



**SEMIOTIC ANALYSIS ON IDOL GROUP LOGO: A
STUDY OF TYPE OF SIGN AND MEANING OF
KOREAN GROUPS' LOGO**

A THESIS

**In Partial Fulfillment of the Requirements for the Sarjana Degree
Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University**

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PRONOUNCEMENT

I truthfully state that I compile the thesis entitled “Semiotic Analysis on Idol Group Logo: A Study of Type of Sign and Meaning of Korean Groups’ Logo” by myself without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. I also assure that I do not quote any material from other publications or papers except from the references mentioned.

Semarang, September 2018

Farah Disria Hariani

MOTTO AND DEDICATION

The thing about life is that unpredictable. That's what makes living fun. Good days are always sure to come – (Kim Hanbin)

Well begun is half done – (Aristotle)

This thesis is dedicated to my beloved parents, sisters, brother, and grandparents who always support me. Without all of you, I am nobody.

APPROVAL

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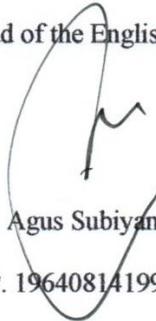
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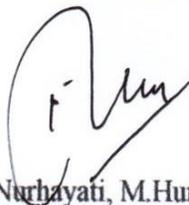
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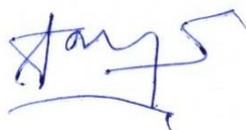
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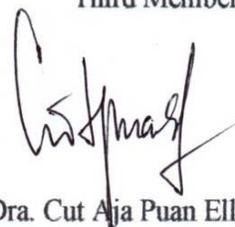
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ABSTRACT

In Korea, idol group is created by entertainment agency. In order to promote the group, the agency has a duty to give name that is easy to remember by people all over the world. Therefore, the agencies have tendency to create the name in English and they make the logo that represents the group well to make people easy to recognize or identify the group. The purpose of this study is to analyze the Type of Sign of Korean idol group's logos and to reveal the meaning of its logo by theory of Pierce's Semiotic Triangle Theory (2007). This study is a descriptive-qualitative research with non-participatory observation applied to collect the data and semiotic identity and referential method applied to analyze the data. The data analysis results 24 Korean idol group's logo identified by Type of Sign; 8 symbolic modes, 1 iconic mode, and 14 symbolic-iconic mode along with the meaning of its logo.

Key words: *Korean Group's Logo, Type of Sign, Pierce's Semiotic Triangle*

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Logo can be found in everywhere in our life. Logo is a tool to identify and introduce something like product, name, person, business or service you're designing it (LogoGeek, 2017). Logo must give good first-impression to people who see it. Besides, it must communicate brand value and additional meaning behind the logo (LogoGeek, 2017). Logo can be in the form of letters, words, phrases, symbols, and colors. In this research, I analyze the logo of Korean idol group.

The phenomenon of Korean Wave or *Hallyu* Wave refers to people's addiction toward everything related to Korea; such as K-POP (Korean POP), K-Drama (Korean Drama), K-Food (Korean Food) and so on. Particularly speaking, K-POP has the most influential effect on the development of *Hallyu* Wave.

Many people from different countries enjoy this genre of music even though the lyrics are written in Korean and sometimes difficult to pronounce or even to remember. In Korea, there are so many music agencies/entertainments that produce many songs and idols/singers.

In this rapid development of K-POP, every agency has a duty to promote their idols (male group, female group, and mixed group) to be popular or well-known so that when the idols start their debuts or promote their songs, they can be popular throughout the world. In order to ease the listener to remember the idols' name, most agencies have tendency to give an English name because English is an international language which has a high value in branding something. Also, they make the logo that represents the group well to make people easy to recognize or identify the group.

Not many people from different countries are familiar with Korean language or Korean name. Those phenomena are very interesting to be investigated because many Korean groups tend to give their group's name in English. Therefore, in this research, I analyze what type of sign identified in Korean idol group's logos and what are the meanings behind it.

1.2 Problem Statements

1. What type of sign is identified in the logos of Korean idol groups?
2. What is the meaning behind the logos?

1.3 Purpose of the Study

1. To analyze the type of sign in the Korean idol groups' logos.

2. To reveal the meaning of Korean idol group's logo in English.

1.4 Scope of the Study

In this research, the author focuses her study on the Type of Sign in the logos concerning symbol, icon, and index along with its meaning based on Peirce's semiotic triangle (1931-58).

