

CHAPTER I

INTRODUCTION

This Chapter consist of Research Background, Statement of Problem, Objective of research, Research Significances, Conceptual Framework, and Organization of Writing.

1.1 Research Background

Bandung is one of Metropolitan city that located in West Java. In general, Metropolitan is the term that suitable for the city with a high population density or the region with a huge area. According to (Dardak et al., 2021 p.80) there are some region that became or able being called as metropolitan city, one of them is Bandung. Bandung has the other name, namely Bandung Raya, has several region in it. Bandung Raya consist of Bandung city, Cimahi city, Bandung District, West Bandung District, and half of region of Sumedang District. Bandung city encounter rapidly developing in years, start with signification of population growth, social economy, and the existence of public facilities. Those are the factors of the facilities available in the society to ease them. One of the facility that use for simplify life of society is public transportation. There are many types of public transportation that usually use in society, start with the cheaper cost until the expensive one. The transportation is bus, Angkot (*Angkutan Kota*), Train, Plane, and the other public transportation. However, in this research, the researcher will only analyze the research through Train.

Train is one of public transportation that exist in Bandung. In fact, train is not only operate in Bandung, however, train also exist out of Java region such as Sumatra, also Sulawesi. This train transportation is exist since the Dutch colonial era. Although, in the colonial era, the train transportation is under Dutch company, namely *Nederlandsch Indische Spoorweg Maatschappij (NISM)*, and the train currently under Indonesia Railways Company or known as *PT. KAI* or *PT. Kereta Api Indonesia* dan that the only one railways company in Indonesia. This company is including to BUMN,

in other words, this company is State property. This company has several types of train that classify based on the class, and consist of Executive, Business, and Economy. Each train has their own name based on the route of the train. There is the economy class train and the route is from Kiaracondong Station and will be end in Kutoarjo station, this train is Kutojaya Selatan. Mutiara Selatan train is the train that Bandung station as the first station and end in Surabaya Gubeng station. Both are the train that has route out of West Java region, however, there is also the train that has route around Bandung Raya.

As mentioned before, Bandung has several region that included into Bandung Raya, and the name of the train that operate around Bandung Raya is Bandung Raya Local Train. This train is operate start with Cicalengka Station as the first station as well as the last station, and then the train will go through Haurpugur station, Rancaekek station, Cimekar station, Gedebage station, Kiaracondong station, Cikudapateuh station, Bandung station, Ciroyom station, Cimindi station, Cimahi station, Gadobangkong station, and the last as well as the first station is Padalarang station.

The mileage from Cicalengka and end in Padalarang station is around 1,5 hours. The passenger of Bandung Raya Local Train currently is counts much. Therefore, the rules needed for keeping the passenger feels comfort during the trip. In order to reach comfort feels, discipline, and public safety in case protected by danger thing during the trip. PT. KAI or Indonesia Railways company crew do socializing related to introducing the rules that consist of the things can not do also the things must do during the trip.

This socialization delivered in the signs displayed in strategic places whether in station or on the train. The signs exist is media communication between administrator which is Indonesian railways company crew through customer or passenger. Generally, communication is an action for delivering an idea or thought by making conversation without use any 'tools' as the displayed signs in public transportation. According to John Powers (1995) in (Morissan, 2013 p.27), that message has has three element, namely: 1) sign and symbol; 2) Language; 3)

Discourse. He states that sign is the main point of communication. A sign is certainly related to something out of sign itself, while meaning is the relation between an object or an idea through sign. In this case, the signs of rules that consist of the things allows to do and the things that not allow to do in public transportation. Those are the type of communication, because the sign use is the basic or the first stage of communication. However, according to (Roudhonah, 2019 p.108), communication is process of delivering thought or feeling by someone by using symbol. Besides, (Roudhonah, 2019 p.108) also states that 'mind' in this context can be thought, information, opinion, idea, event, and other thing that related to this. Besides the 'mind' there is also symbol or media that gives representation, and symbol can be spoken language or written language, sign language, signal, picture colors and the other thing. Based on the statement above, it can be concluded that symbol is a part of signs. The sign characteristic is universal because from the sign, the meaning reached. The sign explaining in this research is safety signs.

