THE PICTOGRAMS USED IN POLONIA AIRPORT: A SEMIOTIC ANALYSIS

A THESIS

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(Marline Romaito Situmorang)
Skripsi ini berjudul *The Pictograms Used in Polonia Airport: A Semiotic Analysis*, yang merupakan suatu analisis mengenai makna dan fungsi dari semua piktogram yang ada di bandara Polonia. Tujuan analisis ini adalah untuk mengetahui arti dan makna setiap piktogram yang terdiri dari tiga bentuk: gambar, simbol, dan tulisan, hal ini disebabkan oleh kehadiran piktogram di setiap tempat umum kurang disadari oleh sebagian masyarakat, khususnya masyarakat awam yang jarang melihat dan menggunakan piktogram tersebut sebagai salah satu alat komunikasi. Analisis makna dan fungsi dalam skripsi ini mendeskripsi setiap keadaan piktogram yang ditemukan di bandara tersebut baik dari segi bentuk, warna, arti simbol, arti gambar, arti tulisan serta tempat/posisi piktogram tersebut yang didasari oleh teori Saussure, setelah itu mengklasifikasi semua piktogram berdasarkan fungsi/tujuan pembuatan piktogram berdasarkan SNI (Standard Nasional Indonesia) dan ISO 7001 (International Standardization Organization), yang terdiri dari enam fungsi yaitu: piktogram as danger warning signs, piktogram as prohibitory signs, piktogram as mandatory sign, piktogram as special regulation sign, piktogram as information, facilities, or services signs, and piktogram as additional panels. Dari hasil analisis tersebut ditemukan sebanyak 73 piktogram (dari 100 yang ada) yang dianalisis dengan arti yang berbeda-beda yang terdiri dari: 2 piktogram sebagai danger warning signs, 14 piktogram sebagai prohibitory signs, 23 piktogram sebagai mandatory sign, 8 piktogram sebagai special regulation signs, 23 piktogram sebagai information, facilities, or services signs, dan 3 piktogram sebagai additional panels.
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CHAPTER 1
INTRODUCTION

I.1 The Background of Analysis

Language stands at the center of human affair from the most profound to the most prosaic. It is usually expressed in spoken or written language as to stimulate response in some one else, to express our personal reaction toward situation, or to do something else. From this explanation, written language is one of the methods of communicating ideas, emotion and desire by using letters, pictures, symbols or codes, and it can be called writing system in communication. For example; a picture of a man or of man’s head, or a stylized figure of a man, means a man, or an adult person of the male sex. This symbol pictures the meaning directly, with no particular sounds as intermediary, while the letter signs m + a + n stands for a particular construct of sounds that means one thing in the word man.

Writing is a system of signs that represents language. Bolinger (1975:467) says writing is language, the convergence of speech and writing –the use of writing to mediate language rather than to mediate ideas directly –was a process that took thousands of years. The history of spoken language, starting with icons signs similar to those of gesture (and, like gesture, visual) evolving through stages of greater and greater arbitrariness, and finally coupling itself to the fully arbitrary units that had already crystallized in speech.
Pictograms is one of the types of writing system, that show a clear relationship between symbols and meaning of the language and provide a recognizable pictures of entities as they exist in the world....(Crystal, 1987:197).

Etymology, both pictogram and pictograph are the same Latin root, Pict (us), which roughly translates as “painting”. It can be combined with either the ending gram or graph, forms meaning “drawn” or “written”. Thus, both terms refer to a pictorial sign or symbol, or a record consisting of pictorial symbols such as a prehistoric cave drawing or a graph or chart with symbols representing the numbers of various items. The term graphy, the combining form denoting a process or from of drawing, writing, representing, recording, or describing combines with pict (us) to form pictography, which thus refers to the act of creating a painting or picture. (www.encyclopedia.com, accessed on April 20th 2009)

The use of pictogram was not only in the ancient Greek or prehistory cultures, even until today they are used in most modern societies, often specific words. So, today pictograms are used on a world wide level as a universal manner. Pictograms are used in a universal manner, some of them can be found in some large places. For example; a pictogram of man and a separate one for a woman are sometimes used to denote public male or a female washroom respectively, so that anyone, regardless of their language abilities can understand where the washrooms are located and which one to use. (www.pictograms.com, accessed on January 17th, 2009)
As the use of pictograms, they have close relation with meaning to indicate or understand the pictures or symbols found in pictograms. For getting how meaning is created, this study chooses semiotics as the object to analyze the pictograms.

Semiotics is part of linguistic study that is focused on the function of language as a sign language. Seiter (1992) in collection of papers ‘Seminar Nasional Semiotika Budaya Etnik (2008: 18)’ says, “Semiotics is the study of everything that can be used for communication: words, images, traffic signs, flower, music, medical symptoms, and much more”. Seiter explains semiotics first ask how meaning is created, then what the meaning is. In other words, we can say that language through communication sequence involves all aspects existed in human life.

Semiotics, also called semiotic or semiology, is the study of sign processes (semiosis), or signification and communication, signs and symbols, both individually and grouped into sign systems. It includes the study of how meaning is constructed and understood. (http://en.wikipedia.org/wiki/Sign_ (semiotics), accessed on March 24th, 2009).
But the problems found are:

Pictographic, in this system, the graphemes (often referred to pictograms) provide a recognizable picture of entities, as they exist in the world, so the symbols must be sufficiently clear and simple to be understood. But to ‘read’ such a script, pictogram, there is thus a great deal of possible ambiguity and many of the scripts have proved difficult or impossible to decipher. (Crystal, 1987:197)

Others, no truly uniform of pictograms in the world, it is showed by different form found in public places, example some of the large public places only use symbols (non linguistic sign) or words (linguistic sign), even some of public places use multilingual language to present the meaning of pictograms but others only use one language. Example: in some public places found the words without symbol to inform “NO SMOKING”, called linguistic form, but in other places found symbol without words, called non linguistic sign. (www.pictograms.com, accessed on January 17, 2009)

Related to the explanations above, pictograms face the problem to reach their function as a means of communication. It can make misinterpreting for some people, especially for common people who seldom use them or in other words not all the people will know or understand about the pictograms. Like Junus (1981) in collection of papers ‘Seminar Nasional Semiotika Budaya Etnik (2008: 44)’ says, “Kelemahan pendekatan semiotika ini mungkin ada sifatnya yang sistematik keilmuwan, sehingga orang awam mengalami kesusahan untuk memahaminya”. 
Those are the reasons why this study chose this topic “Pictograms used in Polonia Airport: A Semiotic Analysis”. By analyzing the meaning of pictograms found in public places, it can help us to get the purpose of the pictograms. In analyzing the meaning, this study is supported by data from SNI (Standar Nasional Indonesia) Bidang Perhubungan Udara (13 Keputusan Menteri Perhubungan) and also AIGA (American Institute of Graphic Arts) that produced a comprehensive set of conventionally pictograms in the world. AIGA institution cooperates with ECO-MO FOUNDATION (Foundation for Promoting Personal Mobility and Ecological Transportation), a public service organization affiliated with Ministry of Land, Infrastructure and Transport to compile pictograms from Japan and abroad, and released in 1976 by the US Department of Transportation (DOT).

This study focused its research in Polonia airport as one of the large public places in Medan. Polonia airport is categorized as one of international airports in Indonesia (based on Peraturan Menteri Perhubungan ‘Ministerial Regulation of State Minister of Communication’/KM 20/2005). Airport is a place where aircrafts land and take off with buildings for passenger to wait in. (Oxford dictionary, 1995:9)

Polonia airport is located on Jln. Imam Bonjol Medan, which consist of 13.811 ha of the area. As the function of the airport, surely there are many pictograms used to help either the passengers or the visitors to know information such as instructions, prohibitions, or information facilities and service signs there.
I.2 The Scope of Analysis

This study analyzes the pictograms found in Polonia airport. The main problem in understanding and interpreting the message or purpose is implied in pictograms through the pictures, symbols, writing, or graphic systems. Pictograms usually tell about situation in a place, information about something, and may express the regulation with meaning or message behind the picture or symbol to influence the readers to do it or to know what happens.

The data as the object of the analysis was collected from Polonia airport. The data were focused in the gateway, international departure and arrival section, domestic departure and arrival section, maneuvering area (only landing and take-off the planes), and parking area in Polonia airport. In this case, the research tried to find out all things about the pictograms at the place by using photography to get accurate data.

I.3 The Problems of Analysis

Considering all the previous background that as the use of pictograms has close relation with meaning to indicate or understand the pictures or symbols found in pictograms that help people to get the purpose of pictograms. But to get this purpose there are some problems that writer saw in public places. They were:

1. No truly uniform of pictograms found in public places, some of public places only used symbols or words to present the pictograms while others only used multilingual language to present the pictograms. So it makes peoples will be confused to understand it.
2. Pictograms as recognizable pictures and symbols in the world must be sufficiently clear and simple to be understood but sometimes proves difficult to interpret the meaning of pictograms, especially for common people who seldom use them.

Those problems can be formulated as the problem of the study as follow:

A. Are the pictograms used in Polonia airport?
B. What are the types/forms of the pictograms used in Polonia airport?
C. What are the meaning of the pictograms found in Polonia airport?
D. What are the functions of the pictograms found in Polonia airport?

I.4 The Objectives of Analysis

Concerning with the questions above the objectives of this study are:

A. To find out whether the pictograms are used in Polonia airport.
B. To find out the types/forms of the pictograms in Polonia airport.
C. To find out the meaning of the pictograms found in Polonia airport.
D. To classify the pictograms based on their function.

I.5 The Significance of Analysis

The importance or the significance of this study is to contribute a wider understanding in studying language by presenting the ideas and information, which were gathered through the field and library research.

This study is expected, to bring the students of the English department, USU, to a new awareness of language usage, especially about semiotic usage around them, and improve their knowledge about pictograms and present information for
people who read this study. So that if they see the pictograms on the street especially on the public places, they would be able to understand them.

This study is also expected to be considered as a reference for those who want to dig into the application of language role especially for the students and lecturers who focus their attention on language and its social daily usage.

1.6 Review of Related Literature

In carrying out the analysis, some references related to the topic of analysis have been consulted. The main references of some theories were quoted from prominent linguists as the basic reference and some previous research results that discuss the same topic:

1. Bright (1992:406) says, “Semiotics or ‘semeiotics’ is the study of signs and their use. Focusing on communicative mechanism and on the nature of knowledge and the pathways through which is acquired. Within semiotics, language is regarded as one type of sign system, along with bodily gestures, clothing, spatial usages, ritual practices, and expressive systems such as the arts”.

