

ABSTRAK

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Strategi PT. Garuda Indonesia untuk mengkomunikasikan perubahan logo
dalam usaha menumbuhkan *brand image*
Tahun Skripsi: 2010 + 122 halaman + 32 gambar + 3 tabel
Daftar kepustakaan: 26 buku (1988-2007) + 8 sumber online + 4 majalah dan koran**

Logo merupakan representasi dari nilai-nilai ideal, yang meliputi aspek visi dan misi, ruang lingkup kerjam serta budaya perusahaan, dan berperan sebagai wajah suatu lembaga perusahaan. Sebagai bahasa penanda, logo biasanya ditampilkan berupa sesuatu yang mencerminkan citra tertentu yang sengaja dibangun oleh suatu lembaga perusahaan. Apabila perusahaan ingin membangun citra yang baru, maka perlu upaya memposisikan ulang citra yang telah terbentuk di masyarakat, perubahan ini dapat dikomunikasikan lewat perubahan tampilan logo. Sebagai bahasa penanda, logo dapat dijadikan alat untuk ,menyebarkan suatu ideologi tertentu, maka terjadilah hegemoni ideologi melalui logo. Manakala ideologi tersebut dicitrakan kurang baik atau struktur kekuasaan tidak kuat lagi menyokong hegemoni maka tanda-tanda yang mewakili hegemoni tersebut berupaya dihilangkan untuk membangun citra baru.

ABSTRACT

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Strategy PT. Garuda Indonesia for communication change logograph in effort grow up brand image

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References: 26 books (1988-2007) + 8 online sources + 4 news pepare and magazine

Logograph is a method of representing some ideal values, involving some aspects such as: visions and missions, working scopes, and identifying cultures of business companies, wich playing roles in representing the facial features of any institutions or any business companies. As a symbolic language, it is common that a logograph is typified in a symbol, which is reflecting certain images that are deliberately buil by concerned institution or business companies. When a company is wishing to buil a new image, it is necessarily to reposition the prevailed image that has been shaped in the community. Changing the appearance of the logotype of the company can make the reposition of the images. As a symbolic language, logos can be made up as a meant to disseminate any certain ideologies. When there have to be undertaken to uniform the applications of any certain ideological symbols upon any institutional or organizational logotypes, so that it can be achieving some ideological hegemony through the use of logos, and when those ideologies cannot provide sufficient hegemonic supports, then those hegemonic representational symbols are attempted to be eliminated to build new image