CHAPTER II

DESCRIPTION OF THE TOPIC

2.1 ICON

Semiotic is science of sign , semiotic can be understood as follow :

Semiotika, ilmu tentang tanda, mempelajari fneomena sosial-budaya,termasuk sastra sebagai sistem tanda. Tanda mempunyai dua aspek yaitu penanda (signifie)dan petanda (signified). **(preminger,1974:981-1982) .**

Penanda adalah "bunyi yang bermakna" atau "coretan yang bermkna".jadi,petanda 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).

In the above theory explained that the social culture in semiotics is very important and a lot of effect on the culture and therefore I will focus on what the meaning and philosophy of icons located in the city of Denpasar tourism tagline.

In theory explained that there are two types of signs are signifier and signified where Denpasar as a signifier that is what is spoken, heard and read that word because in Denpasar signifier itself is a sound image in the visualization. While Denpasar as a signified is as the provincial of Bali, which is the concept.

Denpasar became the central city of the province Bali, because of its geographical location which, because has become the capital of the province of Bali Denpasar such as thing as "Denpasar" became the center of Bali's economy and the center of government as well as education on the island.

Denpasar is not just a city rich in culture and diversity of its tourist but Denpasar also has a tagline that makes Denpasar more known in the wider community and abroad, Denpasar has icons of "Sightseeing" and Denpasar is where the word between the word" Den "and "Pasar" there is an icon that is a Baris dance, as well as the heart of Bali, not only that of Denpasar also become the heart of Bali. In this paper the writer will be discussed one by one and fhiloshopy meaning of the icon and tagline that is in uses by the department of Denpasar city tourism.

2.2 DATA ANALYSIS

Picture below is the icon of the Denpasar city in the field of tourism which the writer will be discussed.



The above picture, there are four elements which I will be discussed philosophy, namely:

1. The phyloshopy of icon " SIGHSEEING"
2. The phyloshopy of "DENPASAR"
3. The phyloshopy of baris dance in icon Denpasar.
4. The phyloshopy of " THE HEART OF BALI"



Data 1: fhiloshopy of icon "sightseeing" itself is traveling or going about to look at places of interest. The meaning and philosophy of sightseeing itself is how a place has some of the beauty that is very interesting to visit, together with the city of Denpasar that also have something to be sightseeing in the showcase to the world. in Denpasar own a lot of very interesting places are the main objectives travelers and tourists. Sightseeing can also mean that he is the heart of Denpasar Bali and so many interesting places in Bali sightseeing as being a portrait that in every step in Denpasar. Denpasar is a very differnt place and so many interesting places in Denpasar include Kertalangu village, Sidik jari museum , and much more.



Data 2: the philoshopy of "DENPASAR". the word of "DEN" which in Balinese language means north, castle, study center, majesty. The word "PASAR" itself that has a center of economic significance, a symbol of prosperity. Market which means the center of the economy as symbolized that itself could even become the center of Denpasar city of Bali, Denpasar The word itself has a central function to motivate, to support the life of Denpasar society to keep it wise in addressing changes in space (desa), time (kala), and circumstances (patra), which resulted in the presence of the city of Denpasar as a viable and convenient as a symbol of honor and majesty on the basis of the prosperity of society. Denpasar words reflect what is happening in the city, a city full of grandeur and the city that became his major central province of Bali.



Baris Dance

Data 3 : The philoshopy of Baris dance is a brand icon in the city of Denpasar, to give an idea that the city has a foundation of Denpasar history, art and culture are so basic. it is from history Puputan Badung Baris submit a variety of meaning related to the principles identity, bravery, awareness and majesty. The tamples royal contemporaries as the center , leaving the cultural nuances with authority and charisma. The movements in the formation of a full line of rhythmic and dynamic, like it was watching, keeping and adjust the rhythm of wheel of life Denpasar city keep moving forward in harmony.

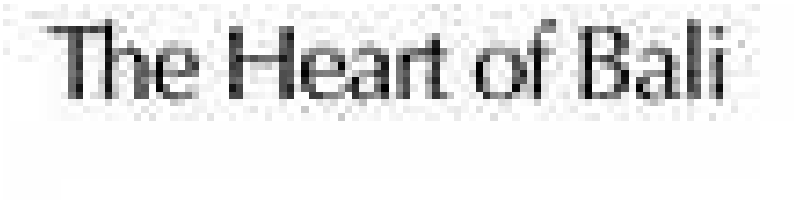
In each beat of motion Baris as well as representing the values of the struggle, compassion, heroism and initiative on what exists and develops in Denpasar City. Crown used in the triangular Baris dances, such as representing that every motion and live based on what is in and towards the vision. Creation of insightful cultural city full of harmony, framed in a philosophy of life that, in happiness and life always focused on balance relationships on an ongoing basis with the creator, with others or with his or her environment (Tri Hita Karana).

This is the exsample of baris dance:









Data 4: The philosophy of "The Heart of Bali" in perspective as THE HEART OF Denpasar Bali, as if to show his identity, that Denpasar is not only geographically located in the center of the island of Bali which is easily accessible from various lines, but also as the central government of Denpasar, economy, education, information, tourism, as well as a center for art history and cultural studies. Denpasar is a city full of realizing the value of its existence as the pulse of Bali. The island certainly has become a brand in foreign countries. From this central point is right Denpasar also take a strategic role to be able to respond to global change wise at the moment, to answer the challenge of tourism with better consideration and awareness and readiness to free market competition. Denpasar is also a central field of creations and achievements have been duly always open communication and interaction, not only to local and national communities, but the acceleration field in international dynamics.

In the perspective of Denpasar Bali as a tourist destination, the existence of Baris dances such as being welcoming and convey its identity as a city that left a million impressions and expectations. Live in the city center which represents a state of keadaan " KOTA DALAM DESA,DESA DALAM KOTA" presents a

unique alkuturation of two atmospheres as well as balancing the orientation of human life in the city center of Denpasar. The town is usually synonymous with crowded, pollution and etc. then the pattern of public relations as being individualist. Baris invites all community members to bring a new paradigm to portray more than just the city of Denpasar.

Begins with a city-based local moral values , togetherness and tolerance in a multicultural dimension of city life, appoint and interpret the values of historical and cultural. Then ,dps proceed with an attempt to actualize the ideals and values of compliance, revive the vision and mission Denpasar in sight and lives of the citizens, giving attention to the development and appreciation of creativity and inventiveness, regulate a variety of efforts to reduce disparities, increased understanding and knowledge, the preservation of public service improvement regulate integrated security system, further supported by the efforts of renewal and improvement of infrastructure consistent and sustainable environment, will be positioned as a viable option Denpasar city and convenient to stay just in and visit.