

**Analysis Of Public Signs
At I Gusti Ngurah Rai International Airport**

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Abstrak

Judul dari penelitian ini adalah “Analysis of Public Signs At I Gusti Ngurah Rai International Airport”. Penelitian ini bertujuan untuk mengetahui makna dan fungsi dari tanda umum dan perwakilan kalimat dari tujuh tanda umum di Bandara Internasional I Gusti Ngurah Rai. Data dari penelitian ini diambil dari Bandara Internasional I Gusti Ngurah Rai menggunakan kamera untuk mengambil gambar dari tanda umum yang dibuat oleh PT. Angkasa Pura (persero). Teori yang digunakan dalam penelitian ini adalah teori dari Saussure untuk menganalisis penanda dan petanda, dan teori dari Leech untuk menganalisis makna dan fungsi dari tanda umum, dan teori dari Halliday tentang “Little text” digunakan untuk menganalisis perwakilan kalimat dari tanda umum di Bandara. Kesimpulan dari penelitian ini adalah penanda dari tanda umum menandakan petanda dari setiap tanda, semua tanda umum terdiri dari kata-kata dan gambar untuk mendukung makna dari kata-kata tersebut. Semua tanda umum mempunyai fungsi untuk memberikan informasi tentang fasilitas di bandara. Selain itu tanda umum di Bandara Internasional I Gusti Ngurah Rai menggunakan teks kecil sehingga kalimat tersebut bisa di tempatkan di tempat yang terbatas.

Kata kunci: *tanda umum, makna, fungsi, dan little texts.*

1. Background of the study

The study about sign and its meaning is known as semiotics. Semiotics is focused on something that can be taken as a sign. The forms of sign are text or word, image, gesture and object. Humans use signs or symbols to communicate with one

another that have the same idea, feeling, and desire. In terms of communication, there are sign systems and symbols agreed by the communicators. A symbol of language is manifested by everyone in many forms. It is used in university symbol, logo, billboard, and slogan in advertisement. All such symbols are designed to have meaning.

2. Problem of the Study

The problems discussed in this present study are:

1. What are the signifiers, signified and function of public signs found at *I Gusti Ngurah Rai* International Airport?
2. How are the public signs at *I Gusti Ngurah Rai* International Airport represented?

3. Aims of the Study

The aims of this study are:

1. To find out the signifiers, signified and function of public signs found at *I Gusti Ngurah Rai* International Airport.
2. To analyze the representation of public signs at *I Gusti Ngurah Rai* International Airport.

4. Research method

The data in this study were public signs taken from PT. Angkasa Pura (persero) at *I Gusti Ngurah Rai* International Airport, using a camera.

The method and technique of observation and note taking were employed through two steps in collecting the data. First, the field research was conducted to collect the data from *I Gusti Ngurah Rai* International Airport. The data were collected from *I Gusti Ngurah Rai* International Airport in the form of the pictures of public signs posted by the company. Second the library research was used to obtain the information about the semiotic data based on the concepts of signs, meanings, functions, and little texts. The identified data were then noted down and classified based on theories of semiotics, meanings, functions, and little text.

This study uses the qualitative descriptive method. This method was applied because the results obtained in this study are in the forms of texts or pictures. The theories used are theory of semiotics proposed by Saussure, theory of meanings and functions proposed by Leech, and theory of little texts proposed by Halliday. Meanwhile, in the data analysis, several techniques were used in this study. First, the data were analyzed using the Saussure’s semiotic theory to find out the signifier and signified of the public signs posted in the airport. And then the theory of meaning and function proposed by Leech was applied to analyze the meaning and function of public signs at *I Gusti Ngurah Rai* International airport. And the last, theory of little text proposed by by Halliday was applied to analyze the representation of the public signs at *I Gusti Ngurah Rai* International airport.

5. Result and discussion
5.1 Signifier and Signified

The following public sign consists of three signs. It is located in near the domestic departure at *I Gusti Ngurah Rai* International Airport.



