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**An Analysis of Logo's as Found in Social Media  
Application: a Semiotics Study**

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**ABSTRACT**

Semiotics is the study of signs and symbols and how they are function and interpreted in communication. This Semiotic research aims to analyse logos found in social media applications using a semiotic approach from Roland Barthes' theory. Barthes' theory can explore how the visual elements in logos convey implied meaning. Descriptive qualitative methods were used in this research. Data sourced are taken from app store screenshots totally 35 logos and the author selected seven logo's. The research results show that logos on social media applications have visual signs. In terms of denotation, the music symbol logo depicts entertainment, the green circle with a telephone icon represents communication, or the triangle resembles a speech balloon which represents interaction. In the connotation meaning there is a deeper meaning and evokes an emotional response. For example, bright colors reflect passion and creativity, while blue can be seen as a symbol of trust and stability. After the denotational and connotative meanings are revealed. A myth is formed summarizing a broader cultural narrative. The myth of these logos represents self-expression and global connectedness and gives the impression that communication can be done quickly, safely and also spread trends quickly. This research reveals that logos on social media applications not only function as visual identifiers but also encapsulate deeper meanings and narratives that can be received by users. Each logo has a distinctive and unique design as a platform identity, and also contains emotional and cultural meaning, so it is more than just a visual sign.

*Semiotics, Denotative, Connotative, Myth, Logo's in Social Media Application.*

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**INTRODUCTION**

In the modern era, the Internet has been used for interaction and communication, giving opinions, and providing services with ideas. According to (Panjaitan & Pasaribu, 2023) Internet users have various ways to convey messages, feelings, ideas, and thoughts. Social media has become a place to communicate. Besides that serves as a tool for communication, mass media is also a means for users in exploring various information (Udilawaty, 2021). Each social

media application has a logo that represents the purpose of each platform. Every company or organization generally has a logo with special colors and letterforms that are used consistently. that are used consistently (Pamungkas & Indrawan, 2022). However, not all users understand the implied meaning of an application logo. For this reason, this research is intended to dissect the meaning of the logo layer of the social media application logo.

Semiotics is the study of signs and symbols and how they are function and interpreted in communication. According to (Manik et al., 2022) Semiotics is the study, of signs and symbols and their use or interpretation of language and how language becomes the dominant influence that shapes human perception and thought. Then, according to (Siregar, 2022) Semiotics comes from the Greek "Semeion," which means sign. Semiotics is the chosen approach as it allows for depth analysis of how logos, as visual elements, convey symbolic messages. Through semiotics, researchers can find the relationship between the visual elements of the logo and the message conveyed to the target users of the logo.

Logo is a symbol or visual that represents the identity of a brand or entity that serves to be easily remembered and recognized. According to (Kaira & Yuwita, 2024) On the other side, a logo is not an image or just a visual without it, a logo is made to represent something and apply its elements of meaning in it apply elements of its meaning in it. Logo's in social media applications function as a symbol of brand recognition which represents a company, business activities, products, and other things that require an identity that is easy to remember. The researchers also noticed the use of signs and symbols, therefore researchers are interested to study denotative and connotative meanings as well as myths as implied in social media application logos, as sign of semiotics.

Numerous studies have explored logo's as found in social media. For example, (Pamungkas & Indrawan, 2022) provide an interesting semiotic analysis of the Meta logo, where this logo has implied meanings in several of its elements. In conclusion, the Meta logo denotatively uses the initial color element, blue, as its characteristic. Connotatively, the Meta logo contains the meanings of calm, trust, loyalty, communication, technology, firmness, flexibility, and sustainability. Kaira and Yuwita (2024) presented the Discord logo. The research explored the visual aspects of the Discord logo, such as colors, shapes, and design, using Charles Sanders Peirce's triadic theory to uncover the brand message and identity(visitor). The focus of the research on just one platform limits its applicability to a broader study of social media application logo's.