1.5 Significance of the Study

This research broadens the knowledge of the readers about the Type of Sign in the logo and the meaning behind it based on semiotic approach.

1.6 Previous Studies

There are 3 previous studies related to this research. There are 3 previous studies related to this research. The first is Asih's (2016) study entitled *A Semiotic Analysis of the Advertisements of Bukalapak Compared to Tokopedia and Elevenia* which analyzes denotative and connotative meaning contained in *Bukalapak*, *Tokopedia*, and *Elevenia* advertisement and investigates their messages using Roland Barthes' semiotics regarding denotative and connotative meaning. The result shows that *Bukalapak's* concept is different from *Tokopedia* and *Elevenia*. *Bukalapak*

emphasizes on security while *Tokopedia* focuses on variety products and *Elevenia* focuses on selling cheaper products. *Bukalapak* has higher preference rather than other twos.

The second is Dasopang's (2017) study entitled *Semantic and Semiotic Analysis of 'Rere Mana Rere' Song in the Culture of Mandailing* which analyzes the interrelation of semantic and semiotic meaning in *Rere Mana Rere* song. This study attempts to find lexical meaning and metaphor using semantic approach and to find the meaning of symbol using semiotic related to Seobok's theory. The result shows that there are 5 lyrics containing lexical meaning and metaphor. Also, there are some terminologies in lyrics that have interrelation of semantic and semiotic meaning.

The third is Vijaya's (2014) thesis entitled *The Semiotic Analysis of Eight Japanese Car Companies in Indonesia* which analyzes signifier and signified of 8 Japanese car logos (Daihatsu, Honda, Isuzu, Mazda, Mitsubishi, Nissan, Suzuki, and Toyota) by using Saussure semiotic model and the relation between the interpretation of the logo and the company history, marketing or the goal of the company. It results that Honda, Mazda, Suzuki, and Toyota use the first letter of the company name for the logo. Isuzu and Nissan use the whole name of company for the logo whereas Mitsubishi use symbol for the logo. Moreover, it is found that there is relation between logo and the company, whether from history, marketing, or the purpose of the company.

While the previous studies are focusing on semantic and semiotic, this research focuses in what the type of sign is identified in the logo and to reveal the logos' meaning using semiotic triangle by Peirce (1931-58).

1.7 Organization of Writing

In order to make my thesis is easy to read, I systematically organize my research into some chapters. Here are the constructions of each chapter.

CHAPTER I INTRODUCTION

It consists of background of the study, problem statements, purpose of the study, scope of the study, significance of the study, previous study, and organization of writing.

CHAPTER II UNDERLYING THEORY

It explains the theory which is used to analyze the research. It presents theory of type of sign and theory of semiotic triangle.

CHAPTER III RESEARCH METHOD

It shows the type of research method, data source, population and sample, method of collecting data, and method of analyzing data.

CHAPTER IV DATA ANALYSIS

It describes the data analysis.

CHAPTER V CONCLUSION

It exposes the conclusion drawn from the data analysis.

CHAPTER II

UNDERLYING THEORY

This chapter presents a brief explanation of Semiotic, Type of Sign, and Semiotic Triangle which are used to analyze the data in the next chapter.

2.1 Semiotic

According to Eco (in Chandler, 2007) semiotics is the study involving with everything that be able to be taken as a sign. Moreover, Chandler (2007:2) states that semiotics has the definition as ‘the study of signs’. Thus, it does not only deal what we refer to as ‘signs’ in everyday conversation, but also it concerns with anything that ‘stands for’ something else. Signs itself can be in the form of objects, gestures, images, sounds, odors, flavors, and words. For the American Philosopher, Charles Pierce (1931-58), he states that nothing is a sign unless it is interpreted as a sign. Anything can be a sign as long as someone interprets the sign as ‘signifying something’ – referring to or standing for something other than itself (Chandler, 2007).

2.1.1 Peirce's Semiotic Triangle

Peirce's (1931-58, 2.228) in Chandler (2007:29) states that a sign [the *representamen*] is something which stands to somebody for something in respect or capacity. It addresses somebody by creating a same or more developed sign in the mind of that person. The sign which it creates called as the *interpretant* of the first sign and the sign stands for something which is called as the *object* or sometimes called as the *ground* of the representamen.

