SEMIOTICS ANALYSIS IN TUPAN CAFE MENUS

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Abstract

This study attempts to explain and describe the semiotic process and the message implied in Tupan Cafe menu. Semiotics approach from Pierce is applied to identify and analyze the data which focus on Representament, Object, and Interpretant. The method of this study is descriptive qualitative because the writer collected the data in the form of written words which produces descriptive information. There are six Tupan Cafe menus that were analyzed in this study. Those are the menus;Classic Orange Panacotta, Legendary Volcano & Pitbull, Trilogy Chicken ala Cordon Bleu, Crisp Fried John Dory Cheese, Coffee V60, and Bloody Jean. The writer is interested in analyzing them because those menus have hidden message that sometimes the viewers can not understand the message of menus well. The results of the study showed that all the menus have an aim to persuade the readers to know the meanings of the menus although the signs in each menu are different.

Keywords *: Interpretant, Pierce's theory, Representament, Semiotics, Tupan Cafe Menus, Qualitative.*

INTRODUCTION

People always do a communication with others every day. In the process of communication, language is needed as a necessary tool to make a communication running well. By using language, people are able to share opinions, information, or experiences and to comprehend the meanings and signs. Sobur (2004) says, "Language is a tool to express ideas, feelings, or experiences and to communicate with other people. Besides that, language is a basic to communicate of human being". Thus, It shows that human needs a language to represent a communication in this life.

Talking about nonverbal communication, people can see from a movement. For instance, when we are in a cafe or restaurant, we might describe the idea of deliciousness through talking about it verbally. It can be known when the speaker directly says,"It is delicious". However, it can be shown non-verbally by giving signs or symbols in text. For example, the speaker gives thumbs up after he enjoys the food or the drink, which the meaning can be interpreted as deliciousness sign from the speaker, and

also the cafe is supported by something unique. For example, as soon as they get the cafe menu from a waiter or a waitress, they see many unique menu names that they do not know before. This thing happens because the menu names are different from others.

In comprehending the messages that contain in the cafe menu names clearly, semiotic is able to applied. The menu names can be studied through semiotics approach due to the fact that it consists of many signs ,such as words, images, and colors.Semiotics is known as a study about sign. In studying about semiotic, there are many approaches to handle about it, and one of them is Pierce, C.S' semiotic theory.

In semiotics study, the term of semiosis is generally called *Semion* that means the interpretation of sign. Generally, semiotics is mentioned as a study that concerns about signs. "Semiotic is study about sign and everything which relation with it, its function, relation with other sign, sender, receiver by the used the sign" (Sudjiman:1992). This statement means, that semiotics is used by people to understand signs and everything that has a meaning and a function. It is usually placed in a talk or a spoken part.

Beside the definition above, there is another definition about semiotic from Eco as cited in Chandler (2007) :

> "Semiotic is concerned with everything that can be taken as a sign significantly substituting for someone else. This something else does not necessary substituting for something else. This something else not necessary have to exist or to actually be somewhere at the moment in which a sign stand in for it."

This statement, semiotic gives an influence of everything that symbolizes a sign. The signs can be words and images. Semiotics sticks with the study of sign in everything that has another purpose in real life. In this life, there are some signs that exist to inform something to other people. For instance, a wavinghands means good bye sign, shaking head means not agreeing something, the pictureof an animal with crossing line means bringin an animal is prohibited, and many more. Indeed, semiotic turns into a way for producer to create the sign and the way for viewer to understand the sign.

Charles Sander Pierce was as an American, born in America in 1839. He studied at Harvard University, and lectured on logic and philosophy at Hohns Hopkins and Harvard University (Short:2007). Pierce also was recognized as the founder in the field of semiotic. He defines semiotics as study of sign. The sign itself had substitute something for someone. Pierce (1996) declares,"Semiotics is the analytical study of the essential coonditions to which all signs are subject".There are also three important elements of sign which can be explained through representament, object, and interpretant. Furthermore, semiotics theory by Pierce focuses on meaning of the sign. Johansen (2002) also holds about an explanation of semiotics study that:

> "The sign in narrow sense, also referred to as the representament, that which represents something else; the object, that which the sign stands for, that which is represented by it; and finally the (possible or potential) meaning the sign allows for,

which many materialize as its translation into a new sign. Peirce refers to this as the interpretant."