No	Signifier	Signified
1.	“Airlines customer services”	The sign informs the people or

	text with pictures of two people facing each other separated by a table and one of the persons is holding a piece of book or dossier and an arrow that point upwards.	visitors that the location of airlines customer services for passengers who need to fly or ask information about an airline should go straight forward from this sign.
2.	“Garuda Indonesia” text with pictures of two people facing each other separated by a tabl, one of the persons is holding a piece of book or dossier and an arrow that point to the left.	The sign informs the people or visitors in airport area that the location of Garuda Indonesia airline is on the left side of this sign.
3.	“Other airlines” text with pictures of two people facing each other separated by a table, one which is a person holding a piece of book or dossier and an arrow that point upwards.	The sign informs the people or visitors who need to know the location of other airline services except Garuda Indonesia airline which goes straight from this sign.

5.2 Meaning and Function

The analysis of meanings and functions of the signs in this data are explained as follows:

1. The first sign (Airlines customer services)

In this sign there is a text “Airlines customer services” with pictures of two people facing each other separated by a table; one of them is holding a piece of book or dossier, and an arrow that point upwards. It assumes **conceptual meaning** in which the advertiser uses the words that have referential meaning. The text “Airlines customer services” here refers to the location of airlines customer service which goes straight forward from this sign.

This text assumes **information function** because it is used to give information about the location of airlines costumer services which goes straight forward from the sign at I Gusti Ngurah Rai International Airport.

2. The Second sign (Garuda Indonesia)

The text “Garuda Indonesia” with pictures of two people facing each other separated by a table; one of them is holding a piece of book or dossier, and an arrow that point to the left. This text assumes **conceptual meaning** because the text presents the referential meaning of the word that indicate the idea or concept to which it refers. The text informs the people in the airport area especially near the domestic departure location, that people or visitors who need services from Garuda Indonesia airline must go to the left side from this sign.

Then, this text assumes **information function** because it shows the information on the location of Garuda Indonesia airline service for people or visitors in airport area.

3. Third sign (Other airlines)

The text “Other airlines” with pictures of two people facing each other separated by a table, one of them is holding a piece of book or dossier and an arrow that point upwards. This text assumes **conceptual meaning** since the text presents the referential meaning of the word indicating the idea or concept to which it refers. The text informs the people in the airport area especially near the domestic departure location that people or visitors who need other services airlines except Garuda Indonesia airline must go straight forward from this sign.

Then, this text assumes **information function** because it shows the information on the location of other airline service for people or visitors in the airport area.

5.3 Representation of the Public Sign

In this public sign, it can be found some little texts that show some instructions or offers about services in simple texts. The verbal form of the public signs is represented by little texts because they are the expressions used in full or right context of situation. The context of the situation is I Gusti Ngurah Rai International Airport, related to flight services for passengers of certain categories.

Although these public signs are only phrases or texts, the forms of the public signs communicate all the messages. Because of this, all the phrases or texts in public signs are called “little texts” (Halliday, 1985, 373-377). The characteristic of little text is that it contains incomplete forms in a text. The analysis can be seen from the following data as follows:

No.	As Little Text	Interpretation
1.	Airlines customer services	The location of airlines customer services is going straight forward from this sign.
2.	Garuda Indonesia	The location of Garuda Indonesia airline service is on the left side from this sign.
3.	Other airlines	The location of other airlines services except Garuda airline services is going straight forward from this sign.

6. Conclusion

This study was intended to find out the signifier to get the signified of those public signs, namely, their meanings and functions, and how the public signs at *I Gusti Ngurah Rai* International Airport are represented.

The signifiers of the public signs lead to the signified to find out the meaning of each sign. Therefore, the public signs have different meanings based on the signifier and signified. Further, based on all the public signs which were analyzed, it can be concluded that all of them consist of text or words and a picture to support the meanings of the texts, they all have the function to give information about the public facilities in the airport to the people. In representation of public signs at *I Gusti Ngurah Rai* International airport, the company chose texts or words and pictures to represent the whole message for the people. It can be concluded that the public signs at *I Gusti Ngurah Rai* International airport are using little texts as the information signs because

little texts retain the lexical words and leave out certain grammatical features. Therefore, they can be installed in very limited space.

7. Bibliography

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