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A Semiotic Analysis of Signs Found in USTP PT. Graha Cakra Mulia

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ABSTRACT

This research examines the form of signs found in PT. Graha Cakra Mulia and the meaning or idea that the sign represents. This research uses descriptive qualitative approach such the writers analyze the visual signifier and concept of meanings as signified the data with analyzed based on Saussure model of sign which consist of signifier and signified. The writers use 30 data taken from PT. Graha Cakra Mulia. The result of this research is the writers find there are some visual image and text in each sign that represented the signifier and signified.

Keywords: Saussure, Semiotic, Signifier, Signified, Signs

INTRODUCTION

Companies that work in fields like manufacturing and production usually have many safety signs and warning notices placed throughout their offices, factories, and work areas. These signs are there for important reasons, with one of the main goals being to keep employees safe from accidents or injuries that can happen if someone is not paying enough attention (Halimah & Tambun, 2023). By marking places where workers need to be careful, like areas with heavy machinery, electrical equipment, or dangerous materials, the company helps lower the chance of accidents. These signs also serve as constant reminders for employees to stay alert and aware of their environment. For instance, some signs tell workers to wear safety gear like helmets or goggles, while others show how to properly use tools and materials. Seeing these signs regularly helps employees stay focused on safety, which not only keeps them safe but also protects their coworkers. Besides that, in big and noisy industrial settings, visual signs like warning labels are often better than spoken instructions for quickly sharing important information. These signs help get safety messages across in a way that is easy for everyone to understand, even when there is a lot of noise from machines or equipment. When workers see these signs, they can instantly grasp what they mean, allowing them to respond properly to stay safe. Hence, this study will examine between signs and their environment and how it covers hidden meanings and implications that may not be immediately apparent. The writer uses theory of Saussure (1976) to analyze the meaning contained in the signs at PT. Graha Cakra Mulia based on its signifier and its signified.

Saussure's theory of semiotics divides a sign into two key elements: the signifier and the signified. The signifier refers to the physical form of the sign that is seen, heard, or touched, such as the visual symbols or textual warnings on safety signs in industrial settings. Meanwhile, the signified is the mental concept or meaning that the signifier evokes in the mind of the observer. These elements create a unified system of meaning, allowing individuals to interpret signs effectively in their specific contexts. For instance, a sign showing a picture of a hard hat (signifier) signifies the idea or requirement of wearing protective gear (signified) for safety purposes. According to Adam et al. (2023), in semiotics, signifier is a concept that helps interpret messages and produce meaning through understanding or interpretation of concepts, situations, or objects. This interplay ensures that safety signs are not just decorative symbols but serve as crucial tools for communication, enabling workers to grasp the intended message quickly and act accordingly to maintain a safe environment.

This research takes place at PT. Graha Cakra Mulia focuses on analyzing the safety signs placed in various work areas within the factory to explore their deeper meanings and implications. These signs are not merely visual aids but also rich semiotic objects that communicate critical safety instructions and awareness to workers. For instance, a sign displaying an image of a fire extinguisher alongside text like "Emergency Use Only" directs employees to the tool's location (signifier) and conveys its intended use during emergencies (signified). These signs often employ universally recognized symbols and bold colors to immediately attract attention, while the accompanying text provides context-specific instructions. The research applies Saussure's semiotic framework to dissect how these signs, as objects of communication, bridge the gap between their visual elements and the underlying safety messages they convey. By examining the interaction between signifiers and signified in this context, the study delves into how these signs shape behavior, ensuring that employees observe and internalize safety measures effectively.

Previous studies provide valuable insights into applying Saussure's theory in various contexts to support the exploration of semiotic concepts. For example, a study by Haris, Agustina, and Trisnawati (2021) analyzed the depiction of animal characters in the animated film *Zootopia*, revealing how the stereotypes of animals like mice, rabbits, and foxes were reinterpreted using Saussure's concepts of signifier and signified to challenge societal norms. Another study by Persada (2019) applied semiotics to the visual elements of the *Gundala* movie poster, emphasizing the denotative and connotative meanings derived from the relationship between signifier and signified, contributing to understanding the poster's dark and heroic themes. Rachmayanti et al. (2021) also explored the relationship between sacred spaces and multicultural community nodes in the context of Gereja Ayam, Jakarta, using Saussure's semiotic theory. This study revealed how the church's physical form (signifier) and its historical and cultural significance (signified) symbolize multicultural harmony and sustainable community living. These studies underline the versatility of Saussure's framework in uncovering layered meanings across different media and contexts, forming a foundational basis for the present research

