***ABSTRACT***

*This research entitled "ANALYSIS OF SEMIOTIKA LOGO PDAM DISTRICT SERANG". This research focuses on the hidden meaning behind the Serang PDAM logo. The purpose of this research is to know the sign (Sign or Representament), reference mark (Object) and the use of this sign (interpretant) itself on PDAM Logo Serang District.*

*Semiotics is a branch of science that studies signs. These signs convey an information both verbally and non verbally so that is communicative. Semiotics view communication as the generation of meaning in messages, meaning is not an absolute and static concept that can be found in message packaging. Theory of Peirce becomes a grand theory in semiotics. The idea is thorough, the structural description of all the marking systems. Peirce wanted to identify the basic particles of the mark and recombine all the components in a single structure.*

*This study uses semiotic analysis method, with the type of research used by researchers in research that is qualitative research methods that search the data through the hidden sign in an object. Qualitative research aims to explain the phenomenon in depth through the collection of data as deep as it is. To obtain the desired data in the design of this study, researchers used data processing techniques such as literature study and field research.*

*The results of this study obtained a picture that between the logo there is a sign that is hidden as well as in the PDAM logo Serang District (Tirta Albantani). There is a so-called triangle meaning that is first Representament or Sign (Ground) is the basis or background of the sign, generally shaped a word. In the sign (Representament or Sign) there are three concepts of Qualisigns, Sinsigns, and Legisigns. Both reference signs (objects) there is a concept of icons, indexes, symbols. The third interpretant there are concepts of Rheme, decisign, and argument. Serang Regency PDAM has one blue yatu color. The circular blue color is like a territorial area defined as the characteristic of clean running water. In the picture of the tower of Banten in the middle of a meaningful logo tells that Serang Regency is one of the districts in Banten Province. The word of Tirta Albantani is a type of typography that uses Times New Roman font that belongs to the Sans Serif typeface.*

*Researchers recommend to logo designers to maintain simplicity in the use of images when creating a logo because it is more easily understood by the public. To Serang District PDAM (Tirta Albantani) should be consistent with the meaning of logos that have professionalism in working, water flowing smoothly in every area of ​​Serang Regency, full of hope and confidence. To the consumers of PDAM Serang Regency should still be able to provide input that reminds the performance and service of PDAM Serang District.*