

ABSTRACT

This study bejudul The logo PT. Kereta Api Indonesia For Corporate Identity. The purpose of this study to determine how the meaning of the logo PT. KAI as a national company in the field of rail transport service. This study is a qualitative research using Roland Barthes Semiotics Analysis Method About The logo PT. Kereta Api Indonesia Corporate Identity National Company, results of this study menunjukkan that: (1) 3 Curved lines symbolizes dynamic movement PT KAI in achieving its vision and mission. (2) 2 lines orange color symbolizes the process of Excellent Service (Customer Satisfaction) addressed to internal and external customers. White arrows symbolize Values Integrity, to be possessed beings PT KAI in realizing Excellent Service. (3) 1 blue curved lines symbolize the spirit of innovation to be done in providing added value to stakeholders. (Programming is done in the spirit of synergy in all areas and starting from the smallest things that can be shot.) (4) PT. Kereta Api Indonesia is a company engaged in the largest transport services in Indonesia, which prioritizes professionalism and performance. (5) PT. Kereta Api Indonesia continues to transform both in terms of internal and external. The investment for the modernization of facilities, infrastructure and the improvement of safety systems and services, is the commitment of PT. Kereta Api Indonesia in Branding Image developed from the concept of service-based Customer Oriented. The performance is already applied to be tightened and implemented according to the vision described by the mission logo PT. Latest KAI. and applied by all employees of PT. KAI starting from the bottom up. What is out there now more guarded again even upgraded to facilitate convenient employee back to the rail transport service both of facilities and infrastructures as well as safety and comfort of the people who use the train.