METHODOLOGY

This current research used a descriptive qualitative method, which focuses on understanding the meanings, concepts, characteristics, metaphors, symbols, and descriptions of various things. Qualitative research explores questions, gather evidence and describes the data in non-numerical terms, focusing on descriptive form (Creswell, 2012). Qualitative methods are great for uncovering and understanding aspects of phenomena that are not widely known. They are also useful for gathering information about topics known only to a few people. The research at PT. Graha Cakra Mulia was conducted through a structured process to analyze the safety signs in the factory. First, the researchers thoroughly observed the workspaces to understand the placement and context of the safety signs. Second, photographs of the signs were taken to capture their visual details and ensure accurate analysis. Third, each safety sign was analyzed using Saussure's semiotic theory, focusing on the signifier (the physical representation of the sign) and the signified (the concept or message it conveys). This systematic approach aimed to reveal the deeper meanings and implications of the safety signs in the factory environment.

RESULT AND DISCUSSION

This part provides table result of analyses using Saussure's semiotic theory from some kind of signs and explained signifier and signified from the signs in the table bellow.

No	Data	Signifier	Signified
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1.		The visual image of dead tree and dead fish in a sign.	The concept that comes in people's minds when they see the warning sign that hazardous industrial waste can cause living organisms to die so they must be careful with it.
2.		The visual image of hazardous gas leak in a sign.	The concept that comes in people's minds when they see the sign that gas hose leaks are hazardous to the skin and can cause irritation so they must be careful with it.
3.		The visual image of exclamation mark in a warning sign.	The concept that comes in people's minds when they see the warning sign that the area is dangerous so they should stay away from that area.
4.		The visual image of a lightning bolt and the warning triangle in yellow.	The concept that comes in people's minds when they see the sign that create a clear warning to stay away or be cautious around electrical hazards.

5.		The visual image of flame	The concept that comes to people's minds when they see it is the warning of a fire hazard. It signifies the potential presence of flammable materials or a risk of ignition, alerting individuals to exercise caution in the area to prevent accidents or fire-related incidents.
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Based on Saussure's theory of semiotics, the signifiers in the examples appear in various forms, such as visual images, words, and phrases, all of which are used to convey a specific idea or message. In this context, the signs are designed to signify a warning, alerting people to the presence of a dangerous area. For example, one of the signs includes a visual depiction of a dead tree and a dead fish placed together. Here, the signifier consists of the images of the tree and fish, while the signified is the concept of danger or caution that these images represent that will lead people who see it more careful about the environment. This combination acts as a clear indicator of the hazardous nature of the area, effectively delivering a warning to individuals who encounter the sign. By using symbolic elements that viewers can interpret, the sign effectively communicates its message.

6.		The visual image of group of people gathers.	The concept that this location is where employees should gather during emergencies for safety.
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7.		The visual image of letter P and diagonal line across it.	The concept in people's minds when they realize they can't park their vehicles in that area and should find another place to park to avoid problems.
8.		The visual image of lit cigarette crossed out with a red circle and diagonal line.	The concept that comes in people's minds when they realize that smoking is not allowed in that area because the potential for fire hazards, or the need to maintain a clean and healthy environment.
9.		The visual image of mask covering nose and mouth.	The concept that comes in people's minds about the importance of maintaining cleanliness and hygiene to prevent contamination protecting the workers' health.
10.		"WASTE MANAGEMET" text and person who classified the waste in its place.	The idea is that garbage should be disposed of in the appropriate category using the color-coded bins, encouraging cleanliness and environmental care.

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Based on the data above all the sign gives an instruction about safety and what should we do in public area. Saussure's theory of semiotics, the signifiers in the examples appear in various forms, such as visual images, words, and phrases, all of which are used to convey a specific idea or message in picture number 6 there is arrow line that show people should we gather during emergencies and using English and Indonesia language for the form information below the icon. Picture number 7 is giving instruction with a "P" crossed out, is the sign that people cannot park there does not exist and no one will be confused or inconvenienced. Picture number 8 about prohibition of cigarette the sign including cigarette, a red circle and diagonal line that's all interpreting about people shouldn't some on the area and it confirmed by the form on the side "No smoking" and the red color signified something that is firm and requires attention. Picture number 9 The mask in sign is among the direct methods of recommending the use of masks to the public for personal health and protection, particularly to those individuals in the places with possible hazards and the choosing yellow color is to interpreting something danger it can potion or pollution. Picture number 10 is about reminder how to put a dispose of rubbish in the appropriate place according to the rubbish categories provided selecting colors in waste bins that provide a green color for organic waste. yellow for inorganic waste. Red is for waste that contains hazardous and toxic materials that all color interpreting their meaning.