This research aims to analyse the semiotics of logos found in social media applications. In analysing this logo, the author uses Roland Barthes' theory (1991), which focuses on three main analyses namely, denotative meaning,

connotative meaning, and myth. Myths which is formed from denotative and connotative. Denotation refers to an explicit description of the signs of an object, while connotation emphasizes how the sign is depicted in its aspects of feelings, emotions, as well as cultural values, and ideology (Rahmawati et al., 2024). Myth means a deep interpretation of something and is often thought to happen in the real world. Myths is naturalized concept and believe that sign that inherent meaning accordingly myths are sign that are embedded within the system of signification and expressed in communication. It allows us how given social symbols mould into fabric of the collective consciousness

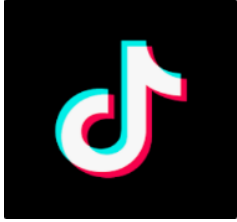
### **RESEARCH METHODE**


This research is a qualitative descriptive study that explores the meaning of social media application logos. According to Sudaryanto (1993) in (Amelia, 2023) qualitative descriptive data, which verbally described human activities and focused on a representative sample as the most significant data This approach was chosen because this research aims to explore and explain the meaning of logos, not measure or quantify a phenomenon. The data sources for the study were collected through high-quality screenshots taken from official websites and app stores. Each selected logo represents a social media application that is relevant to this research, consisting of 35 logo's. This analysis aims to reveal the three levels of meaning outlined by Roland Barthes: denotation, connotation, and myth. The data is organized and broken down into tables, to facilitate a detailed examination of how these logos convey messages to users. Finally, the researcher provided a comprehensive description of the existing findings, distilling the meaning obtained from each category and summarizing the overall results of the data analysis.

### **RESULT AND DISCUSSION**

This research analyses logo's as found on social media applications using a semiotic approach in the context of Roland Barthes' theory. Barthes' theory has three focuses, denotation, namely the literal meaning, connotation, namely the deep meaning, and myth, the second hidden meaning (Utama, 2022) Myths as a naturalized concept and believe. This analysis shows how the logo not only serves as an aesthetic appeal but also conveys deep layers of meaning through its appearance. After all, the logo has a distinctive design as a platform identity and also contains emotional and cultural meanings, making it more than just a visual mark.

**Table 1.**  
**Analysis Logo's As Found in Social Media Applications**

No	Logo's	Denotative	Connotative
1	<p>Tik Tok application</p>  <p>TikTok is a social media platform for sharing short videos that focus on music, dance, and other creative content.</p> <p>Founding Date: TikTok launched in September 2016 in China under the name Douyin, and the international version launched in September 2017.</p>	<ol style="list-style-type: none"> <li>1. The black color as the background creates a contrast to highlight the logo.</li> <li>2. A musical symbol that reflects the core of the music and entertainment-based platform.</li> <li>3. Magenta &amp; Light Blue Colors that reflect dynamism and creativity.</li> </ol>	<ol style="list-style-type: none"> <li>1. Black Background: The black color as the background creates a contrast to highlight the logo.</li> <li>2. The logo's shape, resembling musical notes, illustrates the app's focus on music, dance, and entertainment content.</li> <li>3. Bright colors give the impression of being energetic, young, and creative.</li> </ol>
Myth			
	<p>TikTok Makers: Created by the company ByteDance, founded by Zhang Yiming.</p> <p>Users: TikTok has over 1.2 billion monthly active users (as of 2023).                      [source of picture: <a href="https://play.google.com/store/search?q=tiktok&amp;c=apps&amp;hl=id">https://play.google.com/store/search?q=tiktok&amp;c=apps&amp;hl=id</a>]</p>	<ol style="list-style-type: none"> <li>1. Self-Expression: TikTok is a platform for creative freedom of expression.</li> <li>2. Fast Trends: TikTok is a symbol of fast-growing and viral trends.</li> <li>3. Global Connectedness: TikTok is a global bridge that unites different cultures and individuals.</li> <li>4. Young Generation: TikTok represents the lifestyle and identity of an active and dynamic younger generation.</li> <li>5. Unlimited Entertainment: TikTok is a source of unlimited entertainment that can be accessed anytime.</li> </ol>	


