

SEMIOTIC ANALYSIS: VERBAL SIGN AND NON-VERBAL SIGN FOUND AT ANIVA JUNCTION MIX-USED BUILDING**Nur Arofah¹, Glory Senia Maranatha Sambulare², Raudya Maghfira Muliasani³**^{1,2,3}English Literature Department, Faculty of Literature, Pamulang University, South Tangerang 15310, IndonesiaEmail: nurarofah290@gmail.com¹, gseniams@gmail.com², raraudya@gmail.com³**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis tanda-tanda verbal dan tanda-tanda non-verbal dalam logo di bangunan multiguna Aniva Junction. Objek penelitian ini adalah logo dalam bangunan multiguna Aniva Junction, Gading Serpong. Teori triangle meaning Pierce (2007) digunakan untuk menganalisis data yang ditemukan. Studi ini menggunakan metode deskriptif kualitatif berdasarkan Creswell & Creswell (2018). Data dalam penelitian ini dikumpulkan melalui beberapa langkah termasuk dengan mengunjungi area bangunan multiguna Aniva Junction secara langsung, kemudian logo difoto dan diklasifikasikan ke dalam tanda-tanda verbal dan tanda-tanda non-verbal. Penemuan ini dimaksudkan untuk mengidentifikasi dan menafsirkan makna elemen semiotik dari setiap logo. Studi ini menemukan 30 logo dengan tanda verbal dan non-verbal. Tanda verbal ditemukan pada logo seperti kata, frasa, atau kalimat. Di sisi lain, tanda non-verbal ditemukan seperti warna, ikon, dan simbol. Berdasarkan pengetahuan tentang tanda verbal dan tanda non-verbal, dapat diperoleh interpretasi makna logo.

ABSTRACT

This study aims to analyze verbal signs and non-verbal signs in the logo in the mixed-use building Aniva Junction. The object of this research is the logo in the mixed-use building Aniva Junction, Gading Serpong. The theory of Triangle meaning Pierce (2007) is used to analyze the data. This study uses qualitative descriptive methods based on Creswell & Creswell (2018). The data in this study were collected through several steps, including by visiting the mixed-use building Aniva Junction directly, then the logo was photographed and classified into the verbal sign and non-verbal sign categories. This study highlights the identification and interpretation of the meaning of the semiotic element of each logo. This study found 30 logos with verbal and non-verbal signs. Verbal signs found on logos such as words, phrases, or sentences. On the other hand, the non-verbal sign found such as color, icons, and symbols. Based on knowledge of the verbal sign and non-verbal sign, an interpretation of the meaning of a logo can be obtained.

Keywords: Aniva Junction, logo, non-verbal sign, semiotics, verbal sign**Article History**

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INTRODUCTION

Verbal signs in a brand are very important for communication between companies and consumers. Verbal signs are not only used words to convey a meaning but also to evoke ideas in people's mind (Candra & Putri, 2019). In this case, one form of sign for advertising is text. Not only used to communicate, words in a sign can also contain information about a product, feelings, meanings or ideas that people want to convey to those who see it.

In addition, not only verbal signs, non-verbal signs are also very helpful in communicating between brands and consumers. Non-verbal signs are a message that is conveyed not through text, but through images, symbols, colors, and others to reveal the deeper meaning (Dewi, Pratiwi, & Santika, 2021). Through non-verbal signs, consumers can imagine what the product being marketed is like. Non-verbal signs such as images, symbols, and colors are easier to understand than just using words. Thus, non-verbal signs can be remembered longer.