Safety signs itself is a sign that consist of security standard that must be applied in certain condition with uphold the safety of the soul. According to oxford dictionary, the word 'safety' has meaning the state of being safe and protected from any danger or harm. Therefore, safety sign is the sign for telling anyone or in this context the passengers of public transportation to obey the rules during using public transportation, that composed by something allow to do and not allowing to do. Each rules applied has purpose to keeping safety of passengers. The word 'sign' is universal, therefore, in this context, each sign formed by the rules of how to use related to code of conduct is called as symbol. However, in the explanation, the researcher will use semiotic approach for seeing each sign by using Peirce's theory that divided sign into three, namely, sign with its relation, then, the second, the sign based on interpreter interpretation, and the third, the relation of sign with the object.

In socializing the rules and the other thing related to code of conduct in public transportation, especially train, it is a must for communicating so that the passengers receive the clear information. According to (Roudhonah, 2019 p.63), there are 4 function type of communication, namely:

(1). Mass Information, is function of communication to give an information also receiving information. In this type, the purpose of communication is for sending and receiving an information. Delivering or receiving information is doing by anyone and one of them is service provider through service recipient. This delivering process is doing by communication. Communication is doing by display any symbol related to information that have to know by the passenger of public transportation. Beside, service provider also able to give an information in spoken language.

(2). Mass Education. Mass education refers to the widespread provision of education to a large number of individuals within a society. It aims to ensure that education is accessible to as many people as possible, regardless of social, economic, or geographic factors. Mass education typically involves the establishment of schools, educational institutions, and systems that can accommodate a large student population. The concept of mass education emerged as a response to the need for an educated workforce and the desire for social progress. It recognizes the importance of education in empowering individuals, fostering social mobility, and promoting economic development. Mass education systems aim to provide foundational knowledge, skills, and opportunities for personal and intellectual growth to a broad range of students.

Mass education often involves the standardization of curriculum, instructional methods, and assessment practices to accommodate large numbers of students. It may require the establishment of educational policies, infrastructure, and resources to ensure that quality education is accessible to all. Mass education systems strive to provide equitable opportunities for learning, addressing issues of affordability, inclusivity, and equal access to education. Mass education plays a crucial role in promoting social development, empowering individuals, and contributing to the overall progress of a society. It is seen as a means to reduce inequality, enhance economic productivity, and foster social cohesion by providing individuals with the knowledge and skills necessary to participate fully in social, economic, and political life.

(3). Mass Persuasion. Mass persuasion refers to the use of persuasive techniques and strategies to influence and shape the beliefs, attitudes, opinions, and behaviors of a large audience. It involves the deliberate attempt to persuade and sway the opinions or actions of a large number of people simultaneously, often through mass communication channels such as mass media, advertising, public speeches, or social media platforms. The goal of mass persuasion is to persuade a broad audience to adopt a particular viewpoint, support a cause, purchase a product, or take a desired course of action. It relies on various persuasive tactics such as emotional appeals, logical arguments, social influence, credibility, repetition, storytelling, and the use of persuasive language and visuals.

Mass persuasion techniques aim to capture attention, create interest, establish credibility, evoke emotions, and ultimately persuade individuals to align with the intended message or call to action. Mass persuasion is commonly employed in fields such as advertising, political campaigns, public relations, marketing, and social advocacy. It utilizes the power of communication and influence to shape public opinion, generate support, drive consumer behavior, or mobilize collective action. Mass persuasion techniques can range from subtle and indirect methods to more overt and explicit forms of persuasion, depending on the context and objectives.

(4). Mass Entertainment refers to forms of entertainment that designed to appeal to a large audience. It encompasses various cultural and recreational activities that created and distributed on a mass scale, targeting a broad demographic. Mass entertainment aims to provide enjoyment, amusement, and diversion to a wide range of individuals.