2. Pierce (1931: 227) says, “Semiotics is more familiar to linguist, the sign is something which stands to somebody for something in some respect or capacity. The sign is viewed as TRIADIC relationship between a REPRESENTAMEN (sign) and an OBJECT, and an INTERPRETANT (presents the relationship between represent amen and object); the relationship itself is termed SIGNIFICATION (for terminology). From this explanation, he says the first something is the represent amen, somebody is the interpret ant, and the second something is the object.
3. Related to the Saussure’s main contribution to semiology, he says sign is something, which represents something in the relation between signifier and signified and then the linguistic sign can be characterized in three terms of the relationship. There are sign itself, second, material aspect of the sign which means may be sound, words, design/form, picture, or color, it is called ‘signified’ and third, thought (concept) means that it can give the meaning or represent the idea (signifier). Therefore, something is classified as a sign if it has meaning and represents something. Example: in the structural relationship between the material aspect of a ‘fire’ (signified) and the thought made by the word a ‘fire’ (signifier).

4. Voloshinov (1973) in Hodge (1991:37) says, “The form of sign is conditioned above all by the social organization of the participant and also by the immediate conditions of their interaction”. To illustrate of the implications is the instance of traffic lights, there are three signifiers by a conventional code.

5. Hutapea (2004:47) in his thesis entitled “The Rebus Existence and Its Meaning on Vehicle License Plate”, concludes that rebus is one of the variations of writing to communicate meaning visually by using pictures, letters, and numbers or the combination of them replacing words are also becoming the prior characteristic of means of communication. He used field research to collect the data by analyzing the license plate of the vehicle at the police department office.

6. Susanti (2004:18) in her research entitled “The Meaning of Pictures of Cartoon as Found at USU Audiovisual Unit: A Semiotic Analysis”, says that pictures as a part of semiotics and as apart of means of communication are called nonverbal communication. By doing the field research with descriptive method, she analyzed twelve cartoons found in USU through semiotic analysis.
All of these books are really beneficial for this study in collecting and analyzing the data, the theories from linguists provide coverage of such important areas of meaning in symbols or pictures that broaden the writer knowledge especially through the explanation of analyzing of meaning in semiotic study.
CHAPTER II
THEORITICAL FRAMEWORK

2.1 The Brief History of Semiotics

The term ‘semiotics’ is relatively new for many people because semiotics first appears as a “doctrine” or “science of signs” Semiotics has been defined as ‘the science of the life of sign in society’ (Saussure 1874). In its terms, everything in a culture/life can be seen as a form of communication, organized in similar ways to verbal language, to be understood in terms of a common set of fundamental rules or principles. However, the importance of signs and signification has been recognized throughout much of the history of philosophy and in psychology as well. Plato and Aristotle both explored the relationship between signs and the world, and Augustine considered the nature of the sign within on conventional system.

Some important semioticians such as: Ferdinand De Saussure (1857-1913), the ‘father’ of modern linguistics, proposed a dualistic notion of signs, relating the signifier as the form of the word or phrase uttered to the signified as the mental concept. According to Saussure, the sign is completely arbitrary; example there was no necessary connection between the sign and its meaning. This sets him apart from previous philosophers such Plato or the Scholastics, who thought that there must be some connection between a signifier and the object it signifies.

Other semiotician is Charles Sanders Pierce (1839-1914) preferred the terms “semiotic” and “semeiotic” as “…action, or influence, which is, or involves,
a cooperation of three subjects, such as a sign, its object, and its interpretant called TRIADIC relationship. Pierce said: “semiotics is more familiar to linguist and sign is something which stands to somebody for something in some respect or capacity”.

Morris (in www.semioticsforbegginer.com, accessed on March 30th, 2009) defines semiotics as grouping the triad syntax, semantics, and pragmatics. Syntax studies the interrelation of the signs, without regard to meaning. Semantics studies the relation between the signs and the objects to which they apply. Pragmatics studies the relation between the sign system and its human (or animal) user.

### 2.2 An Understanding on Semiotics

Semiotics, which was spelled semeiotics is derives from Greek “semeiotikus” means as interpreter of signs, was first used in English by Henry Stubbes (1670) in a very precise sense to denote the branch of medical science, relating to the interpretation of sign, (www.semioticsforbeginner.com, accessed on March 30th, 2009)

Semiotics also called semiotic studies or semiology is the study of sign processed or signification and communication, signs and symbols, it includes the study of how meaning is constructed and understood. Example: traffic signals are ordinarily had special meaning which to give instruction for us, red for stop, yellow for caution, and green for go.

Eco (1984:10) says, “Semiotics posits such concept as ‘sign’, semiotics is the representation of things by signs”. He defines the semiotics as a relationship
among a sign, an object and meaning and explains the way signs are used in social and cultural interaction. Then he goes to describe semiotics in four part system:

a. Conditions or object in the world
b. Sign
c. A repertoire of response
d. A set of correspondence rules between signs and objects and between sign and responses.

An example: the different light colors that signal different responses in traffic light, if in a green light condition people know that have the right of way and it is event to continue. While if in a red light condition people know this is the right of way means should stop.

Eco then considers four ways people use signs. Recognition is the first; this is when a person sees a sign as an expression or something tangible. Then there is ostension, in which a person point to an example to represent something. Next, replica, this is the use arbitrary sign in combination with other signs. Lastly, there is invention or proposing a new way to organize a code. Eco explains sign functions as the association of a sign with its referent according to the rule, so the function is the relationship between the sign and the signified, between an expression and content. He also talks about denotation and connotations in relation to signs; denotation is the content of an expression, where connotation is of a sign function.

Semiotics is only slowly establishing itself as a discipline to be respected and the use of semiotic methods to reveal different levels of meaning and elements of the subject (www.google.com, accessed on March 24th, 2009).
Semiotics is concerned with the study of signs as they are used in system of communication, and with the relevance of this study for language and literature (encyclopedia, 1992:406). It means semiotics, focusing on communicative mechanism and on the nature of knowledge and the pathways through which it is acquired. In this study, language is regarded as one type of sign system, along with bodily gesture, clothing, spatial usages, ritual practice, and expressive systems such as the arts.

Voloshinov (1973) in Social Semiotics (1988:19) makes a close link between semiotics and the study of ideology, “without signs, there is no ideology….every ideology possesses semiotics value”. The point to stress here is that the form of sign is conditioned above all by the social organization of the participants involved and also by the immediate conditions of their interaction.

Voloshinov also reconstructs the unity of semiotic phenomena in three propositions as essential to semiotic analysis.

a. Ideology may not be divorced from the material reality of the sign

b. Signs may not be divorced from the concrete forms of social intercourse (seeing that signs is part of organized social intercourse, and can not exist, as such, outside it)

c. Communication and the forms of communication may not be divorced from the material basis.

The linguist, Ferdinand de Saussure, who in all accounts of semiotics is named as a founding father of the discipline says, “Sign is something, which represents something in the relation between signifier and signified and then linguistic sign can be characterized in three terms of the relationship”. There are:
a. Sign itself,

b. The material aspect of the sign which means may be sound, words, design/form, picture, or color, it is called ‘signified’ and

c. Thought (concept) means that it can give the meaning or represent the idea (signifier). Therefore, something is classified as a sign if it has meaning and represents something.

Example: the sign “Smoke is fire”, in the structural relationship between the material of ‘smoke’ (signified) and the thought made by the word ‘fire’ (signifier) is inference about smoke.

Saussure offered a ‘dyadic’ or two-part model of the sign too. He defined a sign as being composed of: a ‘signifier’ (significant) - which sign taken; and the ‘signifie’ (signified) – the concept it represents. The sign is the whole that results from association of the signifier with the signifie. The relationship between significant and the signified is referred to as ‘signification’, and this is represented in the Saussuren diagram and the horizontal line marking the two elements of the sign is referred to as ‘the bar’.

Example: the word ‘Open’ (when it is invested with meaning by someone who encounters it on shop doorway) is a sign consisting of: a signifier: the word open; a signified concept: that the shop is open for business. A sign is recognizable combination of a signifier with a particular signified, the same signifier (the word
'open) could stand for a different signified (and thus be a different sign), such as if it were on push-button inside a lift ("push to open door").

As the full scheme of the study of material sign based on Saussure is;

**Figure I: Saussurean Model (Social Semiotics Book, 1988; 17)**

![Semiotic Systems Diagram](image)

*Note: Langage is designated as verbal language while langue is the abstract system of rules underlying speech.*

Nowadays, the basic ‘Saussurean’ model is commonly adopted; it tends to be a more materialistic model than that of Saussure himself. The signifier is now commonly material (or physical) form of the sign – it is something which can be seen, heard, touched, smelt or tasted. Although the signifier is treated, Saussure stressed the arbitrariness of the sign – more specifically the arbitrariness of the link between the signifier and the signified. He was focusing on linguistic signs, seeing language as the most important sign system; for him arbitrary nature of the sign was the principle of language. The feature of arbitrariness may indeed help to account for the extraordinary versatility of language, in the context of nature.
language, Saussure stressed that there is no inherent, essential, ‘transparent’, self-evident or ‘natural’ connection between the signifier and the signified – between the sound or shape of word and the concept to which it refers.

The arbitrariness principle can be applied not only to the sign, but to the whole sign-system. The fundamental arbitrariness of language is apparent from the observation that each language involves different distinctions between one signifier and another, example: ‘tree’ and ‘free’. Reality is divided up into arbitrary categories by every language and the conceptual word with each of them is familiar.

Pierce, philosopher of American founder of semiotics says, “Everything is a sign and all thinking is dialogic in form”. A sign is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person, or perhaps a more developed sign. That sign which it creates a sort of idea. He also stresses in the study of sign, ‘semiotic’ is ‘the doctrine of the essential nature and fundamental varieties of sign’.

Pierce formulated his own model of sign, of ‘semiotic’ and of the taxonomies of sign, he offered a triadic model:

a. The **Representamen**: the form which the sign takes (not necessarily material);

b. An **Interpretant**: not an interpreter but rather than the sense made of the sign;

c. An **Object**: to which the sign refers.

