

# SEMIOTIC ANALYSIS OF TRAVELOKA APPS INTERFACE



**An Undergraduate Thesis  
Submitted as a partial fulfillment of the requirements  
For *Sarjana Sastra* Degree**

**By:  
Bintang Adde Harki Putri  
1909010007**

**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION  
UNIVERSITAS MUHAMMADIYAH PURWOKERTO  
AUGUST 2023**

# SEMIOTIC ANALYSIS OF TRAVELOKA APPS INTERFACE



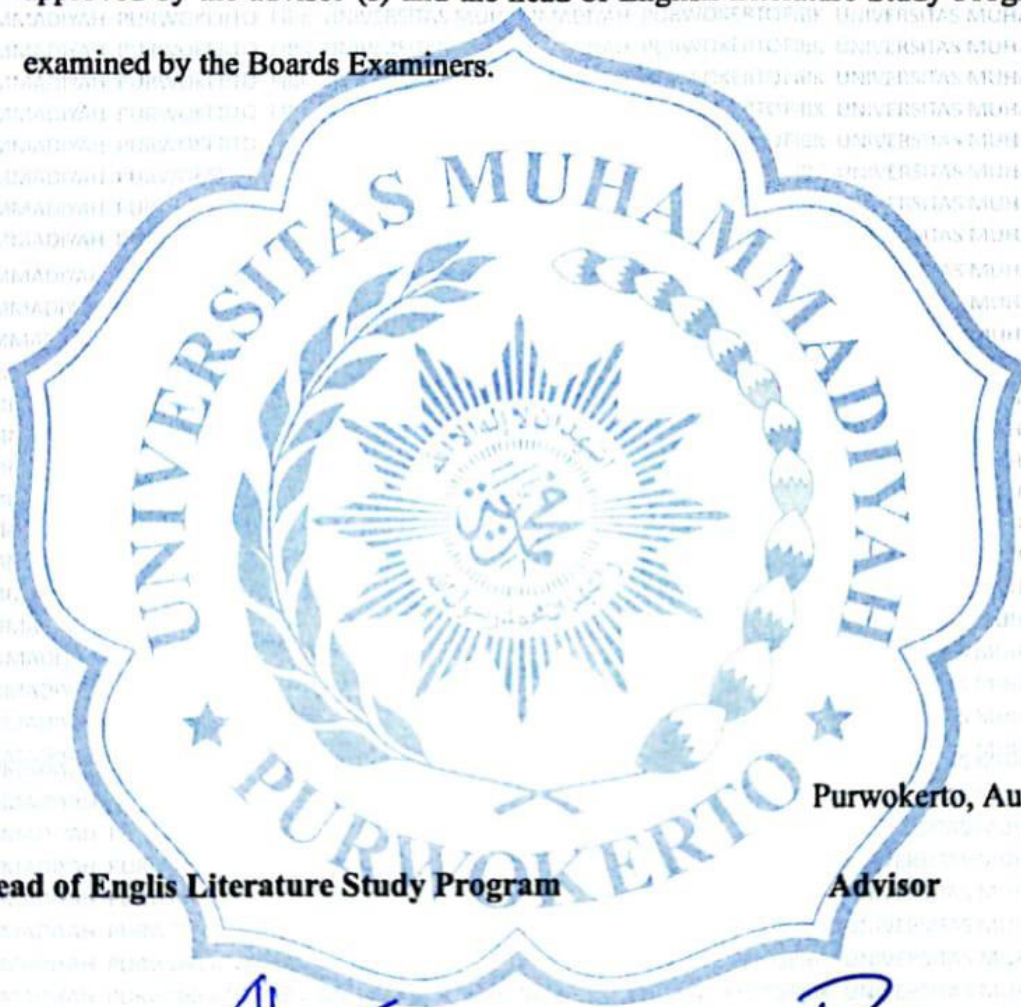
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AUGUST 2023**

**APPROVAL SHEET**

**This is to guarantee that this graduating paper entitled “SEMIOTIC ANALYSIS Of TRAVELOKA APPS INTERFACE” by Bintang Adde Harki Putri has been approved by the advisor (s) and the head of English Literature Study Program to be examined by the Boards Examiners.**



**Purwokerto, August 2023**

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**Advisor**

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**VALIDATION SHEET**  
**SEMIOTIC ANALYSIS OF TRAVELOKOA APPS INTERFACE**