Mass entertainment characterized by its broad appeal, commercial viability, and the ability to attract and engage a significant number of people. It is produced, distributed on a large scale to maximize its reach and profitability. Mass entertainment plays a significant role in popular culture, shaping trends, influencing tastes, and providing shared experiences for diverse audiences.

Based on the fourth function above, communication is use the signs that consist of code of conduct whether on a train or at the station. Bandung Raya Local Train has the function “Mass Information”, because everything displayed through sign is about an information that passanger must know.

There are purposes of communication. According to Lasswel in (Roudhonah, 2019 p.65), communication is related to the purpose of deliver, namely: Social change, Attitude change, Opinion change, Behavior change. These purposes has different meaning. The first is social change, the purpose is for changing of someone’s life. The second is Attitude change, the purpose is for manner changing. The third is opinion change, the purpose is for changing an opinion. And the last purpose is Behavior change, the purpose is for changing behavior after communication occur.

In Bandung Raya Local Train, the communication between service provider and the passanger is representing by safety signs. The signs use in the train formed by color and any shape that will representing the message. Each color is show different meaning. The red color in circle sign with cigarette also transverse line in it, represent smoking is forbidden.

According to Basuki (2017, p.2) the red color is easy to see, thus, this is what makes the red color is use for the thing forbidden. Basuki also added that the red color indicates dangerous thing. It is relate to tell smoke is forbidden with red color.

As mentioned before that communication between service provider with service user or in this context is passanger is represent with safety signs. Signs is related to Semiotics. Semiotics is the study of signs. According to Chandler in Vera (Vera, 2014 p.2) said that the shortest definition of semiotic is the study of signs. John Fiske in (Vera, 2014 p.2) also added that semiotic is the study about signifier and signified also the meaning of sign-system. Besides, Fiske also said that semiotic is the study of how sign in any work in society and communicate certain meaning. The rules representing in Bandung Raya Local Train, also its station that about

safety signs is part of semiotic. According to Pradopo in (Vera, 2014 p.4) said that semiotic is the study of systems, rules, conventions, that able for the signs have meaning. Signs is the main point of semiotic study, and in the term 'sign' there is 'symbol' term as a part that able represented meaning. According to Zoest in (Muzakki, 2007 p.9) state that symbol is something represent idea, thought, feeling arbitrary. While Peirce states symbol is a sign indicated certain thing out of the sign itself. The relation between signifier and signified is conventional. Based on the convention, society usually interpret symbol with the other object out of the symbol itself. Semiotic is discussing the sign and the meaning behind each sign. The word Semiotic is came from Greek word '*semeion*'. The word '*semeion*' is sign in greek meaning. According to Umberto Eco in (Muzakki, 2007 p.9) state that the sign is something represent the other thing based on social convention.

The father of semiotic was Charles Sanders Peirce also Ferdinand De Saussure. Both are the founder of semiotic, but the term semiotic, introduced by Peirce, while Saussure is introduce the term semiology. However, in the explanation both are explaining the same material related to sign. Generally, the semiotic explanation is same. However, both have different model in semiotic. Peirce introduced triadic model that consist of the concept that related each other, namely, Representament, Object, and Interpretant. While Saussure introduced dyadic model that consist of Signifier and Signified.

In this research, the researcher focused on the triadic concept by Peirce on Bandung Raya Local Train. As mentioned before, symbol is a part of signs. In this case, the reason why the researcher choose safety sign as an object of this research is because the service provider of Bandung Raya Local Train is relate to safety sign. Beside, the researcher have a keen interest in correlation of safety signs in Bandung Raya Local train with trichotomies theory by Peirce.

There are several previous research, the first research entitled "Peirce's Semiotics Analysis of Icon and Symbol on Perfume Advertisement" written by (Eriana, 2015). This research aims to find out the meaning of signs on perfume advertisements and to explain its semiosis processes. This research use

advertisement of perfume as the object of analysis. To identifying semiosis process, the researcher use semiotic theory by Peirce. The conclusion of the research shown that Icon is dominant data found, that is 29 data.

