

ABSTRACT

This study used a qualitative method with semiotic analysis of Roland Barthes. The purpose of this study was to determine the value that contained in Calais Tea logo, its used as the corporate identity that seen from the meaning of denotation, connotation and myth. The identity of a company are reflection of the vision, the mission that visualized in the company logo. With the appropriate logo, the desired message of identity can be represented effectively. Denotatively Calais Tea logo are bowler hat, handlebar mustache, bow tie, circles, fonts, shading, magenta, black color, and tagline “Artisan Bubble Tea & Coffee” that united in Calais Tea logo. There are connotation meaning of the various elements in the Calais Tea logo, that are bowler hat that shows authority and elegant; handlebar mustache that shows masculinity and authority; bow tie that shows an elegant, neat and formal; circle shows the whole eternity; font which shows a straightforward, decisive and dynamic; shading motive that shows a classic image; magenta color that indicates femininity and joy; black color that shows masculinity and elegant; and tagline “Artisan Bubble Tea & Coffee” shows quality. Overall, these elements refer to the prestige value on Calais Tea logo. Myths signification of Calais Tea logo is the myth of the difference in the value of prestige. Prestige show differentiation and stratification in society. Elements like bowler hat, handlebar mustache, bow tie, circles, fonts, shading patterns, magenta, black colors, and tagline “Artisan Bubble Tea & Coffee” indicate the value and classes of the difference in it.

Keyword: *logo, semiotics, Roland Barthes, prestige*