Chapter 1

Introduction

1.1. Background to the topic

Icon is part of the science of semiotics that sign or something that represents something. Icon is one of important in tourism. In this case shows icons and represent things that exist in the Denpasar city tourism icons.

In this report, the writer will be discused the significance of the icon in Denpasar city tourism. Most people do not know the meaning of the icon in denpasar city tourism. The writer hopes that people not only know the city but also the meaning of the icon.

After seeing the phenomena in this study the writer attemp to discuss about the meaning of the icon in Denpasar city tourism.

It is the supporting theory to analysis the report :

"Semiotika,ilmu tentang tanda, mempelajari fenomena sosial-budaya,termasuk sastra sebagai sistem tanda(preminger,197:980)"

According to Preminger theory, semiotic is the science of sign, studying of the penoment social-culture it is including lterature as the system of sight. I interested to discuss the city tourism office icons of Denpasar, how phyloshofi one by one meaning contained within the icon.

1.2. Scope

This paper discuss the meaning of the icon Denpasar city tourism. This paper will be discussed about how the philoshopy of the meaning of icon in Denpasar city tourism.

1.3. Objectives

Other than to fulfill the job training course, the purpose of this paper is as in the following:

a) To know the meaning of the icon of Denpasar city tourism

b) To know the philosophy of the meaning of the icon in Denpasar city tourism

1.4. Significance to knowledge

The paper is expected to have significant benefit, whether it is a theoretically or practically. it is expected to give knowledge about the icon. in this paper shows that the meaning of icon in the Denpasar city tourism.The icon is a sign that the marker and the signs showed no relationship is natural, which is the same as the harbingers marker, such as a picture or a sculpture portrait.

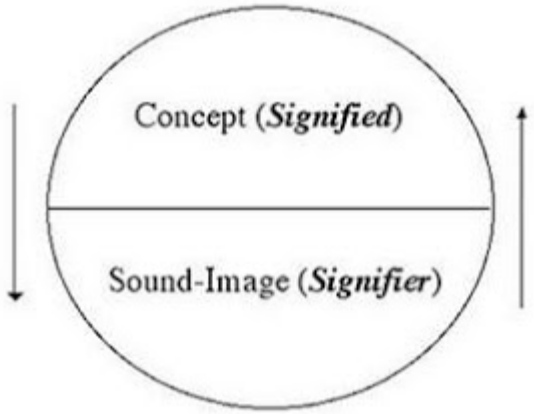
1.5. Framework of the theory

In this job training report, the writer uses the theory of sign by Preminger (1974:981-982) as follow : *"tanda mempunyai dua aspek yaitu penanda (signifie, signifiant)dan petanda (signified,signifie)".*

TANDA	
Penanda	Petanda
Citra-bunyi	Konsep

- **Penanda** (*signifier*) is the material aspect of a sign or image aspects of the sound (a kind word or a visual representation).
- **Petanda** (*signified*) is a concept where the image propped sound.

"Penanda adalah "bunyi yang bermakna" atau "coretan yang bermkna".jadi,penanda adalah aspek material dari bahasa yaitu apa yang di katakan atau di dengar dan apa yang di tulis atau di baca. Petanda adalah agambaran mental,pikiran,atau konsep.jadi,petanda adalah aspek mental dari bahasa" (Bertens,2001:180).



1.6. Research method

The method used to analyze the data in this job training report is descriptive method; the data is collected and analyzed based on the theory.

I did my job traning at denpasar goverment tourism office in Bali,located at Graha Sewaka Dharma Jl. Majapahit and Jl. Surapati no 7.in majapahit i work as marketing and in surapati I work as giving information to tourist about denpasar and explaint maps of denpasar. The timing job training began on agust 12 until september 5 2014.it's began on weekdays starting at 08.00A.M until 04.30 P.M(WITA).