The second research is the research written by (Merrita and Suryana, 2021) entitled "A Semiotic Analysis of Lipstick advertisements by using Charles Sanders Peirce's theory". This research attempted to explain and analyze the semiotic process and the meaning of Icons, Indexes, and Symbols. The object of this research is lipstick advertisements. To identifying semiotic process, they are use Charles Sanders Peirce theory about triadic concepts. The results of this research found that all aspects of the advertisements have different meanings and interpretation.

The third research entitled "Semiotic Analysis on Cellular Phone Advertisement of Samsung Galaxy series using C.S Peirce's Theory" and written by (Faturahman, 2014). This research aimed at knowing the semiosis process occurring and the meaning containing in the advertisements of Samsung Galaxy Series by using triangle semiosis process of C.S Peirce's theory (representemen, object and interpretent). The analysis technique used here is descriptive method to describe the processes and meanings of the advertisements. The result of this research there are hidden meaning through Samsung Galaxy Series advertisement

The last previous research was the research written by (Desi Pratiwi, 2020), entitled "Personal Brand of Dian Pelangi on Her Instagram Account: Semiotic Analysis". This research aimed to discuss Dian Pelangi Instagram account through semiotic analysis. The theory used is Rolland Barthes' theory of the meaning of denotation and connotation and Peter Montoya, personal branding theory. The analysis technique employs here is descriptive method to analyze personal brand concept of Dian Pelangi. The result of this research is that Dian Pelangi uses five concept of personal branding.

The differences of previous researches above especially the first, the second, and the third researches are in the objects of data analysis. Those previous researches are use the advertisement for obtaining data. While the fourth research

is use Dian Pelangi's Instagram account for analyzing the data about her personal brand. Even though the most problem are same, which is about semiotic analysis, it is different because this research use different object for analyzing. Those researches are use advertisements and Instagram account of Dian Pelangi as an object. While in this research, the researcher is use symbol related to safety sign on Bandung Raya Local Train. Thus, the researcher wants to know the implementation of safety sign. The researcher uses Peirce's theory about triadic model that divided into three, namely Representament, Object and Interpretant. Each model has three branches, the first, Representament, divided into three, qualisign, sinsign and legisign. The second, an Object, also divided into three types, Icon, Index, and Symbol. The last, Interpretant, consist of three types, namely, Rheme, Decisign, and Argument.

1.2 Statement of Problem

This research examines safety signs through Bandung Raya Local Train as a one of public transportation using Charles Sanders Peirce's theory about triadic model and safety signs theory based on Australian Standards (AS 1319), to discuss it, the following research questions needed:

1. What kinds of Representament, Object, and Interpretant are found related to safety signs on Bandung Raya Local Train?
2. What is the message meaning of each sub-type of trichotomies based on safety signs that found on Bandung Raya Local Train?

1.3 Research Objective

Based on research background and the formulation of statement problem above, this research expected to achieve the desired objectives. There are also the main goals of this research which can be achieved, in which some of the main objectives in this research below:

1. To find out the kinds of Representament, Object, and Interpretant related to safety signs on Bandung Raya Local Train.

2. To reveal the message meanings of each sub-type of trichotomies based on safety signs that found on Bandung Raya Local Train.

1.4 Research Significances

The researcher expects that the results of this research can be useful and bring some benefits for the use of language theoretically and practically. Theoretically, the result of research expected to expand knowledge about sign and meaning in Bandung Raya Economy Local Train. Practically, this research expected to be useful for:

a) The researcher

The researcher hope this research can be a reference and inspiration for those who interested in sign of public transportation and its station. Also, hopefully this research can be an inspiration for who interested using Charles Sanders Peirce's theory as a main theory for the research.

b) The Reader

Hopefully, this research can give them worth information about safety sign in public transportation especially in Bandung Raya Local Train and taking seriously each sign.

1.5 Conceptual Framework

As mentioned above, this research aimed to examine the safety signs on Bandung Raya Local Train. This research requires several theories to solve some problems. Researcher decided to use semiotic analysis for solving the problems.