The interaction between the representamen, the object, and the interpretant is referred to as ‘semiosis’ by Pierce. Example of Peirce’s model of the sign, traffic light sign for ‘stop’ would consist of: a red light facing traffic at an intersection (*the representamen*); vehicles halting (*the object*); and the idea that a
red light indicates that vehicles must stop *(the interpretant)*. As additional, Pierce distinguished the types of sign consist of; qualisign means sign that comes from their qualities and forms. Example: quality of yellow in highway is warning or for Group of Functionaries *(Partai Golkar)* is a symbol that showed in their flag. Sinsign means sign that showed from their really form, example: an intimidation can be categorized as a threat or anger. Legisign means sign that accepted as a conventional and treated commonly in society, example: traffic signs, body gesture, etc.

### 2.3 An Understanding on Pictogram

Language implies more than learning to signal like firefly or to talk like a parrot. It means more than the unique combination which we call human speech. It also includes how man can communicate across continent and down the ages through the impersonal and permanent record which we call “*writing*”. So, the history of writing gives hints about the history of language, the first forms of communication must have been imitative. The use of pictogram to convey message long before development of syllabaries and alphabets – not to mention the universality of imitative and expressive gesture – seems so natural that we can only suppose a primitive stage in which sounds were related to sense, *(Bolinger, 1975:217)*.

In other case is the forerunners of our written signs were nearly all pictorial or diagrammatic. That is to say, they were iconic, means that are arbitrary and conventional, in the sense explained primitive pictures conveyed message in the same ways as modern cartoons; the drawing of mains figure might
look more or less like an actual man, but its meaning depended on there being at least some resemblance.

Pictogram is an arbitrary system in representational drawing. Drawings could be arbitrary; if notches could represent recruits clearly circles or dot would do just as well, (Bollinger, 1975:483). It means pictogram connects with speech were often clause; some designs were drawn to be translated aloud, either as reminders for those who drew them and as messages calling for an interpreter.

Pic·to·graph (pĭkˈta-grāf'), means a picture representing a word or idea; a hieroglyph, or a record in hieroglyphic symbols, or pictorial representation of numerical data or relationships, especially a graph, but having each value represented by a proportional number of pictures, (http://dictionary.reference.com, accessed on June 10th, 2009). From this definition, a graph can be categorized as pictogram that relates with a proportional number of pictures.

Pictogram: picture or symbol standing for communication or a group of words that impart information in the serious way or pictogram is an iconic sign that depicts the character of what is being represented and through abstraction takes on its quality as a sign (www.swanksign.org, accessed on April 4th, 2009). So, from definition above can be concluded that pictogram consists of picture form, symbol form, and written form that used for communication.

Bodmer (1994:34) says, broadly speaking, “writing is distinguished between two different kinds; one includes picture writing (pictographic) and logographic writing, the others sound or phonetic writing”. Pictographic and logographic divided into syllable writing and alphabet writing. He says picture
writing and logographic writing have no direct connection with sounds we make. It means people can communicate by picture or logographic writing without being able to understand one other. Writing is made up of symbols which stand for the sounds we make when we separate words into syllables.

In so far as the difficulties of modern spelling arise from the fact that we have too few symbols. These word symbols, of which the earliest Egyptian and Chinese writing is made up, were of two kind; pictograms and logograms. A pictogram is more or less simplified picture of an object which can be represented. A logogram may be a pictorial symbols substituted for something which can not be easily represented by a picture or any sign used to indicate an attribute of a group (red, age, movement, etc)

Pictographic, in this system, the graphemes (often referred to as pictographs or pictograms) provide a recognizable picture of entities as they exist in the world (Crystal, 1987:197). There is no intention to draw reality artistically or exactly, but the symbol must sufficiently clear and simple to enable and reproduced as occasion demands as part of narrative. Example: outlines of people and animals represent their living counterparts.

According to Crystal, pictographic is one of the graphology studies, which in its linguistic sense studies about the systems of symbols that have been devised to communicate language in written form. So pictographic is one of the writing systems of language that is identified in this diagram:
Figure 2: Theory of Twyman (in Crystal, 1987; 182)

Modes of graphic expression: the several modes of graphic expression are identified in this diagram, in relation to the study of other kinds of human visual communication ‘spoken’ and ‘written’ language. The classification is based on analysis by the British typographer, Michael Twyman (1934).
A pictograph (also spelled pictogram or pictogramme) is a pictorial representation of an object or can also take the form of diagrams to represent statistical data by pictorial forms and can be varied in color, size or number to indicate change (www.ecomo.org.jp, accessed on March 30th, 2009).

Pictograms remain in common use today, serving as pictorial, representational signs, instruction, prohibitory, etc and pictograms are also often used as simple symbols by contemporary societies providing a form of communication. That is free of language, specific elements and thus can be understood by all even if the languages are cultures are completely different. This is why pictogram and similar pictographic materials are often applied as a global standard expected to be understood by nearly all.

Pictorial semiotics is intimately connected to art history and theory. It has gone beyond them both in at least one fundamental way, however, while art history has limited its visual analysis to a small of pictures/symbols which qualify as “work of art”, (www.pictogram.com, accessed on February 27th, 2009). It means pictorial semiotics has focused on the properties of pictures more generally. This breaks from traditional art history and theory as well as from major streams of semiotic analysis – leaves open a wide variety of possibilities for pictorial semiotics.

Efforts have been made to develop standard pictograms that used throughout the world and as a standard ISO (International Standardization Organization) 7001: Public Information Symbol. AIGA (American Institute Graphic Art) has designed totally 150 pictograms that have been already used around the world. The collaborated designers are Roger Cook and Don Shanosky
who drew Tokyo International Airport and the 1972 Olympic Games in Monich. They (the designers) rated these pictogram based on criteria such as are useful in airport, train stations, hotels, and other public places as well as being easier to identity than strings of text.

2.3 An Understanding on Meaning

Language as a means of communication must make contact with the outside world. The expression ‘outside’ does not means what is “outside us” but what is “outside language”. This contact what is called ‘meaning’. The term meaning is used in many ways, saying I did not mean to hurt him refers to an intention; smoke means fire signifies an inference. The German ‘hund’ means ‘dog’ is a translation, and so on. Foley (2004:5) says anthropological linguistics is a search for the meaning in linguistic practices within wider cultural practices. As such,

a. Those clouds mean rain
b. Red means “stop”
c. What does “thespian” mean?
d. I didn’t mean what I said
e. I didn’t mean to say; it just slipped out.

To find two distinct broad sense of mean in these example is, the first of these is roughly “to be a sign or indication of; to signify,” exemplified in (a) and (b). Example (a) is a case where the relationship between the sign (clouds) and what it signifies (rain) is an intrinsic fact about the natural world. In example (b), there is nothing intrinsic or natural, however between the color red and the instruction to
stop is strictly a customary understanding among the members of social grouping who agree to abide by this convention. How about example (c), it seems that both sense of mean, “to signify” and “to intend” are operative here. A word like “thespian” means something virtue of the fact that, by conventions of the language to which it belongs, it is a sign, signifies something like a concept, which we might paraphrase as “actor”. While in example (d), (e) are clearly illustrated as broad sense, mean roughly has the sense of “want” or “intended” thus in example (d) what I in fact did say was not what I wanted to say or intended, whereas in example (e), I had no intention of speaking at all, but I spoke nonetheless. Clearly “intend’ can be claimed a good gloss for the uses mean in these two examples.

The complex dual sense of mean when used of linguistic acts was explicitly formulated in a now classic paper Meaning by the philosopher Grice (1971) in Lyons (1968:397). He defines “the meaning a speaker intends to ascribe to an utterance and sentence meaning, the conventional signification assigned to an utterance by virtue of the linguistic practices of the community, embodied in its inventory of signs and their syntactic rules of combination”.

There is some function of meaning that related to the concept of meaning:

A. Meaning as “Mental Representation”

Inquiring the nature of the meaning that the signs of cultural and linguistic practices have can be found through concepts “ideas” thought or mental constructs by means of which the mind apprehends or comes to know things” (Lyons 1968:110). In other words, the physical form of a sign such as its phonetic sequence into play a concept in the mind of anyone who “knows” this sign;
physical form is merely a stimulus or gesture to bring consciousness this idea or thought, or in modern parlance, this mental representation.

B. Meaning as Enaction

The enactive approach to meaning and cognition entails some quite radical breaks with most current views knowing because of its unfamiliarity, it seems best to start with a simple example.

C. Meaning as Cultural Practice

The most common thing people do in social interaction is making meaning with each other, again with language or non-verbally. People make meanings in relationship, structural coupling. A meaning is forged in a communicative interaction by an action and its coordinated supplement. Actions by an individual do not mean in and of themselves, a relationship of structural coupling is required; another individual is necessary to coordinate herself to the action and supplement it. Through patterns of action and coordinated supplement, whole stories of structural coupling and worlds of meaning are generated, of course meaning which are created in cultural practice.

2.4 Pictograms as a Part of Semiotics

It means semiotics has close relation with sign in analyzing the meaning of signs, especially to analyze the symbols, icons, or picture sign like pictogram, comic, etc.

Pictorial semiotics, then, could well be conceived as that particular branch of semiotics which is concerned to determined in which way the picture sign is similar and different from other signs and meanings, in particular as far as it relationship to other iconic and/or visual meaning are concerned; and which is also called upon to analyze the systematic ways in which signs are picture.
CHAPTER III

METHOD OF RESEARCH

3.1 The Research Method

Etymologically, research is derived from ‘re’ and ‘search’; ‘re’ means repeat and ‘search’ means study or look for. By this reason, literally ‘research’ means to search, to find out, to study, to study repeatedly in order to find out or formulate law or test or prove the theories. Dane (1990:4) says “research is used to sort out the various theories and explanations that already have, as well as to point the way to more useful theories and explanations”.

However, there are many kinds of research, such as quasi-experimental research, field research, and archival research.

In this study, field research method has been applied by using relevant theories to support the analysis. Field research is the general label applied to a collection of research methods that include direct observation of naturally occurring event (Dane, 1990:147).

The first characteristic of field research, direct observation, examined the event as it happens, which sets it apart from the collection of retrospective data in survey research. So, this study used a camera to photograph the data or documentation, by taking all of the pictograms found in Polonia airport.

3.2 Technique of Collecting Data

In collecting the data, this study took the documents in Polonia airport by photographing all of the pictures/symbols found there. It started from the gateway,
domestic departure and arrival domestic, international departure and arrival international, and ended at parking area. It took three days to collect the data and to transfer them to computer.