In this case, verbal and non-verbal signs in a brand are things that can be found every day in restaurants, shops, streets, social media, etc. This sign is used by companies to make it easier for consumers to recognize their products. One of the most important aspects in advertising a product is to use a brand logo. The logo is the main thing in introducing a product. The logo is a communication tool between the company and the consumer because the logo contains information about the product being marketed. The logo functions as a basic company identity, which acts as a distinctive marker for a product. It also showcasing the company's history and cultural heritage (Udilawaty & Dj.Hasan, 2022). A logo can help differentiate one product from another (H & Aggasi, 2024). These functions can impact consumers choices by fostering recognition, interest, and encouraging the purchase of products offered (D'Ascenzo et al., 2022). With an attractive and clear appearance, the logo can bring many benefits.

In addition, each company has its own way of determining the logo. A logo can be in the form of just a picture, a word, or both (a picture with words). In semiotics, the logo acts as a sign by combining images, text, and colors with specific meaning of a company's identity (Gretzel & Collier de Mendonça, 2019). In this case, knowledge about the various meanings contained in the logo or sign can be learned through semiotic learning. Semiotics is the study of signs (Chandler, 2007). Signs are not just attractive displays but each sign has a meaning. Meanwhile, a sign is a well relationship between an object and its interpretant sign (Peirce, as cited in, Chandler, 2007).

Some previous studies also applied Peirce semiotics analysis, just like the analysis by H Rizal & Aggasi (2024) with the title *The Semiotics Meaning of UTS Logo Based on Peirce*. In this study, they aim to explore the meaning of the Sumbawa University of Technology logo using Charles Sanders Peirce's theory of the meaning triangle. The next study is by Widiанти, Mulyawan, & Setianingsih (2024) entitled *Semiotic Analysis on Verbal and Visual Signs in Cyber Safety Poster*. This study has two main objectives: to identify the types of verbal and visual signs and to explain the meaning and function of these signs in cyber safety posters. Also, the study conducted by Robingah (2020) with the title *Pierce's Semiotics Analysis on Benny's Cartoon Related to Covid-19 Issues* focuses on analyzing the signs present in Kartun Benny related to the coronavirus issues in Indonesia and other countries worldwide. All of these studies applied Peirce's semiotics analysis theory, although they focused on different types of objects.

In this discussion, the writers take data from the brand logo located at Aniva Junction, Gading Serpong as a data analyzer. Aniva Junction is a mixed-use building where a brand markets its products. Therefore, the writers will analyze the signs and meanings contained in the logo on the multi-purpose building at Aniva Junction.

RESEARCH METHOD

A descriptive qualitative method with the use of Peirce's (in Chandler, 2007) theory of semiotic analysis was employed to uncover the meanings included within the signs found in a mixed-use building located in Gading Serpong, Tangerang. The descriptive qualitative approach is used in this research as it allows for an in-depth analysis of visual and textual elements. According to Creswell & Creswell (2018), this method focuses on interpreting textual and visual data through a thorough and detailed analysis of specific cases. By adopting this approach, the study aims to deliver a comprehensive understanding of how the signs in this mixed-use building function as sign, object and interpretant, contributing to the overall message they communicate.

This study focuses on the analysis of brand logos located in Gading Serpong, Tangerang. It is a popular mixed-use building known for its diverse retail and commercial presence. The selected logos represent various industries, including entertainment, technology, and food and beverage. Data were collected by visiting the mixed-use building to observe and document the logos. Photographs were taken, and details such as design features, text, and color were taken for analysis. Using Peirce's semiotic theory, the study identifies and interprets the meaning of the semiotic elements in each logo. The findings highlight patterns in how brands use visual elements to establish recognition and convey messages.


FINDINGS AND DISCUSSION





FINDINGS

In this study, the writer found signs that are categorized into verbal signs and non-verbal signs. Verbal signs and non-verbal signs found at Aniva Junction, Gading Serpong are 30 data. Verbal signs are like writings found in logos. While non-verbal signs include symbols, indexes, icons and colors. For further explanation, it will be explained below.

DISCUSSION


The writer found verbal signs and non-verbal signs at the Aniva Junction mix-used building, Gading Serpong. The writer found 30 signs to be used as data analysis. For more detaile, the writer will explain verbal signs and non-verbal signs with a table and followed by an explanation. Moreover, the explanation is as follows.





