

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter reviews some related literature namely semiotics, sign, connotation, World Wildlife Fund (WWF), and previous studies.

2.1 Semiotics

In common definition, semiotics is the study of signs. Eco as cited in Chandler (2007, p.2) explains further that semiotics is concerned with everything that can be taken as a sign. It means that anything which stands for something else also considered as a sign. Moreover, Chandler says that “signs in semiotics take form of words, images, sounds, gestures and objects” (Chandler, 2007, p. 2). According to Berger (2004, p. 4) there are two pioneers of modern semiotic analysis, they are Swiss linguist Ferdinand de Saussure (1857–1913) and American philosopher Charles Sanders Peirce (1839–1914). Saussure introduces the term semiology (from the Greek *semeîon*, “sign”) which means a science which studies the role of signs as a part of social life (Saussure, 1983, cited in Chandler 2007, p. 3).

Different from Saussure, Peirce calls this study ‘semeiotic’ (or ‘semiotic’) (Chandler, 2007, p. 3). Semiotics is a relationship among a sign, an object, and a meaning (Peirce cited in Sobur, 2009, p. 16). Saussure’s semiology differs from Peirce’s semiotics in some respects, semiology is the study of sign systems and