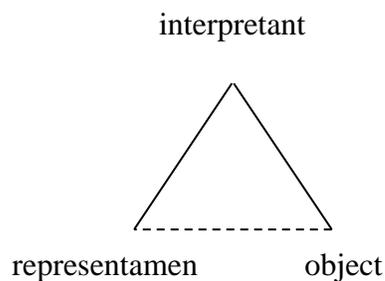


Figure 1. Peirce's Semiotic Triangle

As is represented in the figure above, there are 3 essential elements in Peirce's model of semiotic triangle (Chandler, 2007:29).

1. An *interpretant*. It is the *sense* made of the sign.
2. The *representamen*. It is the form which the sign takes (not necessarily material).

3. An *object*. It is something over the sign to which it refers (a *referent*).

Below is the example of Peirce's semiotic triangle.

There is an animal named "bear".

1. Object : the real animal of bear.
2. Representamen : the word "bear".
3. Interpretant : a bear is an animal that is big and has thin fur that can be in dark, chocolate, or white color depends on the habitat. However bear walks with its 4 legs, it can stand upright only by its 2 legs. It also has sharp claws to catch its prey. It is included into mammals and carnivore.

2.1.2 Type of Sign

In order to correlate between the representamen and its object or interpretant within the context, we have to analyze first what type of sign of the representamen is. There are 3 types of sign.

1. Symbolic mode

In the Piercean sense, a symbol is based purely on *conventional association*. Symbol is a mode where a sign referring to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object (Pierce, 1931-58). It also represents

just what it does represent lies nothing but very fact of there being a habit, disposition, or other effective general rule that it will be so interpreted. The examples of sign belonged to symbols are language (general and specific language, sentences, phrases, words, punctuation marks, and alphabetic letters), morse code, numbers, traffic lights, national flags, and so on.

2. Iconic mode

For Pierce, an iconic mode is a sign representing its object mainly by its similarity or likeness (Pierce, 1931-58). It is merely *perceived resemblance*. Icon has qualities which ‘resembles’ the object they represent and they excite analogous sensations in the mind. It is recognizably looking, sounding, feeling, tasting, or smelling like it). For example, a portrait, a cartoon, a scale-model, onomatopoeia, metaphors, realistic sounds in ‘music program’, etc.

3. Indexical mode

According to Pierce, indexical mode is a mode that ‘indicates’ something (Pierce, 1931-58). He refers to a ‘genuine relation’ between the ‘sign’ and the *object* which does not depend purely on ‘the interpreting mind’ but ‘necessarily existent’. There is a real connection which may be a direct physical connection; it is not based on ‘mere resemblance’. What makes indexical and iconic signs different are iconic mode characterized by *similarity* while indexical mode characterized by *contiguity*. Therefore, of the three modes, only indexical mode can serve as evidence of an object’s existence. For instance, natural signs (smoke, thunder, footprints, echoes, etc.), medical symptoms (pain, a rash, pulse-

rate), measuring instruments (weathercock, clock, thermometer, etc.), signals (a knock on a door, a phone ringing), recordings (a photograph, a film, an audio-recorded), personal trademarks (handwriting, catch-phrases).

CHAPTER III

RESEARCH METHOD

3.1 Type of Research

A descriptive-qualitative research attempts to describe evidence happened in the research (Mukhtar, 2013:11). This is a descriptive qualitative research which describes the type of sign in the logo of Korean idol groups and the meaning behind it based on Pierce's semiotic triangle.

3.2 Data, Population, Sample, and Sampling Technique

The data are collected from the logos of Korean idol groups. There are 50 logos collected as the data population with 24 logos taken as the samples which are chosen by applying purposive sampling technique. This technique is used to collect the data population that has particular criteria for the purpose of the research (Nawawi, 1991:157). By using purposive sampling, I can take the sample of Korean idol group's names contained English name, find their logos and analyze the logo using semiotic theory.

3.3 Method of Collecting Data

For collecting the data, I use non-participatory observation method because I do not involve myself directly in the research. According to Sudaryanto (1993) non-participatory observation is a method used where the researcher does not involve or participate him/her directly in the process of collecting data. After gaining all of the data, the next step is classifying the logos into each type of sign.