Figure	Sign/Logo	Verbal & Non-verbal sign
1.		<p>Verbal sign: Representamen: symbol of logo "KEDAI KO ALONG" Object: sentence of "KEDAI KO ALONG" Interpretant: The restaurant is owned by Ko Along.</p> <p>Non-verbal sign: Representamen: Icon of mortar. Object: The tool to make an authentic sambal in Indonesia. Interpretant: The restaurant serves the fresh sambal.</p>

2.		<p>Verbal sign: Representamen: Mie Ayam KOGA Sejak 1978 symbol. Object: "Sejak 1978" Interpretant: Indonesian chicken noodle legendary, trusted, and authentic taste.</p> <p>Non-verbal sign: Representamen: The crown. Object: The crown with yellow color. Interpretant: Trusted food, number one chicken noodle and happiness.</p>
3.		<p>Verbal sign: Representamen: Symbol Object: "Mom's cook; Datang, Makan, & Ceritakan." Interpretant: The restaurant wants to share the closeness with customers to feel like a homemade cook.</p> <p>Non-verbal sign: Representamen: Icon of mortar. Object: Mortar with yellow color. Interpretant: To show the authenticity of Indonesian cook.</p>
4.		<p>Verbal sign: Representamen: Symbol of Pandan Haur, Jajan Pasar. Object: Pandan Haur. Jajanan pasar. Interpretant: To show the simplicity and fragrance of authentic Indonesian flavour.</p> <p>Non-verbal sign: Representamen: Icon of Pandan leaf. Object: Pandan leaf Interpretant: Showing natural food and authenticity without artificially flavour.</p>
5.		<p>Verbal sign: Representamen: Roemahan. Cita Rasa rumahan. Object: Cita Rasa Rumahan. Interpretant: The restaurant serves the authentic Indonesian homemade taste.</p> <p>Non-Verbal sign: Representamen: color Object: Gold color. Interpretant: Purity and luxury.</p>

Based on Pierce’s theory there are three parts of sign of semiotic. First, representamen as a sign that represents something. Second, Interpretant is what is in someone’s mind or thoughts when seeing the sign. Third, object is a sign that represents something that refers to the referent. The preceding instance is analyzed in more depth utilizing both verbal and nonverbal cues to enhance comprehension of sign meaning. From the signs above it can be said that the verbal sign found in *figure 1* or in the *KEDAI KO ALONG* is the symbol of representamen. The verbal sign is intended to inform the ownership or "*KO ALONG*" as the owner or founder of the restaurant. While in the logo there are two non-verbal signs, namely the icon of mortar and red color. The icon of mortar shows the authenticity of Indonesian cuisine, especially sambal or Indonesian chili sauce. Mortar is also one of Indonesia's traditional tools for processing spices. On the other hand, the red color describes the appetite, as attracting attention, and spicy for the taste served. Verbal sign in *figure 2* or in the logo "*Mie Ayam KOGA Sejak 1978,*" the writer found a verbal sign, namely the symbol *sejak 1978* or "*since 1978*". The symbol shows the trust and legend of the chicken noodles. Besides, for non-verbal, it can be seen from the crown located on the logo board which depicts power or strength that has lasted a long time until now as a legendary symbol of a food.