		<p>6. Marketing and Promotion: Businesses and individuals use TikTok to promote their products or themselves through advertisements or creative videos.</p> <p>7. Education: Many users share their knowledge and tutorials in various fields, such as beauty, sports, and technology.</p>	
2.	<p>Facebook application</p>  <p>Facebook is a social media platform that allows users to share content, interact, and build social networks.</p> <p>Founding Date: Facebook was launched on February 4, 2004.</p> <p>Facebook Creators: Created by Mark Zuckerberg and his friends at Harvard University (Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes).</p> <p>Users: Facebook has over 2.9 billion monthly active users (as of 2023).          [Source of picture: <a href="https://play.google.com">https://play.google.com</a></p>	<p>1. A white "f" symbol is located inside a blue square.</p> <p>2. Blue dominates the background with white lettering.</p>	<p>1. The letter "f": Is an iconic symbol directly associated with Facebook, creating a strong and simple visual identity.</p> <p>2. Blue Symbolizes trust and stability and emphasizes Facebook as a global communication platform. The color blue is often associated with technology, reflecting Facebook's vision of connecting individuals worldwide.</p>
		Myth	
		<p>1. Global Connectedness: Facebook is a symbol of global connectedness that allows interaction between people around the world.</p> <p>2. Community and Identity: Facebook is a platform to build community and express digital identity.</p>	


	<p>/store/search?q=facebook&amp;c=apps&amp;hl=id]</p>	<ol style="list-style-type: none"> <li>3. Digital Life: Facebook represents modern digital life, combining the real world with the virtual world.</li> <li>4. Openness: The Facebook emblem symbolizes receptivity and inclusivity, providing a platform where individuals from all walks of life can engage in the social network.</li> <li>5. Marketing and Promotion: Facebook is portrayed as a potent instrument for businesses and individuals to promote their products or services through advertisements and dedicated pages.</li> <li>6. News and Information: Facebook has transformed into a hub for the latest news and updates from a multitude of sources, establishing a forum to swiftly and broadly disseminate information.</li> </ol>	
3.	<p>WhatsApp application</p>  <p>WhatsApp is an instant messaging app that enables text messaging, voice/video calls, and media sharing.                  Date Founded: WhatsApp was founded in 2009.                  Creators: Created by Jan Koum and Brian Acton.                  Users: WhatsApp has over 2 billion monthly active users (as of 2023).                  [Source of picture: <a href="https://play.google.com/">https://play.google.com/</a></p>	<ol style="list-style-type: none"> <li>1. The symbol in the center is a circle, inside is a picture of a white telephone.</li> <li>2. The background is green with a white phone icon element.</li> </ol>	<ol style="list-style-type: none"> <li>1. Phone Icon: Symbolizes communication directly related to the app's calling and messaging functions.</li> <li>2. Color Green: A symbol of growth, communication, and freshness, reflecting WhatsApp's main purpose of facilitating communication.</li> </ol>
Myth		<ol style="list-style-type: none"> <li>1. Communication Without Borders: WhatsApp enables communication without distance and time, connecting people around the world.</li> </ol>	


	<p>store/search?q=wa&amp;c=apps&amp;hl=id]</p>	<ol style="list-style-type: none"> <li>2. Accessibility and Inclusivity: WhatsApp is considered a communication platform that is easily accessible to anyone, anywhere.</li> <li>3. Digital Security Myth: WhatsApp is believed to be an app that maintains user privacy and security through end-to-end encryption.</li> <li>4. The Myth of Everyday Digital Life: WhatsApp is an important part of social and professional life, facilitating daily communication.</li> </ol>	
4.	<p>Messenger application</p>  <p>Messenger is an instant messaging app that allows messaging, voice calls, video, and media sharing. Date Founded: Messenger launched in 2011 as a separate app from Facebook. Creator: Messenger was developed by Facebook, which Meta Platforms now own. Users: Messenger has over 1.3 billion monthly active users (as of 2023). [Source of picture: <a href="https://play.google.com/store/search?q=messenger&amp;c=apps&amp;hl=id">https://play.google.com/store/search?q=messenger&amp;c=apps&amp;hl=id</a>]</p>	<ol style="list-style-type: none"> <li>1. The Messenger logo consists of a triangular shape with rounded corners, creating the appearance of a conversation balloon.</li> <li>2. The inside features a white lightning bolt symbol.</li> <li>3. The color contained in the messenger logo is a blue color that switches to purple.</li> </ol>	<ol style="list-style-type: none"> <li>1. The triangle symbolizes communication: the symmetrical triangle symbolizes communication. This shape resembles a conversation balloon, directly associating the logo with interaction and dialog.</li> <li>2. Lightning is used to reflect speed and efficiency in the communication process.</li> <li>3. Blue: Represents trust, connectedness, and calmness-representing Messenger's</li> </ol>