This description shows that theory of semiotics by Johansen tries to investigate the case of sign. The sign has substituted something for someone. To use Peirce's terminology, sign is divided into three elements, namely *representamentobject*, and *interpretant*. Peirce gives explanation of *representament* as the sign itself like words, sentences, sounds, and etc. The *object* is a relation of a sign; it can be pictures, words, and etc. The *interpretant* is the result as some information comprehended between *representament* and *object*; it can be an explanation or a concept. The writer adds an example from this explanation. For example, the word book is the sign of the representament. Then, the object is the book shape physically, and the thought of it is comed when someone hears book word, such as book has function as the collection of paper to read that has a current information of something. Then, it is to be read by the people as an *interpretant*.

The writer shows a relationship between *representament*, object, and interpretant can be shown by the diagram as follows :

Representament
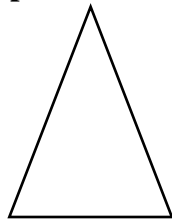
Object
Interpretant
Figure 1. Triadic Semiosis Concept of Peirce

This diagram is mentioned as a triadic theory of Pierce. It describes a process of conducting an analysis of semiotics study. The *representament* will lead to *object*, then object to interpretant and interpretant to *representament* again. As(Pierce's statement as cited in Parmentier, 1994:25) who states, "a sign , or representamen is a First which stands in such a genuine triadic relation to a Second, called its Object, as to be capable of determining a Third, called its Interpretant, to assume the same triadic relation to its object in which it stands itself to the same Object." this relationship between additional information thaat to analyze this reseach some parts are needed as *Representament*, *Object* , and *Interpretant*. This supporting parts are used to deliver a obvious meaning of an object to comprehend some complete description.

Cafe is from French *cafe* means *coffee*. This unit emerged since 18[th]century in England. It was named for *coffeshop*, but day by day there was a change of era, where concepts to explore the cafe to have some food, so in present cafe will not be only a coffeeshop, but also as a bit of a restaurant. Cafe is a business field as like a small restaurant that is managed commercially which offers to guess such as food and drinks with friendly service without some of static rules as in an exclusive dining room then, the cost of the menu is relatively cheaper than a restaurant (Michael, 2013). It means that a cafe is applied to give some treatment for people who want to spend their time with doing some activities while they are enjoying meals and beverages. In addition, a cafe generally is as a place for eating and drinking by fast serving with passing a relax environment, and it usually set the property freely such as there are inside and outside tables that can be chosen by

the customers where seats they want to reserve.

METHOD

In processing this study, the writer used descriptive qualitative approach as a research method due to the fact that the collected data is in the form of pictures and words rather than numbers or diagram. The writer analyzes and describes the cafe menu as research object, and to make this clearer, it is also written in essay.

Bogdan (1992:290) states:

"Qualitative research is descriptive. The data collected in the form of word or picture rather than number. They often contain quotation and try to describe what particular situation or vie of the world, like in narrative form. The written words are very important in the qualitative."

The statement above is able to be concluded that qualitative research method points toward to pictures and words as quotations rather than calculating of numbers, statistical analysis and any counting parts.
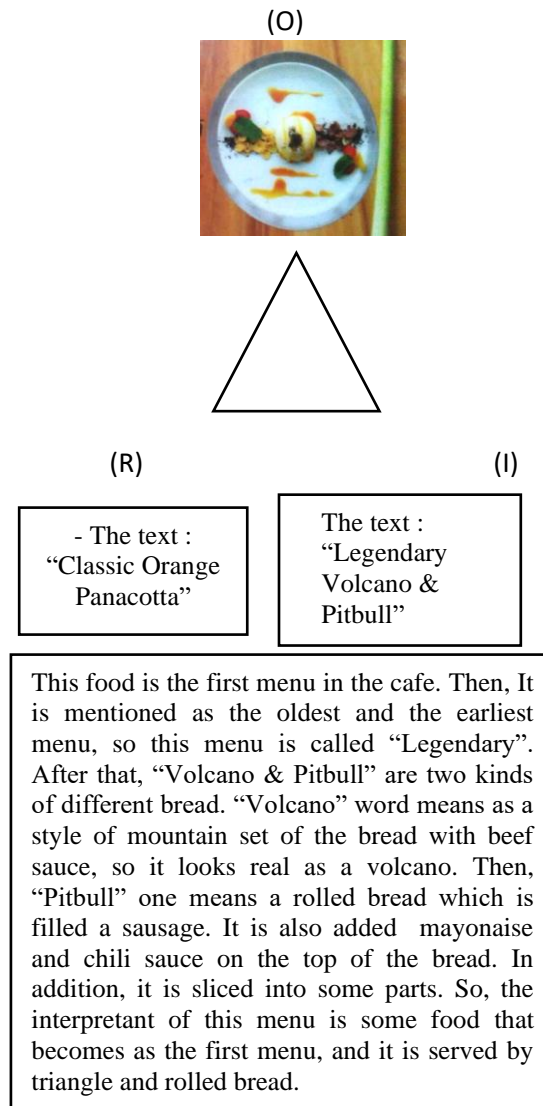
Cresswell (2009) also points out "Qualitative methods rely on text and image data, and have unique steps in data analysis." The statement above means that research data which in the text, and image are suitable for qualitative method. In other words, qualitative method is not matched to analyze in data described of numbers. Furthermore, this study is able to be pointed as the qualitative research in the analysis of semiotic on Tupan Cafe menu because the data collected is as texts and pictures information that state