**An Undergraduate Paper**

**By**

**Bintang Adde Harki Putri**

**1909010007**

**has been examined and approved by the Board of Examiners as one of the requirements for the Sarjana Sastra degree on July 28<sup>th</sup> 2023**

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## STATEMENT OF ORIGINALITY

**Name** : **Bintang Adde Harki Putri**

**Student Number** : **1909010007**

I, the undersigned researcher of the undergraduate thesis entitled “SEMIOTIC ANALYSIS OF TRAVELOKA APPS INTERFACE”, hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best my knowledge, any referenced-quotations are shown in arrangement of citations and bibliography. If later it can be revealed that this undergraduate thesis contains partly or wholly plagiarized pieces of other intellectual works of ant kinds, the researcher will be ready to accept the sanction.

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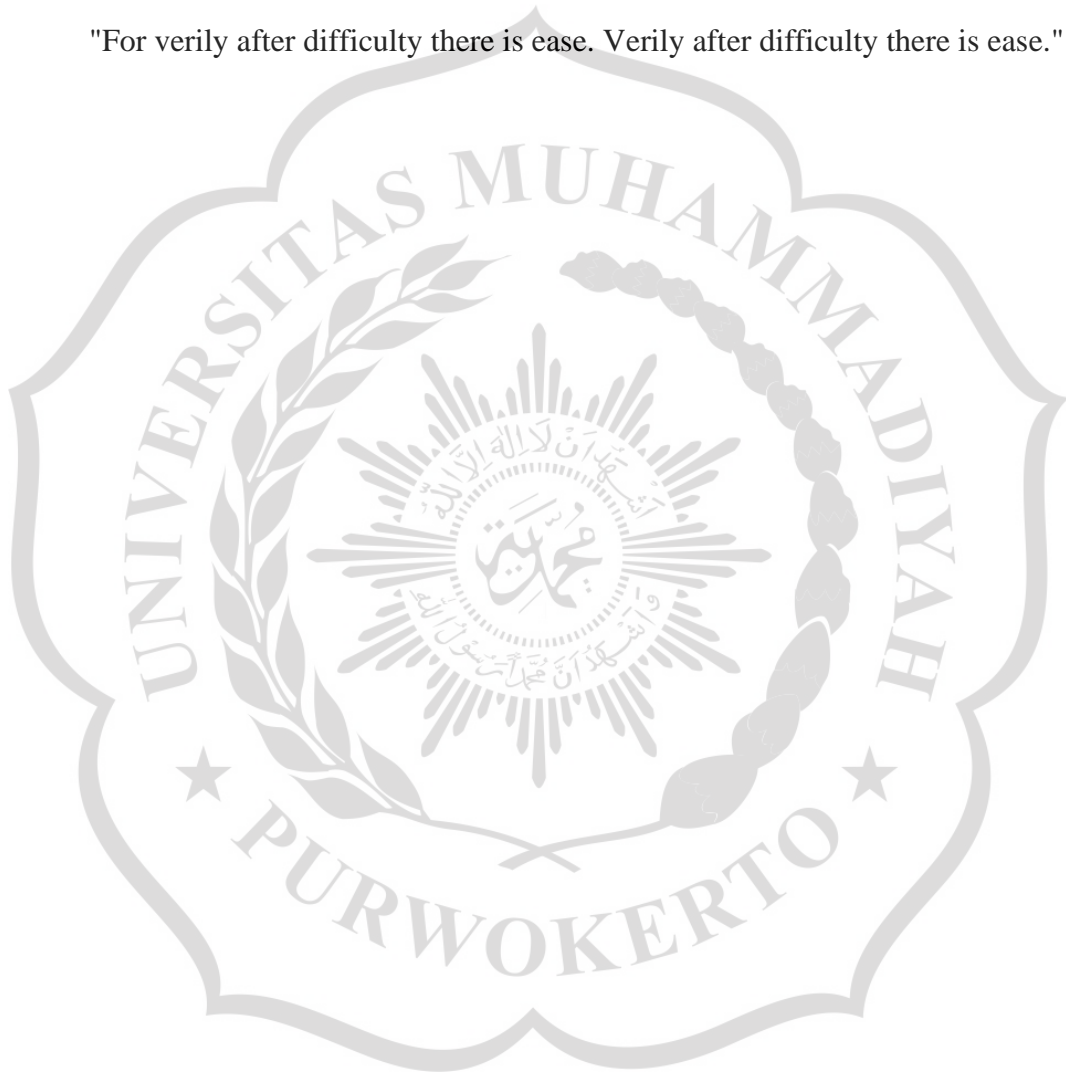
**Bintang Adde Harki Putri**

## MOTTO

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا إِنَّ مَعَ الْعُسْرِ يُسْرًا

Al-Qur'an Surah Al-Insyirah Verses 5-6:

"For verily after difficulty there is ease. Verily after difficulty there is ease."



