

Qurotul Ainayah. 2026. *Representasi Identitas Masyarakat Jawa Timur dalam Logo Kabupaten Gerbangkertosusila: Tinjauan Semiotika Chaerles Sanders Pierce*. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunodjoyo Madura. Pembimbing: Dr. Khusnul Khotimah, S.S., M.Pd.

ABSTRAK

Penelitian ini dilatarbelakangi oleh identitas suatu daerah dalam logo dapat mengeksplorasi jati diri masyarakat. Namun, banyak masyarakat modern yang masih kesulitan memahami makna dalam logo daerahnya, yakni Kabupaten Gerbangkertosusila. Penelitian ini bertujuan mengeksplorasi nilai-nilai representasi identitas masyarakat Jawa Timur melalui komponen Ikon, Indeks, dan Simbol dalam logo kabupaten Gerbangkertosusila (Gresik, Bangkalan, Mojokerto, Surabaya, Sidoarjo, dan Lamongan). Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif melalui analisis semiotika Charles Sanders Peirce. Sumber data meliputi enam dokumen resmi logo kabupaten Gerbangkertosusila, dokumen sejarah, peraturan daerah terkait filosofi logo, serta hasil wawancara dengan petugas Dinas Perpustakaan dan Kearsipan Daerah setempat. Data berupa hasil analisis makna tanda triadik (Representamen, Objek, Interpretant) dan trikotomi (Ikon, Indeks, Simbol) pada komponen visual logo. Teknik pengumpulan data menggunakan studi dokumentasi, wawancara mendalam, dan teknik baca-catat. Keabsahan data diuji dengan triangulasi teknik membandingkan hasil studi dokumentasi dan wawancara lapangan. Hasil penelitian menunjukkan logo daerah Gerbangkertosusila tidak sekadar dekorasi visual, melainkan media komunikasi yang memadatkan identitas sejarah, geografis, ekonomi, dan religius. Keenam daerah di wilayah Gerbangkertosusila menggunakan perpaduan ikon, indeks, dan simbol untuk mengungkap identitas masyarakatnya. Mulai dari representasi religi dan industri di Gresik, jiwa ksatria di Bangkalan, sejarah Majapahit di Mojokerto, heroisme di Surabaya, kemakmuran delta di Sidoarjo, hingga keuletan spiritual di Lamongan. Melalui keselarasan komponen visual tersebut, setiap logo daerah mampu menjadi media komunikasi yang merepresentasikan identitas, keunikan dan nilai budaya masyarakat Jawa Timur. Penelitian ini memberikan pemahaman mendalam tentang warisan nilai budaya dan filosofis dalam lambang daerah masing-masing.

Kata kunci: Representasi identitas, Logo Kabupaten Gerbangkertosusila, Semiotika Charles Sanders Pierce.

Qurotul Ainiyah. 2026. Representation of East Javanese Community Identity in the Gerbangkertosusila Regency Logo: A Semiotic Review by Charles Sanders Pierce. Thesis, Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Trunodjoyo University, Madura. Advisor: Dr. Khusnul Khotimah, S.S., M.Pd.

ABSTRACT

This study background is motivated by the fact that a region's identity, expressed through a logo, can explore the community's identity. However, many modern societies, especially those in the modern era, still struggle to understand the meaning of their region's logo, Gerbangkertosusila. This study aims to explore the representative values of East Java community identity through Icon, Index and Symbol of regency Gebangkertosusila logo (Gresik, Bangkalan, Mojokerto, Surabaya, Sidoarjo, and Lamongan). The study used qualitative approach with a descriptive method, using Charles Sanders Peirce's semiotic analysis. The data sources include six legal documents of Gerbangkertosusila regency, historical regency, regional regulations regarding logo philosophy, also interview result with local Library and Regional Archives Office officials. The data consists of the results of triadic sign analysis (Representamen, Object, Interpretant) and trichotomy (Icon, Index, Symbol) on the logos' visual Komponents. The data collection techniques include documentation study, in-depth interviews, and note-taking techniques. Data validity was tested through technical triangulation by comparing the results of documentation studies and direct interviews. The results show that the Gerbangkertosusila regional logos are not merely visual decorations, but communication media that condense historical, geographical, economic, and religious identities. All six regions in the Gerbangkertosusila area use a combination of icons, indices, and symbols to reveal their community's identity. It's started from religious and industry representation in Gresik, the owl of Bangkalan's knight, Majapahit history in Mojokerto, heroism in Surabaya, Delta prosperity in Sidoarjo, to spiritual resilience in Lamongan. Through the harmony of these visual Komponents, every regency logo is able to become media communication that represents identity, unique and cultural value of East Java community. This research provides a deep understanding of the cultural and philosophical values inherited in each regional logo.

Keywords: Identity representation, Gerbangkertosusila Regency Logo, Semiotics Charles Sanders Peirce.