descriptive report. In addition, it is aimed exploring appropriate and clear comprehending of the research.

DISCUSSION

In this part, there are 6 (six) cafe menus that are analyzed by the writer, such as Classic Orange Panacotta, Legendary Volcano & Pitbull, Trilogy Chicken ala Cordon Bleu, Crisp Fried John Dory Cheese, Coffee V-60, and Bloody Jean. Those are kinds of cafe menu collected from Tupan Cafe. To make the menus look clearly, the writer puts them into a table list below:

Semiosis Process of Picture 1

(O)

(R)

- The text : "Classic Orange Panacotta"

(I)

The text : "Legendary Volcano & Pitbull"

This food is the first menu in the cafe. Then, It is mentioned as the oldest and the earliest menu, so this menu is called "Legendary". After that, "Volcano & Pitbull" are two kinds of different bread. "Volcano" word means as a style of mountain set of the bread with beef sauce, so it looks real as a volcano. Then, "Pitbull" one means a rolled bread which is filled a sausage. It is also added mayonaise and chili sauce on the top of the bread. In addition, it is sliced into some parts. So, the interpretant of this menu is some food that becomes as the first menu, and it is served by triangle and rolled bread.

In short, there are different kinds of menus that have different signs each other. Starting from names, pictures, and specifications of the menus themselves. They are also analyzed and produces different definition, information, meanings and understandings.

CONCLUSION

Based on the analysis, it can be concluded that this study inTupan Cafe has many signs on the menu names. The signs are as an interest or attraction for customers to taste the menu. The signs used in the cafe are unique menu names that can be analyzed through semiotics approach due to the fact that semiotic is study that describes about signs, such as menu names in a cafe. There are some theories of semiotics. However, the writer chose the theory of Charles Sander Pierce for this study. The writer uses his theory because the signs of menu names in Tupan Cafe are suitable for being analyzed in his theory. The theory is known as triangle patterns started from representament, object, and interpretant. Those patterns have successfully helped the writer to analyze the menu names on Tupan Cafe.

There is a reason why the writer takes only 6 menu in the cafe. Because those menus only have signs for their menu names. So,the writer selects them as the object analysis. The menus are Classic Orange Panacotta, Legendary Volcano & Pitbull, Trilogy Chicken ala Cordon Bleu, Crisp Fried John Dory Cheese, Coffee V60, and Bloody Jean.Those menus have different signs begun with representament (R), object (O), and interpretant (I). Even though the menus are different, they are still analyzed with the same analysis patterns that the representament should be taken firstly, and the next step by determining the object related to the representament before, and the last is combining the elements between representament and object into a relevant meaning, this is called as interpretant. Furthermore, the semiosis process above is applied for uncovering the unknown messages to be understood clearly of those menu names.

Those menus have messages implied about how meaningful the menu is. Classic Orange Panacotta menu tries to inform the viewers that the food is made of some cream, milk, gelatine, and orange sugar. Legendary Volcano & Pitbullmenu tells the viewers that this menuhas two types of served bread; one is like triangle shape as a volcano, and the second is as a hot dog sliced with delicious meat. Furthermore, Trilogy Chicken ala Cordon Bleumenu wants to give the information that the menu can be namedas three different chicken meat served with melted cheese and mayonaise inside the chicken. Crisp Fried John Dory Cheese menu tries to inform the users that the food has a fried way of cooking the dory fish added some ingredients on the whole top like cheese and other seasonings. Coffee V-60 wants to tell the viewers that the design of coffeeis made with an unique coffee maker tool. Bloody Jean drink tries to inform the customers that the drink has an uniqueness of its name. However, it is a common drink made with coke and strawberry syrup.

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