

UNIVERSITI TEKNOLOGI MARA

**MANIFESTATION OF MEANING IN
NATIONAL IDENTITY THROUGH
SEMIOTIC THEORY APPROACH IN
THE NATIONAL DAY LOGO OF
MALAYSIA**

SITI FAIRUZ BINTI MD HASHIM

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ABSTRACT

The lack of local research on the meaning of the National Day logo has resulted in people not understanding the meaning of the National Day logo. This has caused a lack of patriotism among the community. The spirit of nationalism must exist in the community by appreciating the true meaning of independence. The National Day logo is designed to give awareness to the people and is also one of the ways used by the government to convey its desire and mandate. The identity of a country will be reflected in the Malaysian National Day logo. So, this research aims to comprehensively analyze the meaning of each character found in the Malaysian National Day logo by using sign and symbol theory. After conducting a comprehensive study, the researcher used theories from the Charles Sanders Peirce theory of Semiotic [representational, object, and interpretation] and the basic theory of formalistic (element of art and principle of design) in analyzing this logo. The Malaysian National Day logo is analyzed based on several characteristics of the logo, namely color, typography, shape, and visuals. This research was conducted using qualitative research methods using documents, observation, and interviews. This method of combining three findings in the form of triangulation combines a descriptive approach to obtain accurate and comprehensive research data. Findings from this researcher found that some of the characteristics of the National Day logo are such as shape, color, typography, and visuals. There are four types of National Day logos, which are logotypes, symbolic logos, abstract logos, and combination logos. The national identity elements found in the Malaysian National Day Logo include the 1Malaysia icon, the Malaysian flag, hibiscus flowers, Vision 2020 musical instruments, and human figures. This research has provided a complete contribution to the interpretation and design evolution of the Malaysian National Day logo from 1976 until 2020. A type of national identity symbol that has been clarified can be used as a guideline for the Government and designers in designing the National Day logo in the future.

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CHAPTER ONE INTRODUCTION

1.1 Introduction

This chapter will describe the research topic and provide a guide for the researcher throughout the research process. This research begins with an overview of Malaysia's National Day's history before focusing on the design of Malaysia's National Day's logo as a manifestation of national identity. Every logo design for Malaysia National Day has its meaning, message, and symbol. It reflects a theme that has been created annually depending on the events of that year. Today, the logo, design, and meaning of the Malaysian National Day logo are not generally understood. Therefore, the research objectives and research questions were developed to address this issue. The significance and scope of the study will be presented in this chapter, followed by a discussion of its limitations and delimitation. This chapter will conclude with a chapter summary.

1.2 Research Background

The concept of national identity is important for each country since it represents its people's collective beliefs, heritage, and aspirations. National identities are developed and communicated using symbols such as flags, anthems, and logos. According to (Scroll et al., 2012) these symbols, play a crucial role in shaping and communicating national identity. In the case of Malaysia, the National Day logo plays an important role in representing Malaysia's unique identity, serving as a symbol of the country's national pride and values. In simple terms, the logo for the national day plays an essential part in the formation of national identity by integrating national symbols, colours, and themes that are meant to symbolize the ideals and character of a nation. By commemorating the national day with a logo, a country can strengthen its identity and promote national unity.

National identity is a complex concept formed by various factors, including historical events, cultural traditions, language, and religion (Dzulkepli & Mohd Lazim, 2022). Symbols and images play an important role in representing the national identity of a country, and the National Day logo is one of the symbols that reflect Malaysia's