Moreover, in order to get the data, I actively observe Korean idol groups' names created in English and find their logo in the internet, make note, and list all of the logos. After gaining the data, I classify the logos into each type of sign.

3.4 Method of Analyzing Data

To analyze the data, I use semiotic identity and referential methods. According to Sudaryanto (1993:15), identity method is one of the types of analyzing method which the determiner is outside the language. Considering this study, the author uses identity method according to the data which are logo (sign). Semiotic identity method is applied to identify the iconic mode (the thing resembling other things) in the logo and reveal its meaning by finding the object, representamen, and interpretant of each logo. Additionally, referential method is used to show the symbolic mode conveyed in the logo (sign) through the word, letter, or number existed in the logo.

Here are some steps done by the author to analyze the data.

1. Collecting the data from the internet to get the logos and the information about the group.
2. Choosing the logo and finding the type of sign in the logo.
3. After finding the type of sign, then analyzing the object, representamen, interpretant based on Pierce's semiotic triangle to reveal the meaning of Korean idol group's logo.

CHAPTER IV

DATA ANALYSIS

4.1 Korean Group's Logos

Music is a thing that people can share with. In every situation whether it is sad, happy, gloomy, or angry, people can express their feeling through music. Music itself has many genres such as pop, r&b, rock, jazz, etc. Recently, the genre of Korean Pop, or K-POP, has been popular. It can be shown in the last World Cup 2018; the song entitled Power sung by EXO (korean group) becomes the title song. The popularity of K-POP makes Korea becomes more well-known. In Korea, there are many agencies that create idol groups. When those agencies form a group, they have a duty to promote the group. The first step of doing promotion is giving the group a name and logo that can be easily remembered by people. Even though they are Korean group, the agencies have tendency to give the group's name by using English.

The logo made for the groups and its type of sign are also various. Some logos consist of one mode; it can be either symbolic or iconic and some consist of both two modes in one logo. These logos are analyzed using type of sign and the Peirce's semiotic triangle (Chandler, 2007) is applied to analyze logo in order to reveal its meaning.

4.2 Type of Sign and Peirce's Semiotic Triangle

The Type of Sign theory is used to show what type of sign identified in the logo and Peirce's Semiotic Triangle Theory (2007) is used to reveal the logo's meaning. There are 24 KPOP group logo containing type of sign. They are resulted into 8 symbolic modes, 1 iconic mode and 15 symbolic-iconic modes. The following discussion shows what the type of sign between the logo is and what the meaning is.

4.2.1 Symbolic Mode

In the Piercean sense, a symbol is based purely on *conventional association*. Symbol is a mode where a sign referring to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object (Pierce, 1931-58). There are 8 symbolic modes.

1. AKMU

AKMU (Akdong Musician) is a duo group consisting of brother and sister. They have been formed under YG Entertainment since 2014 through survival program K-POP Star 2. AKMU has debut album entitled *Play*. Akdong Musician means a group of teenager musicians who know how to have fun with music and give the performances that can be enjoyed by many people (koreaherald.com, 2013).



Figure 2. AKMU logo

a. Type of Sign

The type of sign in the AKMU logo are iconic and symbolic signs. The symbolic sign is represented the yellow color used in the logo. Meanwhile the word 'AKMU' made in the form of 2 diagonal figures is symbolic sign because it is conventionally established only for the logo. Moreover, the compound words 'Akdong Musician' are symbolic sign because word belongs to the language.

b. Sign's Interpretation

- Object: AKMU names.
- Representamen: AKMU logo.
- Interpretant: The word 'AKMU' uses the font which is similar to the game entitled *Pac-Man*. *Pac-Man* is a simple game that can be played by boy and girl. It becomes an icon of the 1980s and still remains as one of the popular video game (thoughto.com, 2018). Resembling *Pac-Man*'s game, AKMU is a group that can share excitement when people play

their music and songs. There are words ‘Akdong Musician’ which explains the acronym of ‘AKMU’. The color of the logo is mostly yellow representing something cheerful, fresh, and exciting. It can be concluded that AKMU is a musician group who knows to have fun with music and can bring happiness to people through their cheerful and fresh music.