11.		Text about wearing safety gear and putting safety first.	The idea is that it's critical to assume personal responsibility for workplace safety by utilizing the available safety equipment to avert mishaps in high-risk locations.
12.		The visual image of water faucet left open.	The idea encourages environmental sustainability by serving as a reminder to switch off faucets when not in use in order to save water.

13.		The visual image of a fire extinguisher and abbreviation of Alat Pemadam Api Ringan "APAR" above it.	The concept is where a fire extinguisher is located and how crucial it is to be ready to use it in an emergency to reduce the risk of a fire.
14.		The visual image of three arrows that form a triangle in yellow color and "SAMPAH NON ORGANIK" phrase under it.	The idea behind this container is to enhance waste management procedures and promote appropriate disposal of non-organic garbage.
15.		The visual image of three arrows that form a triangle in green color and "SAMPAH ORGANIK" phrase under it.	The concept of this sign is to emphasize eco-friendly behavior and separation of trash by designating this container only for organic garbage.

Continuing with Saussure's theory of semiotics, the signs in this set also use visuals and text to convey important messages in a straightforward way. Sign number 11 features the text "UTAMAKAN KESELAMATAN ANDA" along with instructions about wearing safety equipment. This serves as a reminder to employees to put safety first, particularly in dangerous places, by using the specified protection gear. The depiction of an open water faucet on sign number 12 serves as a reminder to switch off faucets when not in use in order to save water. It's a simple yet effective way to encourage environmental responsibility. In sign number 13, the image of a fire extinguisher labeled "APAR" serves as both a locator and a reminder to be prepared for emergencies. Sign number 14 uses three yellow arrows forming a triangle,

along with the phrase "SAMPAH NON ORGANIK," to indicate a bin for non-organic waste. Similarly, sign number 15, with three green arrows and the phrase "SAMPAH ORGANIK," guides people to properly dispose of organic waste. These two signs promote recycling and environmental care by making it easy for workers to sort their trash. Together, these signs combine visuals and text to clearly communicate safety and environmental priorities in a way that's easy to understand and act on.

16.		The visual image of man and pregnant woman on the left side and a woman spraying plants with herbicide on the right side.	The idea is that people should be aware of the risks of chemical exposure, particularly for pregnant women, which means they should take steps to avoid them to safeguard their health.
17.		The visual image of helmet, gloves, mask and boots.	The idea is that when doing jobs that include physical or chemical dangers, it is important to wear full protective gear to maintain safety.
18.		The visual image of the on light with "MATIKAN LAMPU APABILA TIDAK DIGUNAKAN" text under it.	The idea is a reminder to switch off lights when not in use in order to help save power.

19.		The visual image of electrical cable fire.	The idea serves as a reminder about the risks connected to exposed cables and the necessity of treating them carefully to avoid mishaps like fires.
20.		The “UTAMAKAN KESELAMATAN KERJA” text.	The idea serves as a powerful reminder to put workplace safety first in all actions in order to reduce risks and maintain wellness.

From the data above, the displays seen in this group are lighted by images that anybody can associate themselves with and short textual descriptions that get the leading safety points across effectively. Figure 16, which displays a pregnant woman and a man on one side, and a woman spraying plants on the other, represents the connection between the leakage of chemicals, particularly among pregnant women, and the health of all. On this point, also the helmet, gloves, and mask are to wear by workers as well as all the other protective measures to prevent the risks related not only to the contagion of the coronavirus and to the detrimental substitution of a work injury from the one that would arise from the exposure to dangerous chemicals. Turning the light off becomes an insightful action of energy conservation. Sign number 19, containing the illustration of a burning electrical cable is a red flag against the danger of bare and open electrical cables as well as the necessity to handle the equipment with care in order not to have any accidents. Lastly, the sign that supports the principle of the overall safety of all workers in all the tasks is called the safety sign number 20. These signs are designed so that they are worth two one fixed on areas where the machinery is present and the other one to be moved to where it is needed by a worker.

21.		The visual image of company logo of USTP along with the text “integrity, quality, and responsibility.”	The concept that communicates a commitment to all employees for being honest, providing high-quality services or products, and being accountable in their actions and decisions. This reinforces trust and professionalism in the company’s reputation.
22.		The visual image of a flame, electrical match, lit cigarette, mobile phone, and camera, all with diagonal lines across them and an exclamation mark.	The concept that comes in people’s minds about the need for caution, suggesting that these items, if mishandled or used improperly, could pose a risk to safety.
23		The visual image of character standing near barrels, with smoke or fire hazard and the angry face on the barrel.	The concept that comes in people’s minds that emphasizing the serious risk of fire or explosion in that area.