Then, verbal sign in *figure 3*, the writer found a verbal sign in the symbol *Mom's cook Datang, Makan & Ceritakan* or "*Mom's Cook. Come, Eat, & Tell.*" The sentence shows a place that provides authentic Indonesian cuisine. Meanwhile, the non-verbal sign is located on the yellow mortar. The mortar symbolizes traditional Indonesian cooking tools and the yellow color symbolizes fun, happiness, and smiles. Anyone who comes to the place will feel happy because they feel the authentic taste of Indonesian food. The verbal sign in *figure 4*, the symbol of "*PANDAN HAUR, JAJANAN PASAR*" as a form of simplicity and authenticity of Indonesian snacks. The pandan leaf icon symbolizes the non verbal sign to show the authentic taste of Indonesian snacks without preservatives. Lastly, the verbal sign in *figure 5*, the verbal sign symbol of *Cita Rasa Rumahan* or "*Homemade taste*" describes an Indonesian food place with a typical home-made taste with Indoneisan spices. While the non-verbal sign can be seen from the icon of a plate and fork in gold. The gold color on the cutlery symbolizes as the non verbal sign to show the purity and luxury that is served.

Figure	Sign/Logo	Verbal & Non-verbal Sign
6.		<p>Verbal sign: Representamen: Symbol of Sambal Tempong Petak Lapan Object: Sambal Tempong. Interpretant: The menu serves authentic Indonesian food with samabl tempong or Indonesian spicy chili sauce.</p> <p>Non-verbal sign: Representamen: Index of chili and fire Object: Chili and Fire. Interpretant: To highlight the spiciness and eating spicy food is like a fire in your mouth.</p>

7.		<p>Verbal sign: Representamen: Symbol of HOTPOT. Object: HOTPOT Interpretant: To show the Chinese food that serves seafood.</p> <p>Non-verbal sign: Representamen: Icon of person. Object: Women with red background. Interpretant: The owner or founder of the restaurant.</p>
8.		<p>Verbal sign: Representamen: Symbol of Be Handsome With Us Object: Be Handsome with Us Interpretant: A man who comes to this Barbershop will have a nice haircut</p> <p>Non-verbal sign: Representamen: Color Object: Black Interpretant: Showing elegance, confidence, and exclusiveness.</p>
9.		<p>Verbal sign: Representamen: Symbol of Dermière Aesthetic Clinic Lite. Object: Aesthetic Clinic. Interpretant: The clinic gives a beauty treatment.</p> <p>Non-verbal sign: Representamen: color. Object: Blue. Interpretant: To show calmness, trustiness, and hygiene.</p>
10.		<p>Verbal sign: Representamen: Symbol of Uno Billiard. Object: Uno Billiard Interpretant: A place belonging to a person who plays billiards.</p> <p>Non-verbal sign: Representamen: Icon of billiard ball. Object: Number 8 on billiard ball. Interpretant: The important ball in billiard game, infinity number.</p>

As explained in Peirce's theory signs are not only images but can also be in the form of language in general such as letters of the alphabet, words, phrases or sentences, and others. Then, to better understand the meaning of a sign Pierce also analyzes things like color, shape, and others to dig deeper into the meaning that the sign wants to convey. In *figure 6*, the verbal sign is shown in the sentence "*Sambal Tempong*" or "*Tempong Sambal or Indonesian Chili Sauce*" to describe the main menu at the restaurant. That every meal is served with a side dish of sambal tempong. Sambal is made from cayenne pepper mixed with shrimp paste. On the other hand, the icon on the *chili* and *fire* shows the impression of the food, which is spicy and fiery. Customers who eat it will feel the spicy sensation of the chili. Next, in *figure 7*, the symbol "*HOTPOT*" shows that the restaurant serves a Chinese seafood menu. Meanwhile, the icon in the image of "*woman*" with a red background symbolizes the owner or founder of the HOTPOT restaurant. In *figure 8*, the sentence in the symbol "*Be Handsome With Us*" describes anyone who comes to the Barbershop will have a stylish and satisfying haircut. On the other hand, the non-verbal sign shown in the color "*black*" symbolizes elegance in appearance, customer trust, and exclusivity for customers and the barbershop. Then, in *figure 9*, the verbal sign is seen in the symbol "*Aesthetic Clinic*" which shows a place where someone performs or offers facial or other beauty treatments. The color "*blue*" in the brand logo shows a non-verbal sign that symbolizes calmness in performing actions, trust that can be accounted for, and hygiene in performing treatment actions. Finally, the symbol "*Uno Billiard*" in the verbal sign in *figure 10* explains that the place is intended for playing billiards. On the other hand, the "*number eight*" on the billiard ball in the non-verbal sign symbolizes the essence of the billiard ball game which is placed in the middle, and the importance of the number eight as a symbol of victory.