3.3 Technique of Analyzing Data

In order to obtain the result of the analysis, this study used descriptive quantitative method, as according to Nawawi (1995:97) says, “Data kualitatif banyak dipergunakan dalam penelitian filosofis dan sebahagian juga terdapat dalam penelitian deskriptif dan penelitian histories (Qualitative data are often used in philosophical research and some descriptive and historical research)”.

The systematic procedures that was done as follow:
Firstly, took the data (pictograms) by photographing in Polonia airport, then found the type/form, then the meaning and the last the function of pictograms by analyzing the pictures/symbols by using Saussure theory, to help in understanding of the pictures/symbols, this study also used references from SNI (Standar Nasional Indonesia) about standardization of symbols or marks in airport and AIGA (American Institute of Graphic Arts), especially collecting of pictograms in the world because some of data that found only use the picture without linguistic sign (written text). The last job was to classify the pictograms based on their function at the public places. Actually the function of the pictograms consists of eight categories but this study used only six categories (danger warning sign, special regulatory sign, prohibitory sign, mandatory sign, information, facilities, or services sign, and as additional panels) because two categories (priority sign and indications sign) are not used in this public place.
The functions of public place based on standardization from ISO (International Standardization Organization) 7001: Public Information Symbols

Example of analysis is:

This is one of pictograms that found in Polonia airport. From this pictogram, it is going to be analyzed by divided for three points based on Saussure theory;

a. The form of this pictogram:

It consists of picture of ‘motorcycle’, written form “Kendaraan Roda Dua (motorcycle), the sign which means ‘left way’ (jalur kiri).

b. The meaning of the pictogram:

From this sign, we realize there is a special way for motorcycles and the riders have to follow this instruction/way to go out from this area (Polonia airport).

c. The function of this pictogram:

This sign is made for all of the motorcyclists who come from parking area and want to go out from Polonia airport.

Then, to classify this pictogram based on its function; based on the categories, it is classified as the mandatory sign that showed by giving regulation instruction that goals have to obey for motorcyclists who come to this area. According to SNI (Standar Nasional Indonesia) about color using for the mandatory sign is the white with red letter.
CHAPTER IV

ANALYSIS

4.1 Data

The data were taken from Polonia airport consisting of the gateway, international departure and arrival, domestic departure and arrival, maneuvering area (only landing and take-off the planes), and parking area in Polonia airport. The data were collected in four days (May, 9th and 12th, June, 12th and 13th) by using handy camera and a digital camera for taking the pictograms. The result of photographing was transferred and edited in computer. There were about 100 pictograms found that consist of three forms of pictogram:

a. **Picture-Symbol Form**

   It means that the pictogram consisting of picture, written text that gives explanation of the picture and symbol that shows or explains the place. It is the effective form to reach the function of pictogram that can help people to understand the meaning of signs found at the public places.

b. **Picture or Symbol Form**

   It means that the pictogram consisting of picture or symbol only. So its meaning can be predicted from the picture or the symbol form. But some of pictures or symbols presented with written text (prepared in mono or bilingual language) that explains meaning of picture or symbol.

c. **Written Form**

   It means that the pictogram consisting of words, phrase, or sentences without picture or symbol that gives simple interpretation for the text. Written forms presented by mono or bilingual (Indonesia-English).
Note: there are conventional colors that used for pictogram in whole public areas in the world

- a. Red with white for stop sign, yield, forbidden actions.
- b. Green with white letter for mandatory sign, such as direction.
- c. Blue with white letter for services, food, gasoline or blue circle for service, facility signs.
- d. Black with white for commercial, special signs.
- e. White with black (red) letters for regulatory signs.
- f. Yellow with black letters and symbols for warning signs, mandatory sign.
- g. Orange with black letters for temporary traffic control zones.

* Not all of the conventional colors above are applied in public places of our country, based on SNI (Standard Nasional Indonesia) 03-7094-2005 about “Rambu-Rambu Terminal Bandara Udara (Marks of Terminal of Airport)”.

4.2 Data Analysis

The data were analyzed based on their functions; they were analyzed in three steps:

1. To explain the form of the pictograms, such as the material aspects (that consist of form, color of the pictogram) found in the pictograms,
2. To explain the meaning of the pictograms,
3. To analyze the function of pictograms based on functions of signs.

4.2.1 Analysis of Pictogram as Danger Warning Signs

Data no 1

This pictogram was found in domestic departure and international departure, especially for warning of x-ray machine or detector for checking all things that passengers bring. The material aspects of this pictogram consist of:
form of this sign is triangle and categorized as symbol form, color of sign is yellow with black symbol ‘▲’ that shows a ‘caution’ as danger, black letters that read “Danger Radiation” emphasizes the meaning of symbol; warning with this machine that divided in three parts color as detector for checking the condition of x-ray. The concept of this pictogram ‘meaning’ is warns be careful for the machine for all people there. This pictogram presents danger warning sign based on the function of signs that represented by symbol found in the machine.

Data no 2

This pictogram was found in escalator of international departure, it showed the danger actions that do not try to do that when we are in escalator. The material aspects of this pictogram consist of: form of the sign is rectangular that divided three pieces of picture and is categorized as picture form, color of this sign is white basic with blue picture that shows ‘caution’ as danger warning action. By these pictures, explained that when we stand aside on escalator does not handle the side of escalator (picture no.1), when we stand together do not try to dragged one of your feet in escalator (picture no.2), and do not let your child stand alone on the escalator (picture no.3) to prevent bad happen when used the escalator.

This pictogram was presented without description about picture, hopefully by the pictures people can understand about the warning; because pictures have represented the meaning of pictogram. The concept of this pictogram ‘meaning’
warns passengers to be carefully on the escalator for getting the safety condition or warns passenger about unrealized habits done when using escalator, and this pictogram is categorized as warning sign based on the function of signs that represented by pictures found in lift.

**Data no 3**

![Image of a danger sign](image)

This pictogram was found in maneuvering area, it showed a danger sign for drivers that go to parking area; they have to get the license from TIS (Terminal Inspector Staff) in this airport. The material aspects of this pictogram consist of: form of this sign is circle and categorized as a symbol form, color of this sign is red with white symbol ‘▬’ that means ‘Danger Area’. Beside it was found information for this danger warning sign to give additional information for drivers who come to this area. This pictogram is categorized as danger warning sign based on function of signs that represented with symbol and written letters “Daerah Terlarang (Danger Area)”. 
4.2.2 Analysis of Pictogram as Prohibitory Signs

Data no 1

This pictogram was found in the gateway area of Polonia airport, exactly in left direction if we come there. The material aspects of the pictogram consist of: form of sign is circle and in the middle found ‘bicycle’ picture and is categorized as picture form, colors of sign are red circle with white basic and one-red diagonal that means forbidden action. The concept of the sign ‘meaning’ is “No Direction” for bicycle in this area; each bicycle would not be permitted for passing this area. In other words, every bicyclist has special way to get out or get in this area.

This pictogram presents prohibitory sign based on functions of the sign that represented by the red diagonal means ‘No’ or ‘Forbidden’ whereas red circle means ‘Attention’, so hopefully, this sign even without written text is understood by all people who see this pictogram.

Data no 2
This pictogram was found in boarding gate area in domestic departure or international departure that shows forbidden action. The material aspects of this pictogram consist of: form of this sign is rectangular and is categorized as picture symbol form, color of this sign is red with white letters that read “Mohon Matikan Telepon Genggam Anda (Please, Non-active Your Mobile Phone)”, shows that it is not allowed to activate our mobile phone in this area and picture ‘Mobile Phone’ with red cross means ‘prohibition’ to use mobile phones. Hopefully, it can help all of passengers to understand the meaning of pictogram. Beside it was found logogram of PT.Angkasa Pura that takes this sign. This pictogram presents prohibition sign for all people there based on functions of sign that represented by picture and symbol found in signboard.

Data no 3

This pictogram was found in the gateway of Polonia airport either in left or right direction if we come to Polonia. It was found in each about 2meters around the road before arrive in Polonia that shows “No Parking” here. The material aspects of the pictogram consist of: form of the sign is circle and in the
middle found alphabet ‘P’ and is categorized as a symbol form, color of this sign is red circle with white basic and one-red diagonal that means ‘No’ or ‘Forbidden’ whereas red circle means ‘Attention’. The concept of this sign ‘meaning’ is ‘No Parking’ in all along the road, there is highway for all drivers who are going to get through this road. This pictogram presents prohibitory sign based on functions of sign that represented by the red diagonal means ‘No’ or ‘Forbidden’ whereas red circle means ‘Attention’, so hopefully, this sign even without clearly text is understood by all people who see this pictogram.

Data no 4

This pictogram was found in international departure, exactly in front of the terminal, it shows a ‘caution’ that means ‘No Smoking’ in this area for all people there. The material aspects of this pictogram consist of: form of this sign is rectangular and is categorized as picture-symbol form; color of the sign is white basic with black symbol, black letters that read “Anda Memasuki Daerah Bebas Rokok (You Are Entering Non Smoking Area)” beside the picture and red diagonal. This letters inform that this is a free area from smoking or in other words ‘No Smoking’ in this area and picture ‘cigarette’ with red diagonal shows ‘forbidden’ or ‘not allowed’ to smoke in this area. Generally, if we found the picture ‘cigarette’ usually interpreted ‘No Smoking’ but in the concept of this pictogram ‘meaning’ is emphasized with different letter that read ‘You Are
Entering Non Smoking Area’ that means not allowed to smoke in this area, so using different style to say the same meaning. The letters use bilingual language (Indonesia-English) that help people to understand the meaning. This pictogram presents prohibitory sign based on the function of signs presented by picture and symbol found in signboard that inform ‘forbidden’ action for all people in this area.

**Data no 5**

This pictogram was found in international departure, exactly in front of the terminal, it shows ‘No Entering’ to the terminal except passenger. The material aspects of this pictogram consist of: form of this sign is rectangular and is categorized as a symbol form, color of this sign is white basic with black letters that read “Hanya Untuk Penumpang (Passenger Only)”, that shows only passenger can enter this terminal, symbol ▬ means ‘No Entering’ for all peoples except passenger. Generally, the concept of this pictogram ‘meaning’ is ‘No Entering’ but in this pictogram is interpreted by ‘Passenger only’ that means not allowed for unimportant person. This pictogram uses bilingual language (Indonesia-English) that helps people to understand the meaning. This pictogram presents prohibitory or caution sign based on the function of signs that represented by symbol ▬ with red circle that means ‘No’.
Data no 6

This pictogram was found in international departure before passengers enter to waiting room; it informs that trolley can not be brought there. The material aspects of this pictogram consist of; form of sign is quadrangle and categorized as picture-symbol form, color of this sign is yellow with black letters “Trolli Sampai Disini (Trolley Up To Here)”, means ‘not allowed’ to bring trolley in waiting room, the picture ‘trolley’ emphasizes the meaning of this pictogram so can help passenger to understand it by seeing the picture, and red cross to inform ‘forbidden’ action. The concept of this pictogram ‘meaning’ gives forbidden action for passengers and it is categorized as prohibitory sign based on the function of signs that represented by picture found in sign board.