		<p>function as a reliable communication platform.</p> <p>4. Purple: Creativity and Innovation: Purple symbolizes creativity and imagination, showing the platform is not only functional but also innovative.</p> <p>5. Gradient: The use of color gradients shows dynamism and innovation, reflecting the development of communication technology.</p>	
		Myth	
		<p>1. Instant Communication: Messenger is the ultimate means to interact quickly, reflecting the demands of a fast-paced digital world.</p> <p>2. Global Accessibility: Messenger connects individuals globally without being constrained by geographical boundaries, accelerating the process of communication globalization.</p> <p>3. Digital Social Life: Messenger has become a crucial part of social life in the digital world, facilitating everyday communication in various formats.</p> <p>4. Marketing and Business Myths: Messenger is used by businesses to interact with customers through</p>	



		chatbots, making it an effective tool for customer service and promotion.	
5.	<p>Threads application</p>  <p>Threads is a messaging app developed by Meta to communicate with close friends through text messages and media.</p> <p>Founded Date: Threads launched in July 2023.</p> <p>Creators: Created by Meta Platforms, the same company that developed Facebook, Instagram, and WhatsApp.</p> <p>Users: Threads had over 100 million users in the first 5 days after launch (according to early 2023 reports).</p> <p>[Source of picture: <a href="https://play.google.com/store/search?q=threads&amp;c=apps&amp;hl=id">https://play.google.com/store/search?q=threads&amp;c=apps&amp;hl=id</a>]</p>	<ol style="list-style-type: none"> <li>1. Displaying a spiral or “@” symbol in white.</li> <li>2. A combination of circular lines that resemble (threads) or digital conversation symbols.</li> <li>3. Black background is dominant.</li> </ol>	<ol style="list-style-type: none"> <li>1. The “@” symbol: Reminiscent of the internet sign commonly used in digital communication, such as email or social media.</li> <li>2. Thread: Refers to the idea of interwoven or interconnected conversations, corresponding to long and in-depth topics of conversation.</li> <li>3. Black &amp; White: This creates a modern, elegant, and professional feel while emphasizing the focus on text and interaction rather than additional visual elements.</li> </ol>
		Myth	
		<ol style="list-style-type: none"> <li>1. Social Connection: Threads are perceived as a platform to strengthen social bonds, where communication is more personalized and intimate.</li> <li>2. Speed and Intimacy: Threads are associated with fast, direct, and more</li> </ol>	

		<p>personal communication than other social platforms.</p> <p>3. Self-Expression: Threads provide a space for users to share their thoughts or moments in a more direct and authentic way.</p> <p>4. Status Sharing Myth: Threads make it easy to share statuses quickly and easily, allowing users to stay connected with close friends in real time.</p>	
6.	<p>Instagram application</p>  <p>Instagram is a visual-based social media app for sharing photos, videos, and moments.</p> <p>Founded Date: Launched on October 6, 2010.</p> <p>Creators: Developed by Kevin Systrom and Mike Krieger.</p> <p>Users: Instagram has over 2 billion monthly active users (as of 2023).</p> <p>[Source of picture: <a href="https://play.google.com/store/search?q=instagram&amp;c=apps&amp;hl=id">https://play.google.com/store/search?q=instagram&amp;c=apps&amp;hl=id</a>]</p>	<p>1. Features a camera icon with a white outline inside a background of bright</p> <p>2. Color gradations (purple, pink, orange, and yellow) make a modern feature.</p>	<p>1. Camera: the camera symbol is the main representation of Instagram's function as a photo and video platform. Depicts creativity and visual expression, representing Instagram's main role as a medium for sharing images and moments.</p> <p>2. Bright Gradation: The colors purple, pink, and orange represent energy, warmth, creativity, and emotional appeal to attract young users. The modern color gradient reflects digital aesthetic trends relevant to the young and</p>