2. B1A4

B1A4 is a boy group that has debuted since 2011 under WM Entertainment. B1A4 has 5 members and debuted with EP *Let's Fly*. B1A4 is an initialism for Be the One All For One (aminoapps.com, 2016)



Figure 3. B1A4's logo

a. Type of Sign

The type of B1A4 logo is symbolic sign. B1A4 is a combination word of alphabetical letters 'B and A' and numerical '1 and 4'. Word is part of language which is represented in symbolic sign. Also the black color used in the logo is symbolic sign that is arbitrary related.

b. Sign's Interpretation

- Object: B1A4 name.
- Representamen: B1A4 logo.

- Interpretant: The logo of B1A4 is drawn in the black color signifying something strong and masculine. From alphabet B until number 4 are drawn to be connected to each other because it signifies the unity of group, like the name of B1A4 (Be the One, All For one). It can be concluded that B1A4 is male group that is perfect when they are to be one.

3. BEAST

BEAST has been formed under Cube Entertainment in 2009. Initially, before debut, BEAST is named as B2ST (Boys 2 Search for Top) but when the debut time almost comes, the Entertainment changes the name from B2ST into BEAST. Although different in style of writing, both names are read in same pronunciation as /bi:st/. The Korean language of number 2 is ‘i’, therefore B2ST is also read as /bi:st/ and for group’s logo they remain to use B2ST indeed. BEAST originally has 6 male members. BEAST has debut album *Beast Is The B2ST*. BEAST means a wild strong boy group coming from East Asia (Korea) who can be high-standard idol/artist with good quality (soompi.com, 2011).



Figure 4. BEAST logo

a. Type of Sign

The type of BEAST logo is symbolic signs. The symbolic sign is interpreted in the word 'BEAST/B2ST' which belongs to word in language and the black color used in the logo is also symbolic sign because it has conventional relation between the color and the word 'BEAST'.

b. Sign's Interpretation

- Object: BEAST name.
- Representamen: BEAST logo.
- Interpretant: The parted number 2 in the logo signifies alphabet a and e, so it can be read as word BEAST /bi:st/. Resembling the literal meaning of BEAST which represents something wild and fierce, the font style that stands firmly used in the logo is also made to build the sense of wildness and sense of standing tall. Moreover, the black color in the logo makes the sense of wildness stronger. It can be concluded that BEAST is a male wild group standing tall prominently in East Asia.

4. I.O.I

I.O.I is a girl group that debuted in 2016 under YMC Entertainment. I.O.I was formed through reality show *Produce 101*. I.O.I consists of 11 members. They debuted with the EP entitled *Chrysalis*. Because they had only one-year contract, on 2017 the group was disbanded.



Figure 5. I.O.I logo

a. Type of Sign

The type of I.O.I logo is symbolic sign. The lower word 'I.O.I' and upper word which is Korean alphabet version of English I.O.I are symbolic signs because word belongs to part of language. The gold color used in the logo is symbolic sign because it is arbitrary conventional.

b. Sign's Interpretation

- Object: I.O.I name.
- Representamen: I.O.I logo.
- Interpretant: The logo of I.O.I's group is written in version of Korean alphabet 아이오아이 (I.O.I) and read as /ai.o.ai/ which is same with how I.O.I is read in English version. So the logo consists of representation of the way I.O.I is read and the word I.O.I itself. The color used in the logo is gold. Gold represents something shining and has high value. It can be concluded that I.O.I is a female group that has high value and qualities that makes different and be the standard for other idols.

5. IKON

IKON is a male group that has been formed since 2015 under YG Entertainment. IKON has 7 members and has debut album entitled *Welcome Back*. The name of IKON is borrowed from English 'icon' but the letter 'c' is changed by 'k'; letter 'k' represents the letter K in the word 'Korea'. The IKON name means a Korean's representative idol group that can be an icon in music industry in the worldwide (kpopmap.com, 2015).



Figure 6. IKON Logo

a. Type of Sign

The type of IKON logo is symbolic sign because the bold lines constructing the word 'IKON' in the logo representing the lines that exist in the Korean flag.

b. Sign's Interpretation

- Object: IKON name.
- Representamen: IKON logo.
- Interpretant: IKON logo is constructed by different kinds of lines and can be read as IKON as well. Each line which represents each alphabet has

the meaning referring to the *Taegukgi* (Korean Flag) representing the 4 essential elements; ‘I’ represents sun, ‘K’ represents moon, ‘O’ represents sky, and ‘N’ represents land. The black color in the logo refers to the original color of Taegukgi itself. It can be concluded that iKON is male Korean group who want to be as a KPOP icon and has big influence in the world of music.

