of the product, and align brand message with an intended market target. Alice Sylvester say:

"Tagline adalah slogan singkat yang terdapat dalam sebuah iklan, dimaksudkan untuk menumbuhkan memorable para audiens. Tagline tidak harus kata-kata public atau kata-kata indah yang terpenting harus menacap di kepala dan hati konsumen."
(2007: 145)

Result and Discussion

Data 1



Circle shoes logo can be interpreted in several factors: (1) how the logo creates the image of the company, (2) how the logo brings products to the market, and (3) how the logo interprets in an interpretation. How does the logo create the image of the company? Logo is identity of company that conveys their message to the market. A logo was created as an identity that is unique and easy to distinguish from competitor of companies. Logo can be likened to the face; everyone can be easily identified with each other just by looking at the face. Logo is delivering company images through a simple look in the form of symbol.

How does logo bring the product to the market? Company has its own identity, and one of the easiest ways to distinguish between companies from another is to create the logo. Logo may become an effective way to identify and remember the company and its product and/or service so easy. Logo can be conveyed the company's information by involving the image of the product and benefit of the product to the market, so logo can build loyalty between the company and market by the message of the logo itself.

How can logo be interpreted in an interpretation? The logo that we have made here is a combination between circle shape and straight line. The meanings of circle shapes are immortality, completeness, freedom and protection. Then straight lines are balance, and destination. After that, there is a black splotches color that has meaning a weakness of the product or company, all things in this world are nothing is perfect, because perfection of a product certainly has weakness or deficiency.

If we review the logo, it is constructed by two elements; those are circle and straight line. Those elements are familiar in daily life because we can find many things with circle shape and straight line. By using these elements, this logo will be easy to remember by the costumers and market.

This tagline has been made for casual shoes product, the name of this product is CIRCLE. The writer has chosen the words that are easy to be remembered, and the tagline covers the brand name of the product. The purpose of that is, when the people hear it, the tagline is memorized quickly, and repeated easily Then, the writer tries to make this tagline different from others. It is the important thing to reflect the brand's identity, so it should be different to represent the characters and make some branding images the product itself. Based on the concept, this tagline is simple, elegant, unique, catchy, memorable, and timeless, so it is easy to be remembered by many people and has an emphasis or main point.

Data 2

CIRCLE MAKES YOU SIMPLE

This tagline has been made for casual shoes product, the name of this product is CIRCLE. The writer has chosen the words that are easy to be remembered, and the tagline covers the name brand of the product. The purpose

of that is, when the people hear it, the tagline is memorized quickly, and repeated easily.

Then, the writer tries to make this tagline different from others. It is the important thing to reflect the brand's identity, so it should be different to represent the characters and make some branding images the product itself. Based on the concept, this tagline is simple, elegant, unique, catchy, memorable, and timeless, so it is easy to be remembered by many people and has an emphasis or main point.

Problem in dealing this business

The business that we run is marketing service, because we provide services to those who want to improve their company through logo and tagline. It is very profitable but there are many risks, such as the logo and tagline that have been made are less known by people.

Solution for the Problem

Before beginning the process of a logo and tagline creation, be sure that you have developed your brand strategy and knowing the market target. After that, we should try to make a logo and tagline different from others, because the both of them are identity and branding strategy of a company.

Conclusions

The identity as means to communicate between customers and company, as well as introducing the products or services offered by a company through advertising. It is used to communicate the information that may be conveyed in logo and tagline. Logo and tagline are the identity that has a meaning to identify a product or company.

As the identity of the company, logo and tagline should be illustrated the simplicity to catch customers' attention. The combination of circle and straight line gives an idea that the product is timeless, complete, and well protected. The splashes of black is suggested that the product is far from perfection but trying to have it.

As a strategy, furthermore, the writer assumes that the preparation is important point to gain achievement. Beginning of the process, brainstorming the idea based on the product knowledge and market target should be handed skillfully.

To sum up, the creativity of producing logo and tagline requires the knowledge of symbol, and an effective strategy to create one.

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