			creative generation.
		Myth	
		<ol style="list-style-type: none"> <li>1. Digital Aesthetics: Instagram is perceived as a space for creating and sharing beautiful and creative visual content.</li> <li>2. Digital Social Life: Instagram symbolizes modern social life, where people share moments and build self-images.</li> <li>3. Popularity and Achievement: The platform creates the perception that the number of followers and likes reflects popularity and success.</li> <li>4. Sharing Moments: Instagram makes it easy for users to share moments visually, creating an emotional connection with the audience.</li> <li>5. Business and Promotion: Instagram became a key platform to market products, build brands, and reach a global audience through advertising and influencers.</li> </ol>	
7.	<p>Telegram application.</p>  <p>Telegram is an instant messaging app that emphasizes security, speed, and the ability to</p>	<ol style="list-style-type: none"> <li>1. This logo is circular with a bright blue gradient as the background and a white paper airplane icon in the center as the main element.</li> <li>2. The light blue color dominates,</li> </ol>	<ol style="list-style-type: none"> <li>1. Paper Airplane: A symbol of quick and efficient communication, like a letter sent in a simple yet meaningful way.</li> <li>2. Blue Color: Represents trust, openness, and stability, creating an association</li> </ol>

	<p>send large numbers of messages.                  Creators: Developed by Pavel Durov and Nikolai Durov.                  Users: Telegram has over 1.2 billion monthly active users (as of 2023).                  [Source of pit Founded Date: Telegram was founded in 2013.                  cure: <a href="https://play.google.com/store/search?q=telegram&amp;c=apps&amp;hl=id">https://play.google.com/store/search?q=telegram&amp;c=apps&amp;hl=id</a>]</p>	<p>giving it a simple and clean feel.</p>	<p>with reliability in communication.                  3. Circle: Symbolizes continuity and integration, representing a connected global community. Gives a modern and intuitive feel, emphasizing ease of use as a messaging app.</p>
Myth			
<ol style="list-style-type: none"> <li>1. Instant Communication: Telegram is considered an app for fast and seamless communication, allowing for immediate message delivery.</li> <li>2. Security and Freedom: Telegram is known for its high-level encryption and privacy features, giving the myth that it is a safe platform to communicate.</li> <li>3. Global Connectedness: Telegram connects users around the world, allowing them to interact without geographical restrictions.</li> <li>4. Innovation: Telegram is perceived as an app that is constantly innovating with new and advanced features to meet the needs of digital communication.</li> </ol>			

**Findings:**

The findings in the logo's as found in social media applications:

1. There are so many things denotative in the logo's as found in social media applications such as the song note symbol on the TikTok application which means entertainment or music. Another example is the telephone symbol on the WhatsApp application which symbolizes communication or the Instagram camera functions as a photo or video.

2. There are so many things of connotative in the logo's as found in social media applications such as the song note symbol on the TikTok application which means entertainment or music. Another example is the telephone symbol on the WhatsApp application which symbolizes communication or the Instagram camera functions as a photo or video.
3. There are so many things of myth in the logo's as found in the social media applications such as the TikTok platform, which functions not only to share videos, but symbolizes fast trends, self-expression, and global connectedness. Similarly, the Instagram platform is animated by the myth of achieving popularity through likes or followers and social recognition.

### **Discussion**

The denotative meaning provides a direct understanding of the platform's functionality, while the connotative meaning deepens the emotional connection users have with the app. The choice of colours is strategic, evoking a feeling that is in line with the experience the platform is going for. The mythological meanings of these logos reflect broader social values and narratives. Myth represents self-expression and global connectedness and gives the impression that communication can be fast, secure and also spread trends quickly.

### **CONCLUSION**

The results of this research show that logos on social media applications not only serves as an aesthetic appeal but also conveys deep layers of meaning through its appearance. This research aims to answer questions about the denotative, connotative, and mythical meanings of social media application logos. The research results show that logos on social media applications have visual signs. In terms of denotation, the music symbol logo depicts entertainment, the green circle with a telephone icon represents communication, and the triangle resembles a speech balloon which represents interaction. In the connotation meaning there is a deeper meaning and evokes an emotional response. For example, bright colors reflect passion and creativity, while blue can be seen as a symbol of trust and stability. After the denotational and connotative meanings are revealed, a myth is formed summarizing a broader cultural narrative. The myth of these logos represents self-expression and global connectedness and gives the impression that communication can be done quickly, safely and also spread trends quickly.

Logo's as found in social media apps convey deeper layers of meaning and the logos are unique. These logos create specific values that shape users' perceptions and create a broader cultural narrative. Each logo has a distinctive

design as a platform identity and also contains emotional and cultural meanings, making it more than just a visual mark.

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