Figure	Sign/Logo	Verbal & Non-verbal Sign
11.		<p>Verbal sign: Representamen: Symbol of BAKBI: Bakso Bakwan Babi. Object: BAKBI: Bakso Bakwan Babi. Interpretant: The pork is the main point of the menu.</p> <p>Non-verbal sign: Representamen: color Object: Red and white Interpretant: red to show appetite, and white to show harmony and freedom.</p>
12.		<p>Verbal sign: Representamen: Symbol of MA. BO. RA. Object: MA. BO. RA. Interpretant: A place for drinking and parties.</p> <p>Non-verbal sign: Representamen: Icon off bottle. Object: Bottle Interpretant: Alcohol, party, have fun.</p>

13.		<p>Verbal sign: Representamen: Symbol Sun Yoga. Object: Sun Yoga. Interpretant: A place for exercise, specifically yoga.</p> <p>Non-verbal sign: Representamen: Icon of person with a yoga pose and sun on the top. Object: A person with yoga pose and sun on the top of his head. Interpretant: to show a peaceness, a new journey, and shine and bright.</p>
14.		<p>Verbal sign: Representamen: Symbol of TEACASSO Object: TEACASSO Interpretant: A cafe for drinking tea and chill.</p> <p>Non-verbal sign: Representamen: Icon of cup and tea leaf. Object: Tea cup with tea leaf. Interpretant: The shop serves tea without artificial flavoring.</p>
15.		<p>Verbal sign: Representamen: Symbol of SHE! BAKES. Pâtisserie & Café. Object: SHE! BAKES Pâtisserie & Café Interpretant: A place that sells food, especially cakes.</p> <p>Non-verbal sign: Representamen: Icon of cake. Object: A cake with fla on the top. Interpretant: A cafe that serves delightful cakes.</p>




Continuing the explanation above regarding Peirce's theory about verbal and non-verbal signs. In figure 11, The verbal sign "BAKBI: Bakso Bakwan Babi" is a restaurant that provides food with pork as the main ingredient. The acronym "BAKBI" which means "Bakso Bakwan Babi" is a term created to make it easier for people to say it. On the other hand, the red and dominant white colors in the non-verbal sign are intended to increase appetite in red and the dominant white color to show harmony and freedom in the food menu. Where the restaurant was established in Indonesia, which is predominantly Muslim. In figure 12, the symbol "MA. BO. RA" in the verbal sign indicates drinking activities or having fun. The non-verbal sign on the "bottle" icon symbolizes an alcoholic drink for parties and having fun. Verbal sign, in figure 13, "Sun Yoga" is prioritized for people who want to do yoga. In addition, the icon on the logo of a person with a yoga pose and above it the sun shows peace and calmness for people doing yoga and


having a bright day or life like the sun if they do sports regularly. Then, *figure 14*, the symbol of “TEACASSO” emphasizes that the place makes its mainstay menu which is tea. The tea served is original tea without any additional artificial flavors. As shown in the non-verbal sign of a tea cup and tea leaf. It is to highlight that the tea served is pure tea. In *figure 15*, the verbal sign shown in the sentence “SHE! BAKES Pâtisserie & Café” highlights the place which functions as a café that serves cakes and coffee or snacks. The non-verbal logo on “cake with custard on top” is intended to attract the attention of customers and to arouse appetite by showing the cake that is authentic to the café.