## DEDICATION

This undergraduate thesis is dedicated to my beloved parents and my husband.



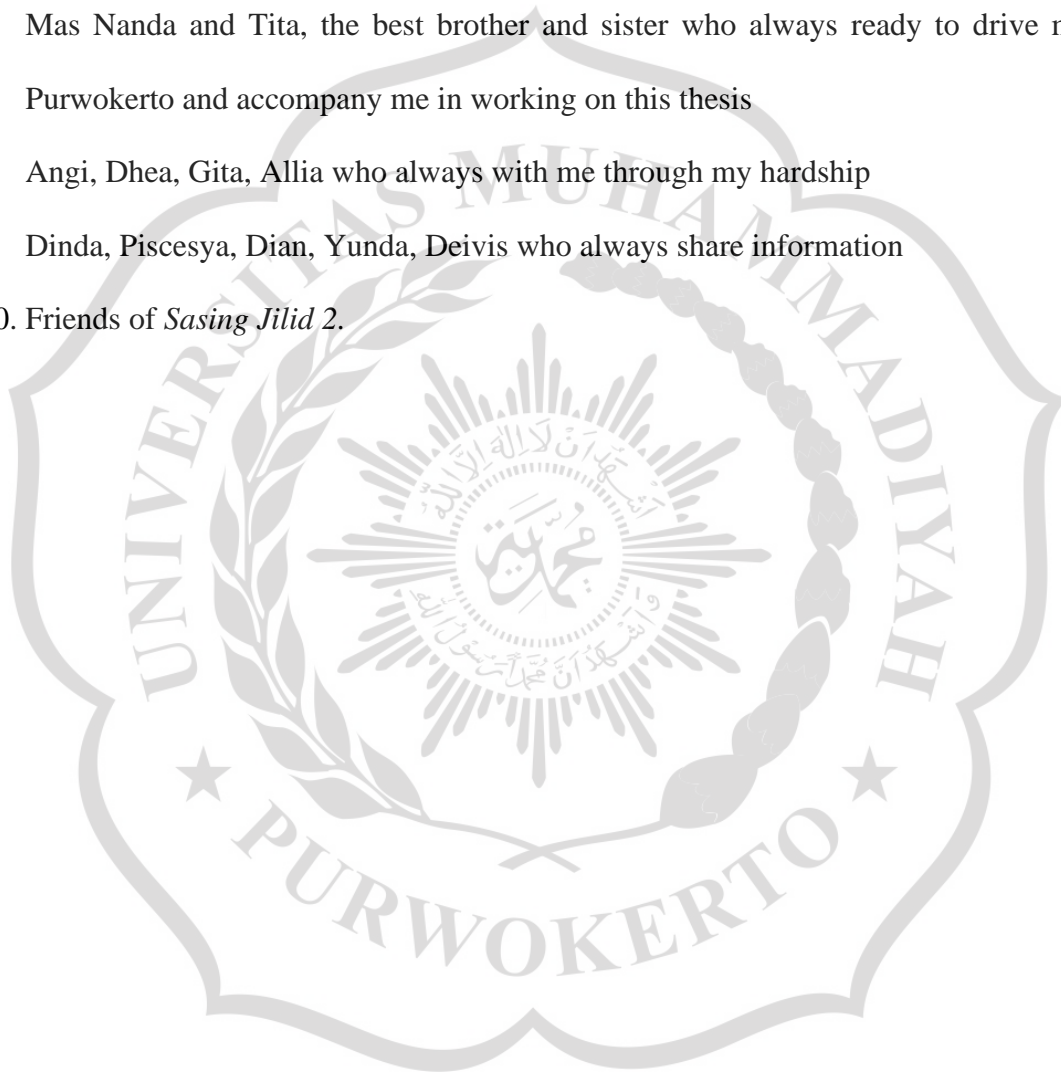
## ACKNOWLEDGEMENTS

*Alhamdulillahirabbil'alamin*, all praise be to Allah SWT, the Lord of all creatures, the Exalted and Merciful, for his blessings, endless love and guidance. Without him, none of our life goals can be achieved. Being the humblest creature is then the saviour from uncertain paths. Shalawat and Salam be upon Prophet Muhammad SAW, hopefully we will receive His Syafaat later on the Judgment Day.