24		The visual image of a boot with the words "GUNAKAN SEPATU BOOT"	The concept that comes in people's minds when see the sign that wearing safety boots is essential for protection in dangerous or industrial settings, helping to prevent injuries from hazards on the ground
25		The visual image of a skull and crossbones inside a diamond shape with the words "BAHAYA RACUN"	The concept that comes in people's minds about danger of poisonous substances, warning that the area or material is dangerous and can lead to severe injury or death if mishandled.

Sign number 21 is the USTP company logo with the words "integrity, quality and responsibility" which communicates a commitment to employees to be honest, provide high-quality services or products, and be responsible for their actions and decisions. This strengthens trust and professionalism in the company's reputation. Sign number 22 contains images of fire, matches, lit cigarettes, cell phones, and cameras, all with diagonal lines and exclamation marks, emphasizing the need for caution. This suggests that mishandling or inappropriate use of these items may pose a safety risk. Sign number 23 with an iconic image of a character standing near a barrel with smoke or a fire hazard and an angry face on the barrel indicates a serious risk of fire or explosion in the area. Sign 24 with a boot icon that says "Gunakan Sepatu" indicates the importance of wearing safety shoes for protection in hazardous or industrial environments, helping to prevent injuries from land hazards. Sign 21 containing an image of a skull and crossbones in a diamond shape with the words "Bahaya beracun" warns of the presence of toxic substances, indicating that the area or material is hazardous and can cause serious injury or death if mishandled.

26		The visual image of head wearing a helmet, with the text "AREA WAJIB MENGGUNAKAN HELM"	The concept that comes in people's minds about the importance of protecting one's head in potentially hazardous environments.
27		The visual image of person wearing safety shoes, with the text "Mengapa saya harus memakai safety shoes?"	The concept that comes in people's minds about the importance of wearing safety footwear to protect feet from injuries in a hazardous work environment.
28		The visual image of two hoses with corrosive substance spilling onto the ground, and the warning "Bahaya Korosif"	The concept that comes in people's minds about the danger of corrosive chemicals, signaling that the substance can cause severe damage to materials and skin if it is spilled.
29		The visual image of diamond-shaped sign with a red border and a cross in the center with the text "BAHAYA BAGI KESEHATAN"	The concept that comes in people's minds about place or conditions that can pose risks to health, such as exposure to toxic or harmful materials that may cause injury or illness if not properly avoided.

30		The visual image of safety glove with the text "Gunakan Sarung Tangan"	The concept in people's minds about an instruction to use gloves for protection, particularly in environments where hands are at risk of injury, contamination, or exposure to harmful substances.
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Sign number 26, which includes a visual image of a head wearing a helmet with the words "AREA WAJIB MENGGUNAKAN HELM" emphasizes the importance of head protection in potentially dangerous environments. Sign 27 depicts a person wearing safety shoes with the words "Mengapa Saya Harus Memakai Safety Shoes?" highlights the need for safety footwear to protect feet from injury in hazardous working conditions. Sign 28 includes an image of two hoses spilling a corrosive substance onto the ground with the warning "Bahaya Korosif" indicating the danger of corrosive chemicals, warning that the substance can cause severe damage to materials and skin if spilled. Sign number 29 shows an image of a diamond-shaped sign with a red border and a cross in the middle, accompanied by the words "BAHAYA BAGI KESEHATAN", indicating a condition or area that poses a health risk, such as exposure to toxic or dangerous materials that can cause injury or illness if not avoided. .30 with a picture of safety gloves with the words "Wear Gloves" instructs individuals to use gloves for protection, especially in environments where hands are at risk of injury, contamination, or exposure to materials dangerous substances.

CONCLUSION

In conclusion, this study examines the safety signs at PT. Graha Cakra Mulia through the lens of Saussure's semiotic theory, which focuses on how signs are made up of two parts: the signifier (the physical elements like images or text) and the signified (the meanings or ideas they represent). The research shows that these safety signs successfully convey important messages to workers about safety and environmental awareness. By using a combination of visual images and text, the signs deliver clear and direct information about potential dangers, safety protocols, and appropriate actions workers should take. This approach helps workers recognize and understand safety precautions quickly, making it easier for them to follow guidelines and protect themselves. The use of familiar symbols, colors, and simple language makes the signs easy to interpret, promoting a safer and more environmentally conscious workplace.

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