Figure	Sign/Logo	Verbal & Non-Verbal Sign
16.		<p>Verbal sign: Representamen: Symbol of KUMA WASH. Object: KUMA WASH. Interpretant: A place that for a laundry.</p> <p>Non-verbal sign: Representamen: Icon of bear. Object: bear. Interpretant: Strong.</p>
17.		<p>Verbal sign: Representamen: Symbol of RUMAH MAKAN SINAR MASAKAN PADANG. Object: MASAKAN PADANG. Interpretant: To show the authentic food from Padang.</p> <p>Non-verbal sign: Representamen: Icon of Rumah Gadang. Object: Rumah Gadang. Interpretant: An identity of Minangkabau. A traditional house from Minangkabau, West Sumatra, Indonesia.</p>
18.		<p>Verbal sign Representamen: Symbol of JUS CIDEE. BUAH SEGAR ASLI Object: JUS CIDEE BUAH SEGAR ASLI. Interpretant: A fresh fruit to make the juice.</p> <p>Non-verbal sign Representamen: Icon of glass with straw and leaf. Object: Glass, straw, and leaf. Interpretant: The juice is ready to consume with fresh and natural ingredients.</p>





19.		<p>Verbal sign Representamen: Symbol T- REX LAUNDRY. Object: T-REX LAUNDRY Interpretant: Serve the place for laundry.</p> <p>Non-verbal sign: Representamen: Icon of T-REX Object: T-Rex with washer. Interpretant: Cleanliness and individual service.</p>
20		<p>Verbal sign: Representamen: Symbol of GO FRUIT.id SHOP. Object: GO FRUIT. Interpretant: Easy access, delivery, and convenience to buy fruits.</p> <p>Non-verbal sign: Representamen: Mascot of orange. Object: An orange mascot. Interpretant: Friendliness, satisfaction, and happiness after shopping.</p>


Then, *figure 17*, the phrase “*MASAKAN PADANG*” or “*PADANG FOOD*” which emphasizes that the food sold is Padang food, namely typical food from West Sumatra, Indonesia. On the other hand, non-verbal sign such as the “*RUMAH GADANG*” icon is shown as the identity of the house that origin from Padang, West Sumatra, Indonesia. Figure 18, verbal sign is shown through the brand name, namely “*JUS CIDEE*” and emphasizes the authenticity and freshness of the ingredients used in the phrase “*BUAH SEGAR ASLI.*” Meanwhile, the non-verbal icon on the “glass, straw and leaf” highlights that the juice is ready to be consumed with fresh fruit without other artificial ingredients. In figure 19, “*T-REX LAUNDRY*” as a verbal sign symbol is interpreted as a place for laundry services or self-service. T-REX itself is used as a brand name to attract consumer attention. In line with the brand name, the non-verbal sign used also has the icon “T-REX with washer beside it” as an icon that the place provides self-service for people who want to wash their clothes. Finally, the verbal sign in figure 20, “*GO FRUIT*” as a place to shop for various fruits. Providing easy, fast, reliable and comfortable service to buy fruit. On the other hand, the non-verbal sign, the “*ORANGE MASCOT*” is used to emphasize the friendliness and satisfaction when shopping.