Data no 7
The pictogram was found in international departure, exactly in check-in place, it informs that ‘not allowed’ to phone in front of the counter, may be it will disturb the check-in activity either officers/staffs or other passengers there. The material aspects of this pictogram consist of; form of the sign is quadrangle and categorized as a written form, color of this sign is white basic with black letters that read “Berdiri Di Depan Konter Dilarang Menelepon (Stand up In Front the Counter Not Allowed to Phone)”, means prohibited in phone condition for all passengers. The letters only use Indonesia language to inform the meaning of this pictogram, so may be there are some peoples are difficult to understand it, especially for foreign people because it is put in international departure. The pictogram presents prohibitory sign based on the function of signs that inform a prohibition.

Data no 8

This pictogram was found in international departure before enter the boarding pass room. It reminds passengers ‘not allowed’ to bring these things (such as; weapon, narcotics, alcohols, explosive materials, and other things). The
material aspects of this pictogram consist of; form of the sign is quadrangle and categorized as a picture-symbol form, color of this sign is blue-white basic with white letters that read “Anda Ingin Cepat Laporkan Barang-Barang Tersebut Kepada Petugas Sebelum Diadakan Pemeriksaan (Do You Want Fast, Please Inform These Things to Supervisor before Check done)”, shows one procedure that passengers have to pass for who bring the things, red cross shows ‘forbidden’ of these things. The main concept of this pictogram ‘meaning’ is a regulation that passenger have to obey, all of the passenger’s things have to check-out with supervisor in this terminal, the procedure called ‘contraband (Pemeriksaan Barang Terlarang)’. The pictogram presents prohibition sign based on the function of signs that represented by picture and symbol found in signboard.

**Data no 9**

![Pictogram](image)

This pictogram was found in international departure, in boarding pass room. It informs that ‘not allowed’ for smoking in this room. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is red with white letters that read “Dilarang Merokok (No Smoking), and white picture ‘cigarette’ with one-white diagonal that emphasizes the meaning of this pictogram, prohibited to smoke in this room. This pictogram presents prohibitory sign based on function of signs
that represented by picture and symbol found in signboard that inform a prohibition action for all people there, especially passengers.

Data no 10

![Image of pictogram](image1)

This pictogram was found in maneuvering area near landing area, it informs ‘not allowed’ to smoke in this area especially for passengers that go out from plane and go in arrival room. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as picture-symbol form, color of this sign is white basic with red letter that read “Dilarang Merokok Di Daerah Sisi Udara (No Smoking in Air Route) that prohibited smoking in this area and red picture with red cross emphasizes the meaning of pictogram. As additional, made sanction for those who violate the prohibition, this pictogram presents prohibitory sign based on function of signs that represented by picture and symbol found in signboard.

Data no 11

![Image of pictogram](image2)
This pictogram was found in domestic and international terminals that put in strategist places to remind all of the people there, such in front of the door, glasses, in front of toilets, etc. It informs ‘No Smoking’ in all the rooms in each terminal, the material aspects of this pictogram consist of; form of this sign is circle and categorized as picture-symbol form, color of this sign is red circle with white picture ‘cigarette’ and red cross to inform ‘No Smoking’ in this places or ‘not allowed’ to smoke here. This pictogram presents prohibition sign based on function of signs that prohibited people there by picture form that people see in this place.

Data no 12

This pictogram was found in international arrival that shows forbidden action for unimportant people in this room. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as a symbol form, color of this sign is white basic with red circle and white symbol ‘▬’ that means ‘not allowed’, black letters that read “Yang Tidak Berkepentingan Dilarang Masuk (No Enter For Unimportant Person)”, that show a caution for all people there or inform a special room that may be relates with some procedures. The pictogram only uses one language (Indonesia) to inform this prohibitory that may be difficult understood by foreign people because it is put in international terminal. This pictogram presents a prohibitory or caution sign based on function of the signs.
Data no 13

This pictogram was found in international departure, in front of the door of Fiscal room that shows a caution for all people there except official staffs. The material aspects of this pictogram consist of; form of the sign is rectangular and categorized as a written form, color of this sign is white basic with red letters that read “Dilarang Masuk Selain Petugas (No Enter Except Official Staff)”, that show there is a special room for official staff only, not allowed for others. This pictogram presents a prohibitory sign based on function of the signs that informs a caution for all people there but it only uses one language (Indonesia) that may be difficult understood by some people especially for foreign people.

Data no 14

This pictogram was found in parking area of airport that shows a caution ‘not allowed to turn right’ for drivers. The material aspects of this pictogram consist of; form of this sign is circle and categorized as symbol form, color of this sign is red circle with black symbol to present the meaning of pictogram and red
diagonal to show ‘not allowed’ to do the meaning of pictogram, so by the symbol can be interpreted that do not turn to right of the way. This pictogram presents the prohibitory sign that prepare for drivers specially and represented by symbol found in signboard.

4.2.3 Analysis of Pictogram as Mandatory Signs

Data no 1

This pictogram was found in domestic and international departure, it is a place for taking seat and made specially for passengers who have finished check-in and waiting for boarding pass. The material aspects of this pictogram consist of the form of sign is rectangular and categorized as picture-symbol form, color of this sign is yellow with black letters that read “Ruang Tunggu (Waiting Room)” that shows place for something, picture ‘two people are sitting’ helps to understand the meaning of the text, and symbol shows where the place is. This pictogram can be categorized as an informative pictogram because has complete material, such as using bilingual (Indonesia-English) to help passenger for understanding the meaning. This pictogram presents direction or mandatory sign that showed by picture and symbol to show the place/area of waiting room.

Data no 2
This pictogram was found in the doors of the room either in domestic departure and arrival or international departure and arrival, but in some doors was found different pictogram with different instruction (Dorong ‘Push’). The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as a written form, color of this sign is yellow with black letter that read “Tarik (Pull)” that shows instruction to be done for whom get door through. The using of letter is bilingual (Indonesia-English) to help people there for understanding the meaning of the sign. This pictogram presents instruction or mandatory sign based on the functions of sign that have to be done for getting the goal of this symbol.

Data no 3

This pictogram was found in the doors of room either in domestic departure and arrival or international departure and arrival, but in some doors was found different pictogram with different instruction. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as symbol form, color of this sign is yellow with black letter that read “Push (Dorong)” that shows instruction to be done for whom want to get door through. The using of letter is bilingual (English-Indonesia) to help people for understanding the meaning of this sign. This pictogram presents instruction or mandatory sign based on the functions of sign that have to be done for getting the goal of this sign.
Data no 4

This pictogram was found in left direction if we come to Polonia airport, this pictogram was carried out for drivers or riders that want to come to residence of air force, it is about the limit of speedy of motorcycles or cars. The material aspects of this pictogram consist of: form of the sign is circle and categorized as a symbol form, color of this sign is white with black letters that read “10 Km/Jam (10 Km/Hour)”, that shows the speed of motorcycles or cars when are going to pass this residence. Every drive or ride has to manage their speed to be 10 km/hour for getting the safety way. This pictogram presents an instruction or mandatory sign based on the function of signs that represented by red circle of this sign that means ‘attention’, it gives instruction that have to be done for all riders or drivers there.
Data no 5

This pictogram was put in the strategy place that can be seen for all of people who come to the airport; it was found in the front of the gate way before we go to left or right direction. It showed direction to get terminals of arrival or departure there. The material aspects of this pictogram are; form of the sign is quadrangle and categorized as symbol form, color of the sign is green with white letters that shows the terminals of airport and symbols → and ← that show the instruction to get the terminals, for left direction is international departure and for right direction is domestic arrival, international departure, VIP (Very Important Person), and domestic departure. The concept of this pictogram ‘meaning’ is “follow the direction” to get these places and it presents an instruction or mandatory sign based on the function of signs that represented by symbol and letters found in signboard.
This pictogram was found in every terminal either international or domestic, exactly in front of the door. It showed direction for entering the terminal. The material aspects of this pictogram consist of; the form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is yellow with black letters that read “Pintu Masuk (Entrance)”, that show a direction, symbol \( \downarrow \) shows the direction of entrance, and the picture ‘some one is walking’ emphasizes the meaning of pictogram, so people can more understand the meaning by seeing the picture. The concept of this pictogram ‘meaning’ presents instruction to passenger or other people who want enter this terminal and it is categorized as mandatory sign based on the function of signs that represented by picture and symbol found in signboard that gives direction sign.
This pictogram was found in parking area of airport that means to give instruction for drivers especially. The material aspects of this pictogram consist of; form of this sign is circle and categorized as a symbol form, the color of this sign is blue with white symbol that means ‘go straight’ or ‘turn right’ for parking the cars. The concept of this pictogram ‘meaning’ shows direction for all user in parking area and it presents mandatory or instruction sign based on the function of signs that represented by symbol found in signboard.

**Data no 8**

![Image of pictogram with text: Harap Antri (Please)](image_url)

This pictogram was found in international departure, exactly before passengers do check-in for their flight. It gave instruction for taking queue for all passengers. The material aspects of this pictogram consist of; the form of this sign is rectangular and categorized as picture-symbol form, the color of this sign is yellow with black letters that read “Harap Antri (Q Please), black symbol↓ shows the place to queue up and black picture ‘some peoples are taking queue’ emphasizes the meaning of pictogram so people can more understand by seeing this picture. The concept of this pictogram ‘meaning’ gives instruction for all passengers and presented as mandatory or instruction sign based on the function of signs that represented by picture and symbol found in signboard.
This pictogram was found in international departure; exactly before passenger enter the boarding pass room. It instructed the passengers have to put their mobile phone in x-ray for passing the check. The material aspects of this pictogram consist of; form of sign is quadrangle and categorized as written form, color of sign is white basic with red letter that read “HP/HT Dan Kamera Diharap Masuk Ke X-Ray (Please, HP/HT and Camera Put in X-Ray)”, shows an instruction that have to be done by passengers. It functions to indicate metal items found in electronic things by monitor of x-ray machine. The pictogram presents a mandatory or instruction sign based on the function of signs that represented by letters found in signboard.