The main object of semiotic is sign. The word semiotic is came from greek word '*semeion*' that has meaning sign. According to Umberto Eco in (Muzakki, 2007 p.9) state that the sign is something represent the other thing based on social convension. In this research, the researcher will combine trichotomies theory by Peirce with Safety sign concept by Australian Standards (AS 1319).

Safety sign is a visual communication tool that conveys important safety information to individuals in order to prevent accidents, injuries, or potential

hazards. These signs typically feature symbols, pictograms, colors, and text that provide clear and concise instructions or warnings related to safety. Safety signs serve as a means of quickly conveying critical information in various environments, such as workplaces, public spaces, roads, and construction sites. It is designed in order to make it easily to understood and recognized, even across language barriers or for individuals with limited literacy. The purpose of safety signs is to increase awareness, promote safe behavior, and mitigate risks. They can indicate the presence of specific hazards, provide instructions for the proper use of equipment or facilities, warn of potential dangers, or guide individuals to safety in emergency situations.

These signs typically feature symbols, pictograms, colors, and text that provide clear and concise instructions or warnings related to safety. However, in semiotic especially in Peirce's theory, signs can be seen in three way. All three are relate each other. The first, sign and the relation with sign itself, the second, the relation of sign with an object. The third, the relation of sign with an interpreter.

According to Chandler (2007, p.2), signs in semiotic study consist of words, images, sounds, gestures, and objects. Thus, sign is everything, and one of them is words. In safety signs also there is words for explaining each sign. Besides, the color in each sign also called as sign.

The concept of safety sign is for reach the purpose such as to ensure the health, safety, and well-being of individuals in various settings, including workplaces, public areas, and recreational facilities. These signs play a crucial role in preventing accidents, injuries, and potential hazards by providing clear and concise information to people. In other words, the purpose of safety signs based on Australian standards is to create a safer environment, increase awareness, and promote responsible behavior, ultimately reducing the risks associated with various activities and locations.

Below are the 6 types of safety signs based on Australian Standards, as follows:

1. Prohibition Signs: Prohibition signs indicate actions or behaviors that strictly prohibited
2. Warning Signs: Warning signs alert individuals to potential hazards or dangers in the area.
3. Mandatory Signs: Mandatory signs indicate specific actions or behaviors that must be followed by the people or in this context the passenger of train.
4. Emergency Signs: Emergency signs provide directions and information related to emergency procedures.
5. Information Signs: Information signs provide general information or guidance.
6. Fire Safety Signs: Fire safety signs specifically focus on conveying information related to fire safety and evacuation procedures.

By adhering to safety signs and following their instructions, individuals can help maintain a safe and secure environment and prevent accidents or injuries.