Figure	Sign/Logo	Verbal & Non-verbal Sign
21.	 A blue rectangular sign for 'Washteria Laundromat'. It features a white crown icon above the brand name 'Washteria' in a stylized font, with 'Laundromat' in smaller text below it. At the bottom, it says 'SAME DAY SERVICE LAUNDRY' in white capital letters.	<p>Verbal sign: Representamen: Symbol of SAME DAY SERVICE LAUNDRY Object: SAME DAY SERVICE LAUNDRY Interpretant: To inform that our laundry will be returned in the same day.</p> <p>Non-verbal sign: Representamen: Color. Object: Blue Interpretant: Blue means professionalism and trustness.</p>
22.	 A yellow rectangular sign for 'Oishii Ayam Gueeeprek'. It features the word 'Oishii' in large, bold, black letters with a white outline, followed by 'AYAM GUEEEPREK' in smaller black capital letters. Above 'Oishii' is the Japanese word 'おいしい' (Oishii) in small characters.	<p>Verbal sign: Representamen: Symbol of OiSHii Ayam Gueeeeprek. Object: OiSHii Ayam Gueeeeprek. Interpretant: To attract customer by combining Japanese word "Oishii" and Indonesian food "Ayam Gueeeeprek."</p> <p>Non-verbal sign: Representamen: Color Object: Yellow Interpretant: To grab attention, happiness, and optimism</p>
23.	 A sign for 'Fasst Elektronik' mounted on a wooden slat fence. It features a large, stylized 'FE' logo in orange and yellow, with the words 'FASST ELEKTRONIK' in bold, yellow capital letters below it.	<p>Verbal sign: Representamen: Symbol of Fasst Elektronik Object: Fasst Elektronik Interpretant: To inform that the store is fast in delivering electronic solutions</p> <p>Non-verbal sign: Representamen: Color Object: Yellow and orange Interpretant: Yellow means to grab attention and orange means affordable or inexpensive</p>

24.		<p>Verbal sign: Representamen: Kòngkò 24 Café & Resto. Smoking Indoor. Object: Smooking Indoor. Interpretant: The cafe lets customer smooking indoor.</p> <p>Non-verbal sign: Representamen: Color. Object: Brown. Interpretant: Brown means warmth and approachability.</p>
25.		<p>Verbal sign: Representamen: Symbol of BIKEHUB Object: BIKEHUB Interpretant: Bicycle-related things shop, like equipment and accessories.</p> <p>Non-verbal sign: Representamen: Icon of cyclist Object: Cyclist Interpretant: Cyclist implies energy, activity, and professionalism, representing efficient and dependable services.</p>

In *figure 21*, the verbal sign is represented by the symbol “SAME DAY SERVICE LAUNDRY,” which indicates that the laundry service returns clothes on the same day, implying speed and efficiency. Thus, customers can feel a sense of confidence and assurance that their needs will be met in the quickest possible way. As a non-verbal sign, the color blue represents professionalism and trust. Besides that, this color also conveys a message that the service provided is not only quick but also dependable, adding value to the verbal service commitment. *Figure 22*, the verbal sign is shown by the symbol “OiSHii Ayam Gueeeprek.” It combines the Japanese word “Oishii” (means delicious) and the Indonesian food “Ayam Geprek” to create distinct impression for customers. Thus, it shows creativity by combining elements of Japanese and Indonesian culture. On the other hand, the color yellow as the non-verbal sign represents interest, optimism, and joy. Besides, yellow also makes the brand more recognizable, particularly in the competitive food industry. Furthermore, in *figure 23*, the verbal sign “Fasst Elektronik” shows modernity and speed. The addition of the letter “s” creates a distinct impression while reinforcing the brand’s image as a quick and efficient electronic service provider. The color yellow as non-verbal sign emphasizes that this service is both modern and affordable for customers. In *figure 24*, the verbal sign “Smoking Indoor” clearly inform customers that the place has an indoor smoking area. It gives a sense of being friendly towards specific customer habits. As a non-verbal sign, the color brown is used to convey a welcoming and cozy. Lastly, in *figure 25*, the “BIKEHUB” symbol indicates a store is a center for bicycle enthusiasts. For the non-verbal sign “cyclist icon” demonstrates that the services provided are efficient and well-suited to customer needs.