This pictogram was found in parking area of airport that showed special parking for airport’s taxi that prepared as vehicle facility for passenger. The material aspects of this pictogram consist of; form of this sign is quadrangle and categorized as a symbol form, color of this sign is blue with white letters that read “Khusus Taxi Bandara (Parking Area for Airport’s Taxi)”, that shows meaning of this pictogram and white symbol ‘ P ‘ to show the place of parking area. The pictogram presents an instruction or mandatory sign based on the function of signs that showed by symbol found in signboard.

**Data no 11**

![Traffic Sign](image)

This pictogram was found in highway of the airport that showed traffic sign for all drivers there. This traffic sign has to be obeyed to get the safety way in road, the material aspects of this pictogram consist of; form of this sign is triangle and categorized as a symbol form, color of this sign is yellow with three colors as indicators of meaning (red, yellow, and green) that have represented their meaning). So, using of colors has made meaning for drivers; what they have to do in the road. This pictogram presents a mandatory sign based on the functions of the signs that represented by three colors as a symbol in signboard.
Data no 12

This pictogram was found in front of the domestic departure, generally there are four pictograms that showed each terminal (International departure and arrival, Domestic departure and arrival) but for analyzing data only chosen one of them. It shows an instruction for domestic departure that represented by symbol, the material aspects of this pictogram consist of: form of this sign is rectangular and categorized as picture-symbol form, color of this sign is yellow with black letters that read “Terminal Keberangkatan Dalam Negeri (Domestic Departure)" that shows the meaning of the pictogram, black symbol to show the place of the terminal and black picture ‘plane is taking off’ emphasizes the meaning, so it can help people to understand it. This pictogram presents the mandatory or instruction sign based on function of the signs that represented by picture and symbol found in signboard.

Data no 13

This pictogram was found in domestic and international arrival that showed instruction to take passenger’s baggage. The material aspects of this
pictogram consist of: form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is yellow with black letters that read “Pengambilan Barang (Baggage Claim)”, that shows the meaning of the pictogram, black symbol to show the place of the meaning, and black picture ‘bag’ emphasizes the meaning of the pictogram, so it can help passengers to understand the meaning. This pictogram presents the mandatory or instruction sign based on function of the signs that represented by symbol of direction.

**Data no 14**

![Image](image_url)

This pictogram was found in international arrival that showed the way to exit from this terminal. Actually there are many of this symbol are found in each the terminal even domestic or international but with different forms. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is yellow with black letters that read “Pintu Keluar (Exit)”, that shows the meaning of pictogram, black symbol to show the place of the meaning, and black picture ‘some one is walking’ emphasizes the meaning of the pictogram, so it can help people to understand the meaning. This pictogram presents mandatory or instruction sign based on function of signs that represented by symbol of direction.
Data no 15

This pictogram was found in international arrival that shows an instruction to check the baggage by detector, called WTMD (*Walk through Metal Detector*) that moved by electric power. The material aspects of this pictogram consist: form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is blue with black letters that read “Please Put Baggage In It”, that instruct passengers to put their bag for checking. Black symbol ‘→’, to show what is the meaning of the picture, black picture ‘bag’ to emphasizes the meaning of pictogram, so by picture can help passengers to understand the meaning. This pictogram presents the mandatory or instruction sign based on function of signs that presented by symbol and picture.

Data no 16

This pictogram was found in international arrival, exactly in sterilization room. The electronic things have to pass the checking by x-ray machine, all of passengers have to put them before they leave the terminal. The material aspects of this pictogram consist of: form of the sign is quadrangle and categorized as picture form, color of the sign is white basic with red letters “HP/HT and Kamera”
*Dimohon Masuk ke X-Ray (HP/HT and Camera Put into X-Ray Machine)*”, that instruct passengers to put their electronic things in x-ray machine, as additional found the picture of laptop, camera, and handy camera to emphasizes the meaning of pictogram. This pictogram presents mandatory or instruction sign based on function of signs that represented by letters and pictures.

**Data no 17**

This pictogram was found in international departure that presented an instruction for passengers to check in before. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is yellow with black letter that read “*Pelaporan (Check in)*”, that means the passenger have to pass this procedure, black symbol to show the place of the meaning, and black picture ‘bag’ to emphasizes the meaning of this pictogram, so by looking the picture can help passengers to understand it. This pictogram presents the mandatory sign based on function of the signs that represented by picture and symbol found in signboard.

**Data no 18**

This pictogram was found in international arrival that showed a registration of foreign passport before they legitimate as visitor to this town, they have to show their passport there. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as picture-symbol form, color of this sign is yellow with black letter that read “Imigrasi (Immigration)” that presents the meaning of pictogram, black symbol to show the place and black picture ‘some one is showing his passport’ emphasizes the meaning of pictogram, so by looking the picture can help passengers to understand the pictogram. The pictogram presents the mandatory or instruction sign based on function of signs that represented by picture and symbol found in signboard.

Data no 19

![Pictogram Image]

This pictogram was found before maneuvering area, exactly near landing area that showed the restriction between passengers with porter that prepared only for VIP (Very Important Person) passenger. The material aspects of this pictogram consist of: form of this sign is quadrangle and categorized as a written form, color of this sign is yellow with white letters that read “Batas Penjemput Dan Pengantar”
dan Pengantar (Restriction Between Picker up and Escort)”, that show an instruction that have to be obeyed either picker up or escort. The pictogram presents mandatory sign based on function of sign that represented by letters in this sign board.

**Data no 20**

![Image of a signboard with text: INDONESIA / RESIDENT](image)

This pictogram was found in international arrival that showed instruction for checking to resident passenger who goes back from out board. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as a written form, color of this sign is yellow with black letter that read “Indonesia (Resident)”, that shows the instruction for residents to check their visa and passport, they have to queue in this place before take out their baggage. This pictogram presents the mandatory or instruction sign based on function of signs that represented by letter in signboard.

**Data no 21**

![Image of a signboard with directions](image)

This pictogram was found in parking area that showed an instruction to get some places in airport. The material aspects of this pictogram consist of: form of this sign is quadrangle and categorized as symbol form, color of this sign is green with black letters that read “Keberangkatan Domestik (Domestic Departure), Parkir (Parking), VIP, Keluar (Exit)”, to show the place that found in airport, white symbols to instruct the way to get the places. This pictogram presents mandatory or instruction sign that prepared for all people who need the instruction and represented by symbols and letters found in signboard.

Data no 22

This pictogram was found in parking area of motorcycle in airport that showed the special way for motorcycle. The material aspects of this pictogram consist of; form of this sign is quadrangle and categorized as a picture-symbol form, color of this sign is white with red letters that read “Kendaraan Roda II, Jalur Kiri (Motorcycle, Left Direction)”, to present the meaning of pictogram,
red symbol to instruct the right way of motorcycle, and black picture ‘motorcycle’ to emphasize the meaning of letters so by looking the picture can help people to understand it. This pictogram presents mandatory or instruction sign for motorcyclists especially that presented by picture and symbol found in signboard.

4.2.4. Analysis of Pictogram as Special Regulation Signs

Data no 1

This pictogram was found in the domestic departure area, generally it consists of eight boarding gate but chosen one for analyzing data. It gave indication that every passenger is going to wait the flight in this place, each gate has different flight based on the destination so every passenger wait as her/his destination. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as a written form, color of this sign is blue with white letters that read “Boarding Gate – I” that shows it is boarding for one destination. The letters only use one language to present the meaning of pictogram because actually this is the common facility sign for passenger in airport. This pictogram presents a special regulation sign based on functions of the sign. It is a special sign with special function that only found in airport as public place.

Data no 2

This pictogram was found in international departure, it is only one special gate for passengers to get their outboard flight. It gave instruction for passengers to wait in this place. The material aspects of this pictogram consist of: form of sign is rectangular and categorized as a symbol form, color of this sign is yellow with black letters that read “Boarding Gate”, black symbol that shows the place of the meaning. This pictogram presents a special regulation sign based on functions of the sign. It is a special sign with special function that only found in airport as public place.

Data no 3

This pictogram was found in maneuvering area before passenger gets in arrival terminal; it informed passenger that their baggages are put there by cabin staff of air lines. The material aspects of this pictogram consist of form of this sign is rectangular and categorized as a written form, color of this sign is blue with white letters that read “Baggage Passenger”, that shows special place for baggage passenger that will be delivered by cabin staff of air lines to arrival
terminal. So passengers will wait their bags in terminal, this pictogram presents the special sign based on function of signs for baggage place that represented by letters in signboard.

**Data no 4**

![Jalur Hijau Green Channel](image)

This pictogram was found in international arrival that showed special regulation for checking the handy baggage of passenger. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as a symbol form, color of this sign is yellow with white letters that read “*Jalur Hijau* (Green Channel)”, that informs a special sign that have to be passed by foreign passenger before leave out the terminal; they have to show their handy baggage to inspector of terminal that checked by HHMD (Hand Held Metal Detector), white symbol ↓ to show the place. This pictogram presents a special regulation sign based on function of signs that represented by letters and symbol in signboard.

**Data no 5**

![Jalur Merah Red Channel](image)
This pictogram was found in international arrival that showed special sign regulation for checking baggage of passenger from out board; all of baggages have to pass detector that called by ‘red channel’. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as a symbol form, color of this sign is red with white letters that read “Jalur Merah (Red Channel)”, that inform the special checking for baggage of foreign passenger, white symbol to inform the place of the meaning. This pictogram presents the special regulation sign based on the function of signs that have to be passed by passengers from out board; represented by letters and symbol that found in signboard.

Data no 6

This pictogram was found in international arrival that showed service place for passenger’s things that brought from out board; it will be charged tax assessment. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as picture-symbol form, color of this sign is yellow with black picture ‘some one is checking something’, that presents the meaning of pictogram, black letters that read “Bea dan Cukai (Customs)”, emphasizes the meaning of picture, so it can help passenger to understand the meaning, and black symbol to show the place of this service. This pictogram presents service sign
that prepared for charging tax of passenger and represented by picture and symbol found in signboard.