6. KNK

KNK is a boy group that has debuted under YNB Entertainment since 2016. KNK consists of 5 members and debuted with single album entitled *Knock*. KNK stands for Kpop kNocK means meaning to knock on the door of kpop (allkpop.com, 2016).

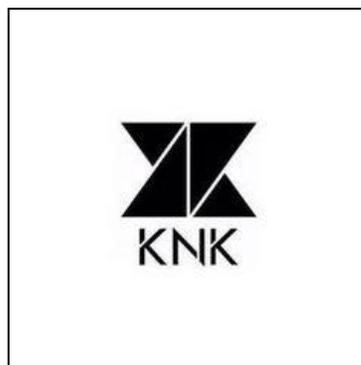


Figure 7. KNK Logo

a. Type of Sign

Type of KNK logo is symbolic sign. The word ‘KNK’, the letter ‘N’ that across black area, and two letters ‘K’ crossed by N which is positioned back to back are symbolic signs because they belong to language which is

conventionally built. The black and white color used in the logo is also symbolic sign because the relation is arbitrary.

b. Sign's Interpretation

- Object: KNK name.
- Representamen: KNK logo.
- Interpretant: In the logo of KnK there is a white line crossed in the middle that can shape two alphabets K which is positioned back to back. Moreover the zig-zag white line which is crossed two K alphabets in the middle shapes the alphabet N. The two alphabets positioned back to back refer to the door which has two sides; enter and exit. The alphabet of N which is located in the middle of alphabets K becomes the connector between two sides of the door. Moreover the color of black signifies the darkness inside the door as if there is something mysterious about the group so people will be curious about the group when they enter the world of Kpop with their music. It can be concluded that KNK is a male group that has mysterious side and will be group that knock the door of K-pop.

7. Nine Muses/9Muses

Nine Muses or 9Muses has debuted under Star Empire since 2010. 9Muses originally has 9 members but now only 5 members are remained. The members are formed by the concept of admission and graduation so they frequently change the members. They debuted with album *Let's Have A Party*. By 2017, one of the

current member is in hiatus so, the rest of 4 members do comeback with *EP Muses Diary*. Nine Muses or often stylized as 9MUSES refers to the nine sister goddesses of Greek mythology presiding over song, poetry, arts, and science and becomes the source of inspiration (koreaboo.com, 2017).



Figure 8. Nine Muses' Logo

a. Type of Sign

The type of Nine Muses logo is symbolic sign. The compound words 'Nine Muses' and numerical '9' are symbolic sign. Moreover, the grey-silver color used in the logo is symbolic sign as well because color has arbitrary relation.

b. Sign's Interpretation

- Object: Nine Muses name.
- Representamen: Nine Muses logo.
- Interpretant: Both word nine and number 9 are written to show that name group either can be 'Nine Muses' or '9Muses', there is a difference stylization in writing but no difference in pronunciation. In the part of 'Muses' is thicker rather than 'nine & 9' because they want to give more emphasize in 'Muses'. Refer to the Greek Muses that becomes the inspiration in song, poetry, and arts, this 'Korean Muses' group also can be inspiration as the artists for people in this world. The color of logo is

grey which tends to be silver. Refer to the characteristic of silver which is high valuable, the value of Nine Muses group also will be as high as silver. It can be concluded that Nine Muses is a female group refers to 9 Greek goddesses that have excellent talents in song, poetry, arts, and science and become the source of inspiration for others.

8. Wanna One

Wanna One is a male group created under YMC Entertainment in 2017. Wanna One is a male group formed from survival program *Produce 101 Season 2* and has 11 members. They have debut album entitled *1x1=1 (To Be One)*. Wanna One literally means a group that “wanna become one” (nowkpop.com, 2017).