In truths, this research has been conducted in such durable and demanding paths. Thus, I would like to thank to:

1. The Dean of Faculty Cultural Sciences and Communication who is also my best advisor, Mr. Ambar Pujiyatno, S.S., M.Hum. who has devoted so much time, love, and care to mentoring and counselling. Also being my second parent, who has continuously supported me as I studied at the Faculty of Cultural Sciences and Communication.
2. The Vice Dean of Faculty of Cultural Sciences and Communication, Sulasih Nurhayati, S.S., M.Hum. who gave me support as long as studied in Faculty of Cultural Sciences and Communication.
3. The Head of English Literature Study Program, Fitri Rakhmawati, S.S., M.Pd. who always gave me motivation as long as studied in Faculty of Cultural Sciences and Communication
4. All lecturers and staffs from the Faculty of Cultural Sciences and Communication who gave me knowledge during my study

5. My forever role model and inspiration, Father and Mother who always remind and lead to goodness way.
6. My beloved husband who always supports and raises me with the best love
7. Mas Nanda and Tita, the best brother and sister who always ready to drive me to Purwokerto and accompany me in working on this thesis
8. Angi, Dhea, Gita, Allia who always with me through my hardship
9. Dinda, Piscehya, Dian, Yunda, Deivis who always share information
10. Friends of *Sasing Jilid 2*.



**HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI SKRIPSI  
UNTUK KEPENTINGAN AKADEMIS**

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Sebagai sivitas akademika Universitas Muhammadiyah Purwokerto dan demi pengembangan ilmu pengetahuan, saya yang bertanda tangan dibawah ini :

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## ABSTRACT

Bintang Adde Harki Putri, 1909010007. 2023: Semiotic Analysis of Traveloka apps Interface. Undergraduate Thesis for *Sarjana Sastra* Degree, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

The researcher's curiosity towards the modern apps that help people to solve the problems, especially in public services life style. This study aims to analyze the verbal and visual forms in the promo designs in the Traveloka apps interface to then find the relationship between verbal and visual signs in each promo. This study uses a qualitative method to collect the promo design as the primary data.

The researcher uses secondary sources, namely journals articles and theses from previous researchers, as well as several related studies to provide the supporting data for analysis. The semiotic approach is used to determine the verbal and visual sign from the promo design In Traveloka apps interface.

This research finds that, from 10 data that have been analyzed, there were relatedness between verbal sign and visual sign, seen by the result of analysis that both sign can convey meaning and persuade consumers by the promo design, because there was combination between visual sign and verbal sign in each promo, the consumer can directly understand the meaning of each promo or features that offered by Traveloka apps interface.

Keywords: Promo design Traveloka apps, semiotic approach, verbal, visual.

## INTISARI

Bintang Adde Harki Putri, 1909010007. 2023: Analisis Semiotika Tampilan awal Aplikasi Traveloka. Skripsi Sarjana Sastra, Jurusan Bahasa Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Keingintahuan peneliti terhadap aplikasi modern yang membantu orang untuk menyelesaikan masalah, terutama dalam gaya hidup pelayanan publik. Penelitian ini bertujuan untuk menganalisis bentuk verbal dan visual pada desain promo di tampilan awal aplikasi Traveloka untuk kemudian menemukan hubungan antara tanda verbal dan visual pada masing-masing promo.

Penelitian ini menggunakan metode kualitatif dengan mengumpulkan desain promo sebagai data primer. Peneliti menggunakan sumber sekunder yaitu artikel jurnal dan tesis dari peneliti sebelumnya, serta beberapa penelitian terkait untuk menyediakan data pendukung untuk analisis.

Penelitian ini menemukan bahwa dari 10 data yang telah dianalisis terdapat keterkaitan antara tanda verbal dan tanda visual, terlihat dari hasil analisis bahwa kedua tanda dapat menyampaikan makna dan meyakinkan konsumen melalui desain promo, karena terdapat kombinasi antara tanda visual dan tanda verbal di setiap promo, konsumen dapat langsung memahami arti dari setiap promo atau fitur yang ditawarkan oleh aplikasi Traveloka.

Kata kunci: Desain promo aplikasi Traveloka, pendekatan semiotika, verbal, visual

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