**Data no 7**

![Security Check Sign](image)

This pictogram was found in international departure before enter the check in procedure, passengers have to be checked by supervisor; such as physically check in (things that they used or brought, wallet, jewelry, etc), healthy check in, passport and visa; checked by WTMD (Walk through Metal Detector). The material aspects of this sign consist of; form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is yellow with black letters that read “Pemeriksaan Keamanan (Security check)” that show the meaning of checking, black symbol to show the place of the meaning, black picture emphasizes the meaning so it can help passengers to understand the pictogram. This pictogram presents the special regulation sign based on function of signs; represented by picture and symbol in signboard that have to be passed by passengers.

**Data no 8**

![Transit Sign](image)
This pictogram was found in maneuvering area, before cargo store exactly. This is a special room for passengers that have transit flight to another destination. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is yellow with black picture ‘air plane’, presents the meaning of pictogram: changing the plane, black letters that read “Penerbangan Lanjutan (Transit)”, to emphasize the meaning of picture so it can be easy to be understood it, black symbol ➤ to show the place of meaning. This pictogram presents special regulation sign based on function of signs that prepared for special passenger with some procedures and represented by picture and symbol found in signboard.

4.2.5 Analysis of Pictogram as Information, Facilities, or Service Signs

Data no 1

This pictogram was found in domestic and international departure. The material aspects of this pictogram consist of the form of sign is rectangular and categorized as picture writing form, color of this sign is yellow with black letters that read ‘Pintu Darurat (Emergency Exit)” that shows in dangerous condition or in out of control happen there is special way that prepared as a facility in public place to save our soul and picture ‘some one is running’ helps to understand the meaning of the text. This pictogram presents a service facility sign based on functions of the sign because found only in some public places. It gives
instruction that used in one condition, so can be called facilities or service sign based on its function.

Data no 2

This pictogram was found in domestic departure and arrival and prepared for advanced age and pregnant woman. The material aspects of this pictogram consist of: form of the sign is quadrangle and categorized as writing form, color of this sign is blue with white letters that read “Tempat Duduk Khusus Lansia dan Wanita Hamil (Special Seat for Advanced Age and Pregnant Woman)”. This letters show that there is special facility for certain passengers, special seats that give safety for passengers in the room. This pictogram presents facility sign based on its function.

Data no 3
This pictogram was found in outside of Polonia airport, exactly in the right direction around the gateway if we come to airport. It is one of the facilities that prepared in outside of terminal: it showed a gas station ‘Petronas’. The material aspects of this pictogram consist of: the form of pictogram is quadrangle and categorized as picture writing, color of this sign is green with white picture that symbolizes ‘Petronas’. The concept of this pictogram ‘meaning’ is shows a service facility that found in out side of Polonia. This pictogram presents service sign based on the function of signs that prepared for cars or motorcycles.

Data no 4

This pictogram was found beside international departure that served public to get information about airport, especially people who need help for something about flight, room, facilities or others information. The material aspects of this pictogram consist of: the form sign is rectangular and categorized as picture-writing form, color of this sign is yellow with black letter that read “Penerangan (Information)”, black symbol ↓ to show the place of this facility and black picture ‘some one is coming to the place’ emphasizes the meaning of pictogram, so people can more understand by seeing the picture. The concept of this pictogram ‘meaning’ is to inform that there is a special service in airport that prepared by Communication Department (Dinas Perhubungan). This pictogram presents information or service sign based on the function of signs.
Data no 5

This pictogram was found in international arrival that showed service place for paying of tax assessment of passenger that are going to go out board, every passenger have to pay as rate of tax assessment. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as picture-symbol form, color of this sign is yellow with black picture “Money”, that presents the meaning of pictogram, black letter that read “Fiskal (Fiscal)”, emphasizes the meaning of picture so it can be understood, and black symbol \( \downarrow \) to show the place of service place. This pictogram presents service sign based on function of signs that prepared for passenger and represented by picture and symbol in signboard.

Data no 6

This pictogram was found in international arrival that showed a facility for check-up of passengers’ health before enter the sterilization room; all of passengers have to pass the procedure. The material aspects of this pictogram consist of: the form of this sign is rectangular and categorized as written form, the color of this sign is yellow with black letters that read “Karantina Kesehatan (Health-Quarantine)”, shows the place of checking up the passengers. The letters
use bilingual language (Indonesia-English) to inform the meaning of pictogram that can help passengers to understand the meaning. This pictogram presents information facility sign based on function of the signs that handle about healthy problem of passengers.

**Data no 7**

![Pictogram of Telephone](image)

This pictogram was found in international departure, exactly before we go up stair to get waiting room in this terminal, it showed the facility that prepared there for all people who want to need it. The material aspects of this sign consist of: form of this sign is rectangular and categorized as picture-symbol form, color of this sign is yellow with black letter that read “Telepon (Telephone)”, picture ‘phone’ emphasizes the meaning of pictogram so can help people by seeing the picture, and symbol ← shows the place of telephone. The pictogram presents facility sign based on the function of the signs that prepared in this place and represented by picture and symbol found in signboard.
Data no 8

This pictogram was found in each terminal either domestic or international, it is one of public facilities that have to prepare by public places, and it shows toilet facility for women and man. The material aspects of this pictogram consist of: form of this sign is quadrangle and categorized as picture form (for woman) and picture-symbol form (for man), color of this sign is blue with white picture and letter to show for whom the facility prepared. Generally, presenting picture only has been known by all people because picture has represented the characteristic of man or woman. The pictogram presents facility sign based on the function of signs that inform toilet facility in the airport.
This pictogram was found in international and domestic departure that showed a special facility for ritual praying. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is blue with white letter that read “Mushola (Praying Room)”, white picture ‘some one is praying’ to emphasizes the meaning of pictogram, so it can help people to understand the meaning. This pictogram presents the facility sign based on function of signs that informs praying facility; represented by picture and symbol in signboard.

Data no 10

This pictogram was found out side of terminals, exactly near domestic departure that showed service facility about ticket for domestic or out board flight. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as picture-symbol form, color of this sign is yellow with black picture ‘some one is buying ticket’, that presents the meaning of pictogram, black letters that read “Penjualan Tiket (Ticket Sales)”, to emphasize the meaning of picture so it can be easy to be understood, black symbol \( \downarrow \) to show the place of the meaning; so people can get here. This pictogram presents service sign based on function of signs that represented by picture and symbol found in signboard.

Data no 11

This pictogram was found in international departure and out side of terminal that showed service for money changer. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is white picture “Money”, presents the meaning of pictogram, white letters that read “Penukaran Uang (Money Charger)”, that emphasizes the meaning of picture so it can be easy to be understood, white symbol \( \downarrow \) to show the service place. This pictogram present service sign based on
function of signs that prepared for passenger and represented by picture and symbol found in signboard.

Data no 12

This pictogram was found outside of terminal, beside domestic arrival that showed one of facilities in this airport; taxi service for bringing passenger to destination. The material aspects of this pictogram consist of: form of this pictogram rectangular and categorized as a picture-symbol form, color of this sign is yellow with black picture ‘Taxi’, that presents the meaning of pictogram, black letter that read “Taksi (Taxi)”, to emphasize the meaning of picture so by picture can be easy to be understood, black symbol to show the service place; passenger can reserve the taxi here. This pictogram presents service sign based on function of signs that prepared for passenger and represented by picture and symbol in signboard.
Data no 13

This pictogram was found outside of terminals that showed a facility service that prepared for all visitor or passengers in airport. The material aspects of this pictogram consist of: form of this sign is quadrangle and categorized as picture form, color of this sign is blue-white with black picture ‘Telephone’, to represent the meaning of pictogram so by picture can be informed the meaning. This pictogram presents facility sign based on function of signs that prepared for all people there and presented by picture in signboard.

Data no 14

This pictogram was found in domestic and international departure that showed special facility for VIP (Very Important Person); a special waiting room for state visitor, government official, ambassador, etc. The material aspects of this pictogram consist of: form of the sign is rectangular and categorized as symbol form, color of this sign is blue with white letter that read “Ruang Eksekutif”
(Executive Lounge)”, to present the meaning of pictogram; special facility and white symbol to show the place of the meaning. This pictogram presents facility sign based on function of signs and prepared for special persons that represented by letter and symbol found in signboard.

**Data no 15**

This pictogram was found in domestic and international departure that showed special toilet for handicapped. The material aspects of this pictogram consist of: for of this sign is quadrangle and categorized as picture-symbol form, color of this sign is blue with white picture “Wheelchair”, that shows the meaning of pictogram, black letters that read “Toilet Penyandang Cacat (Toilet for Handicapped)”, that emphasizes the meaning of picture. This pictogram presents special facility sign based on function signs that prepared toilet for handicapped passenger and represented by picture and letter found in signboard.
Data no 16

This pictogram was found in domestic departure that showed a facility service for nursery or baby care. The material aspects of this pictogram consist of: form of this sign is quadrangle and categorized as picture-symbol form, color of this sign is blue with white picture ‘Nipple (Baby’s Bottle)’ that represent the meaning of pictogram, white letters that read “Ruang Nursery (Nursery Room)”, that emphasize the meaning of picture; to show a special room for nursery in this terminal, so can be easy to understand the pictogram. This pictogram presents facility sign based on function of signs that prepared for ‘wet mother (Ibu Menyusui)’ and represented by picture in sign board.

Data no 17

This pictogram was found in domestic departure that showed a special smoking room for passengers that waited in boarding pass room. The material aspects of this pictogram consist of; form of this sign is rectangular and
categorized as written form, color of this sign is blue with white letters that read “Ruang Merokok (Smoking Room)”, that present the meaning of pictogram to show the place of smoking room. This pictogram presents special facility sign based on function of signs that prepared for passenger in this terminal and represented by letters found in signboard.

Data no 18

![Image of a sign with a rectangular form, yellow color, and black pictures of a bag and umbrella, with black letters reading “KEHILANGAN & PENEMUAN LOST & FOUND” and a black symbol ‘?’ to more emphasize the meaning of picture and to show the place of service.]

This pictogram was found in domestic and international arrival that showed service facility for passenger who lost their things. The material aspects of this pictogram consist of: form of this sign is rectangular and categorized as picture-symbol form, color of this sign is yellow with black pictures ‘bag and umbrella’ that represent the meaning of pictogram, black letters that read “Kehilangan dan Penemuan (Lost and Found)”, that emphasizes the meaning of picture so it can help people to understand the meaning of picture, black symbol ‘?’ to more emphasizes the meaning of picture and to show the place of service. This pictogram presents a service sign based on function of sign that prepared for passenger and represented by picture and symbol found in signboard.