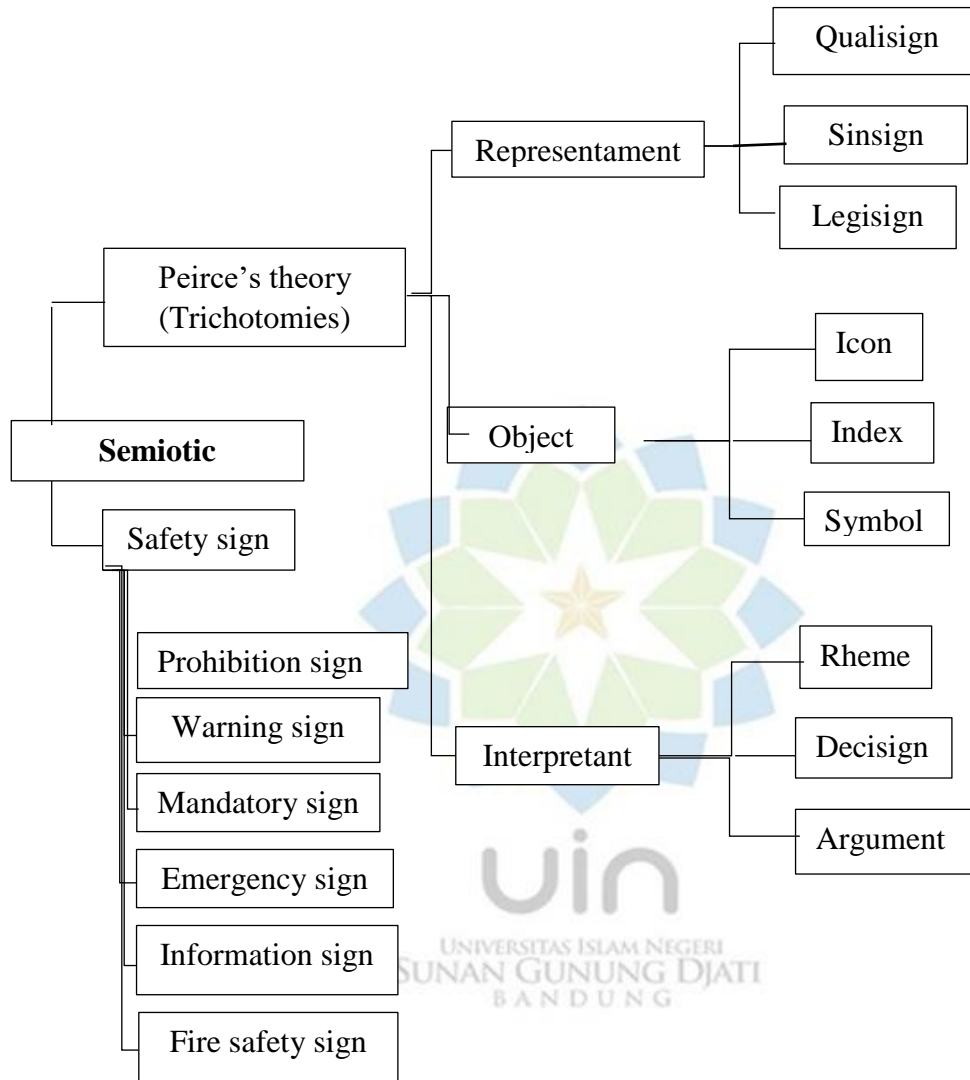
To answer the first question, the researcher employs Peirce's theory of trichotomies to find out the type of sign based on trichotomies rules in Bandung Raya Local Train. The sign examined related to safety signs which the sign for protecting passenger during the trip or in the station.

Trichotomies divided into three types, those are Representament, Object, and Interpretant. Each type has three branches. The first, representament, consist of Qualisign, Sinsign, and Legisign. Second, an Object, consist of Icon, Index and Symbol. The third, Interpretant, consist of Rheme, Decisign, and Argument. Thus, the researcher will arrange the data found into a table based on trichotomies rules.

To answer the second question, the researcher employs the safety sign theory. This theory based on Australian Standards, that consist of Prohibition signs, Mandatory signs, Danger signs, Warning signs, Emergency Information signs, and Fire signs. Each sign has different characteristic, whether the color or the shape.

Thus, to answer the second question, researcher tries to connect and breaking down message meaning through safety signs and use safety signs theory based on Australian Standards.





1.6 Organization of writing

This research consist of five chapters and it will described as follows:

Chapter I: The first chapter is Introduction, which consisting of Research Background, Statement of problem, Objective and Significances of research, Conceptual Framework, Organization of writing.

Chapter II: The second Chapter is Theoretical Framework. This Chapter consist of Semiotic, Signification theories of Charles Sanders Peirce, Safety signs theory based on Australian Standards, and the implementation of Safety signs theory based on Australian Standards through trichotomies sign on Bandung Raya Local Train.

Chapter III: The third chapter is Research Methodology. This Chapter consist of Research method, object of the research, Source of data, Sample of data, Technique of Collecting Data, and Technique of analysis data

Chapter IV: The fourth chapter is data analysis. This Chapter consist of Research results and Analysis

Chapter V: The last chapter is Conclusions and Suggestions, consist of conclusions from the analysis in the fourth chapter, and suggestion from the researcher for them who will make another semiotic analysis as the researcher did.