Figure	Sign/Logo	Verbal & Non-verbal Sign
26.		<p>Verbal sign: Representamen: Symbol of KAWA SUSHI Object: KAWA SUSHI Interpretant: A typical Japanese restaurant that focuses on sushi</p> <p>Non-verbal sign: Representamen: Icon of lines resembling mountain Object: mountain Interpretant: Mountain reflects the natural, calm, and authentic atmosphere of Japan itself</p>
27.		<p>Verbal sign: Representamen: Symbol of FIVESTAR REFLEXOLOGY Object: FIVESTAR REFLEXOLOGY Interpretant: To attract people that owner has a high quality and professional reflexology</p> <p>Non-verbal sign: Representamen: Icon of five stars Object: Five stars Interpretant: Five stars imply that this place offers a premium reflexology experience</p>
28.		<p>Verbal sign: Representamen: Symbol of TAKAMORI YAKITORI BAR Object: TAKAMORI YAKITORI BAR Interpretant: the restaurant serves Japanese foods</p> <p>Non-verbal sign: Representamen: Icon of Raccoon Object: Raccoon Interpretant: Raccoon reflects friendly and fun atmosphere</p>
29.		<p>Verbal sign: Representamen: Symbol of ENTERKOMPUTER Object: ENTERKOMPUTER Interpretant: A store relates to technology, specifically computer</p> <p>Non-verbal sign: Representamen: Shape of logo EK Object: Circle</p>

		Interpretant: Round gives the impression of solid and reliable
30.		<p>Verbal sign: Representamen: Symbol of Richeese Factory Object: Richeese Factory Interpretant: It reflects a restaurant which have fun atmosphere</p> <p>Non-verbal sign: Representamen: Icon of chicken Object: Chicken Interpretant: Chicken emphasizes the restaurant's identity as a fried chicken specialist</p>

In *figure 26*, the verbal sign “KAWA SUSHI”, contains the word “KAWA” which means river in Japanese. It symbolizes elements of Japanese culture associated with nature and harmony, which are associated with the freshness of sushi. For the non-verbal sign which is icon of lines resembling mountain, enhance the restaurant’s authentic image as a place that provides a traditional Japanese culinary expertise, not just in terms of test but also atmosphere. *Figure 27*, the verbal sign “FIVESTAR REFLEXOLOGY” is a symbol of premium quality and professionalism to attract customer’s attention who needs a reflexology in high quality. Besides, the non-verbal sign, icon of five stars, often associated with excellence and luxury, instilling an exclusive image in the customer’s mind. In *figure 28*, the verbal sign “TAKAMORI YAKITORI BAR” which means the restaurant serves Japanese foods. It combines a traditional and modern element, makes the restaurant interesting for the customers. For the non-verbal sign, the icon of raccoon, represents friendly environment, making a sense of inclusive and welcoming to customers. Furthermore, in *figure 29*, the verbal sign “ENTERKOMPUTER” means that the store is related to technology, specifically computer. On the other hand, the circle as non-verbal sign implies modernity, readability, and stability. Last, in *figure 30*, the verbal sign “RICHEESE FACTORY” conveys a fun and cheerful atmosphere, giving a sense that the restaurant is more than just food. For the non-verbal sign which is the icon of chickens, strengthens the identity of restaurant as an expert of making a friend chicken.

CONCLUSION

To conclude, the application of Pierce’s semiotic model to 30 verbal and non-verbal signs, as seen in Aniva Junction at Gading Serpong, reveals how the representamen, object, and interpretant connect to deliver an effective message. Verbal signs indicate identity and function, whereas non-verbal signs reinforce emotional and visual interactions. The combination of the two produces in-depth communication, resulting in greater connection with the customers. Signs in Aniva Junction, verbal signs highlight the main identity, while non-verbal sign such as colors and icons represent values specific to the culture and atmosphere. This approach demonstrates the importance of balancing emotional and cognitive aspects when developing a brand or product’s appeal. Pierce’s model reveals an in-depth connection between signs and the audience’s perception, making this model a useful tool in the study of visual communication or signs. Signs in Aniva Junction successfully establish a clear, appealing, and authentic identity by understanding the interaction of verbal and non-verbal signs. This shows that semiotics is a useful approach for understanding modern communication strategies.

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