Data no 19

![Image of a sign with the text “BODY CLEAN DISINFECTION HEALTH QUARANTINE”]

This pictogram was found in international arrival that showed place to check up passenger health, especially to prevent new influenza or virus (that comes from one area or country) from passenger who has been attacked. The material aspect of this pictogram consist of; form of this sign is rectangular and categorized as written form, color of this sign is blue with black letters that read “Body Clean Disinfection Health Quarantine” that inform the function of this medical examination, so passenger has to be checked by this equipment. This pictogram presents facility sign based on function of signs that prepared for passenger from out board and responded by health department.

Data no 20

This pictogram was found in international arrival that showed bank facility for serving passengers to pay their visa arrival; passenger from out board will charge like tax for destination country. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is green with white picture ‘Green Back (Mata Uang Kertas)’, to represent the meaning of pictogram, white letter that read “Bank (Bank)”, to emphasize the meaning of picture so can be easy to understand for people who look at it, white symbol to show the place of facility service. This pictogram presents service facility sign based on function of signs that represented by picture and symbol found in signboard.
Data no 21

This pictogram was found in international arrival that showed facility service for visa of passengers that come from out board, it is facilitated by BNI (Bank Negara Indonesia) that serve visa payment. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is white basic with green-red picture ‘Kinds of Foreign Currency (Jenis Mata Uang Asing)’ to represent the meaning of pictogram, green-red letter that read “Visa on Arrival Payment Counter”, emphasizes the meaning of picture so can be east to understand it. This pictogram presents service facility sign based on function of signs that represented by picture of kinds of foreign currency and letters found in signboard.

Data no 22

This pictogram was found out side of terminals beside international departure, it showed service facility for food and beverage for who need it. The material aspects of this pictogram consist of; form of this sign is rectangular and categorized as a picture-symbol form, color of this sign is blue with white picture “plate, fork and knife”, to represent the meaning of pictogram, white letter that
read “Restaurant” to emphasizes the meaning of picture. This pictogram presents the service facility sign based on function of signs that prepared for all people there.

**Data no 23**

![Image of Tourist Information sign](image)

This pictogram was found in outside of terminals, it showed an information place for tourist, such as information about tourism area, motel or hotel, tour travel, tour guide that found in this town. The material aspects of this pictogram consist of, form of this sign is rectangular and categorized as written form, color of this sign is blue with white letters that read “Tourist Information”, that present the meaning of pictogram. This pictogram is very simple without symbol or picture to emphasizes the meaning of pictogram, this pictogram presents service sign based on function of signs that prepared for all people who need the information; especially for foreign passenger that want to spent their holiday in this town.

**4.2.6 Analysis of Pictogram as Additional Panels**

**Data no 1**
This pictogram was found in the gateway area of Polonia airport, exactly in left direction if we come there. The material aspects of this pictogram consist of: form of sign is quadrangle and categorized as written form, color of sign is green with white letters that read “Patuhilah Rambu-Rambu Lalu Lintas (Obey The Traffic Sign)” that means to affirm the function of traffic sign or to give conducive situation in this way. This pictogram represents informational sign or additional panel sign based on functions of the sign, it leaves an impression ‘remind’ for all people especially who read this sign.

Data no 2

This pictogram was found in domestic departure that promoted service facilities from of airlines company; Garuda Airlines. The material aspects of pictogram consist of; form of this sign is rectangular and categorized as picture form, color of this sign is yellow with black pictures (such as free baggage, passenger care, food and beverage, etc) that show services that air lines company
has prepared for passenger, and black letters that read “Sudah Cek Harga Garuda Indonesia? Semua Kenyamanan ini Untuk Anda (Have Checked Garuda Indonesia Price? All of this Pleasure Special for You)”, that explain the meaning of pictures. This pictogram presents additional panel sign based on function of signs that invites people to enjoy their promotion.

**Data no 3**

![Pictogram](image)

This pictogram was found in international arrival beside visa on arrival place, it showed visa on arrival for following countries: list of countries. The material aspects of this pictogram consist of; form of this sign is quadrangle and categorized as a written form, color of this sign is white basic with black letters that show list of countries of passengers. This pictogram presents additional panel sign based on function of signs that presented as additional information for foreign passenger that represented by letters in signboard.
4.3 Findings

Generally, all of the pictograms in Polonia airport have been put in strategic places that are easy to find and use because most of the pictograms presented by written text and symbol that help people, especially the passengers in domestic or international departure that seldom use this pictograms. Besides, most of facilities, services, instructions, mandatory, warnings have been presented by pictogram either from communication department directly or from other department or institution that relates with function of airport in each terminal in airport.

Based on the analysis of pictograms, there are about 100 pictograms in this airport but only 73 pictograms were analyzed because about 27 more were the same pictograms found at different places. Here the data that have been analyzed:

LIST OF PICTOGRAMS FOUND AT POLONIA AIRPORT

<table>
<thead>
<tr>
<th>No</th>
<th>Function Of Pictograms</th>
<th>Total</th>
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<th>Found</th>
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<td>Pictogram as Danger Warning Sign</td>
<td>3</td>
<td>Symbol and picture form</td>
<td>International and Domestic departure Maneuvering area</td>
</tr>
<tr>
<td>2</td>
<td>Pictogram as Prohibitory Sign</td>
<td>14</td>
<td>Picture-symbol form</td>
<td>International arrival and departure Domestic arrival and departure Parking area Area outside of terminals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Written form</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Symbol form</td>
<td></td>
</tr>
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<td></td>
<td></td>
<td>Picture form</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pictogram as Mandatory Sign</td>
<td>23</td>
<td>Picture-Symbol form</td>
<td>Maneuvering area</td>
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<tr>
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<td>-----------------------------</td>
<td>----</td>
<td>---------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
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<td></td>
<td></td>
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<td>Parking area</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>Symbol form,</td>
<td>Domestic departure and arrival</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>Picture form</td>
<td>International departure and arrival</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>Area outside of terminals</td>
</tr>
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<td>Picture-Symbol form</td>
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<td>Written form</td>
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<td></td>
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<td>Pictogram as Additional</td>
<td>3</td>
<td>Written and Picture form</td>
<td>Gateway</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Arrival</td>
</tr>
</tbody>
</table>

|     | Totally                    | 73 |                          |                                               |

After analyzing the data, there are some problems found; like differences of style in presenting the using of language in pictograms; there are some pictograms that use only one language (Indonesia) while others use bilingual
language (Indonesia-English) that may be make confusion or difficult for some people that only understand in one language or for foreign passengers that found pictograms only in Indonesia language; such as some pictograms in international arrival and departure use only Indonesia language without International language and picture to help the meaning of pictogram. Examples of this condition;

Pictogram 1

![Pictogram 1](image1)

Pictogram 2

![Pictogram 2](image2)

This condition found in international arrival and departure, for pictogram no.1 may be can easy to understand by presenting of picture even use Indonesia language for presenting the instruction, while for pictogram no.2 found only in one language without something to help for interpreting the meaning of this pictogram, so make some passengers are difficult to understand the meaning of this instruction. Other pictogram such as below;

Pictogram no.1

![Pictogram no.1](image3)

Pictogram no.2

![Pictogram no.2](image4)

The pictogram no.1 is presented in bilingual language (Indonesian-English) so it is easy to understand, supported by picture and symbol too. While the picture no.2
is presented in Indonesian language only so people who do not understand its meaning may not understand what the function of this pictogram is.

Other problems is, pictograms that have the same function presented in different forms; such as to present prohibitory ‘No Smoking’, there are many forms used (circle, rectangular, and quadrangle).

The last is, the using of color to present the pictogram is sometimes different with conventional colors from ISO (International Standardization Organization) because color can represent the function of pictograms, such as; based on ISO to present the function of facility sign is blue with white picture or symbol but in this airport found in different color for one facility sign.

Pictogram no.1

Pictogram no.2

But actually, it can not be concluded as big problem in function of pictogram as sign language because the most important thing is how pictogram as a means of communication can be understood by all people who want need it.
However, from condition above can be concluded that there are some of pictograms found in no truly uniform for presenting their language or forms so as conventionally, public places sometimes ignore about the uniform of pictogram either the using of form or language that effect function of pictogram as sign language for people who use or need it.
CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Basically, pictogram as means of communication has to reach its function as sign language that used as media for presenting something in public places. So, having analyzed the pictograms, can be concluded that most of pictograms in Polonia airport have been presented in good condition and strategic place so easy to be found and used it to get something in this airport (such as to find service place, information, place or others).

Totally there are about 100 pictograms found in this airport and there are 73 pictograms presented in different functions based on function of signs that consist in three forms (Picture-symbols form, Symbol/Picture form, written form). There are 2 pictograms as danger warning sign, 14 as prohibitory sign, 23 as mandatory sign, 8 pictograms as special regulation sign, 23 as information, facilities, services sign, and 3 as additional panel sign.

Pictograms as conventional form that used uniform in most of the public places in the world found some problems in this airport, in presenting their form or language that sometimes can be problem for some people who seldom to see or use the pictograms. Such as for using the language, some of pictograms use in one language, other two languages, for form sometimes one pictogram presented in different forms such as; by picture and written text, others presented only by picture or written text, no truly uniform in one public place.
5.2 Suggestions

Reaching function of pictograms as a means of communication is going to happen if they are presented in good condition and informative forms in all public places, so to get the condition is better to prepared what have been made and add what is less in public place, especially for Polonia airport as an International airport in North Sumatra.

As suggestions to reach the function of pictogram are better, meaning of pictograms is presented in more than one language, not only use Indonesia language. Form of pictograms are presented in same form for one pictogram especially, so we will found the truly uniform of pictogram in every public places. Other things is, hopefully to present all of pictograms presented with symbol or direction of place clearly so people can be easy to get the place.

And the last, for us as a user of pictograms or as a reader of this thesis can understand and realize the rule of pictogram in every public so can be used to get some information or others and to obey all of the instruction that pictograms present in every public places.
REFERENCES


http://www.pictogram.se/english/what_is/, accessed on February 19th, 2009


http://swansign.com, accessed on April 4th, 2009

http://encyclopaedia.com, accessed on April 20th, 2009


APPENDICES
MOHON HANDPHONE MASUKKAN KE DALAM TAS

"PLEASE INSERT YOUR HANDPHONE IN THE BAG"

BOARDING GATE

DILARANG MEROKOK
NO SMOKING

Patuhilah
Rambu-Rambu
Lalu Lintas

Dishub Medan