Figure 9. Wanna One logo

a. Type of Sign

The type of sign in the Wanna One logo is symbolic signs. The logo consist of the compounding words ‘Wanna One’ and 11 punctuation marks ‘dot’ that belongs to language. Besides, the logo consists of number ‘1’ referring to the mathematic sense. Both language and number are purely conventional so they

refer to the symbolic sign. The black color used in the logo is also symbolic sign because it is conventional made for this logo.

b. Sign's Interpretation

- Object: Wanna One name.
- Representamen: Wanna One logo.
- Interpretant: There is number 1 representing the meaning one the group that wanna be 1 (unity). There are 11 points that are connected to each other referring 11 members of Wanna One which is united to form number 1. In each alphabet of the words 'wanna one', there are parts which are bolded. The amount of bolded parts are also 11 (exclude alphabet O) which refers to the amount of members as well. Since their name comes from the reality show 'Produce 101' (101 is pronounced as Wan-o-wan 'Wanna One'), in the part of words 'Wanna One', alphabet O refers to number 0. Wanna One is a male group that wants to be united as one and becomes the number 1 among other groups.

4.2.2 Iconic Mode

For Pierce, an iconic mode is a sign representing its object mainly by its similarity or likeness (Pierce, 1931-58). It is merely *perceived resemblance*. There is 1 iconic mode.

1. Stray Kids

Stray Kids is a male group consisting of 9 members that has been created under JYP Entertainment since 2018. Stray Kids is formed by survival program named *Stray Kids* that was aired in Mnet Channel. Their pre-debut album is *Mixtape*. Stray Kids means ‘little boys who get lost in the street, have no home, and try to find a way to become great idols (aminoapps.com, 2017).



Figure 10. Stray Kids Logo

a. Type of Sign

The type of sign of Stray Kids logo is iconic sign because the compound words ‘Stray Kids’ written in the logo resembles the graffiti drawn by someone. The black color used in the logo is iconic sign because it has correlation with the meaning of word ‘Stray Kids’.

b. Sign’s Interpretation

- Object: Stray Kids name.
- Representamen: Stray Kids logo.
- Interpretant: There are pictures of 9 boys representing Stray Kids members. They stand inside the abandoned building reflecting the

members who live as stray kids. The Stray Kids logo is written above the picture of members. The type of font in the logo is similar to graffiti or writing resulted as the art made by young men/women using spray print or paint tint and it is often found at the abandoned or empty buildings. The colors of the logo is black and gray referring something gloomy which has the correlation of the kids who are stray and abandoned. Stray Kids is a male group consisting of abandoned boys who try to find a way to reach their dream to become great idol.

4.2.3 Symbolic – Iconic Mode

Symbolic – Iconic Mode is a mode that appears together in one logo. A logo can contains both of symbolic and iconic modes. There are 15 symbolic – iconic modes.

1. AOA

AOA is a female group formed under FNC Entertainment in 2012. They originally consist of 8 members but one member left the group on 2016. AOA released debut album entitled *Angel's Story*. AOA stands for Ace Of Angels (channel-korea.com, 2018).



Figure 11. AOA logo

a. Type of Sign

AOA logo is symbolic and iconic signs. The pink color used in the logo is symbolic sign which has arbitrary relationship with others in the logo. The letters of 'AOA' and the words 'Ace of Angels' are symbolic sign because they are included in the language. But, two letters 'A' in 'AOA' is also iconic sign because the letter 'A' here resembles the letter 'A' for Ace in playing card. Besides, there are two pictures of wing resembling the wing that is associated with angel's wings.

b. Sign's Interpretation

- Object: AOA name.
- Representamen: AOA logo.
- Interpretant: The color of the logo is pink representing something beautiful and feminine. There are pictures of wings resembling angel. Angel relates to a person who has beautiful wings to flies and comes from the heavens. The two alphabets 'A' in AOA has similar font to the

font of ace card in playing card. Ace card itself refers to the good thing like having first rank/high rank and having good talent. There are words 'Ace of Angel' explaining the initialism of 'AOA'. It can be concluded that AOA is a female group which is feminine, beautiful, and angelic and can be an ace group that have good talent to surpass others.

2. Bigbang

Bigbang is a male group consisting of 5 members that has been formed under YG Entertainment since 2007 with an album entitled Bigbang. Bigbang releases many hit songs in KPOP, three of them are Lies, Fantastic Baby, and Bang Bang Bang. Bigbang also means a group that makes a big explosion like *Big Bang Theory* and makes a big hit in the KPOP industry (soompi.com, 2011).



Figure 12. Bigbang Logo.

a. Type of Sign

The type of the logo above is symbolic and iconic. It is symbolic because it contains compounding words; big and bang. Word is categorized into

symbolic because it is part of language in general that is conventionally made by people. The word 'Bigbang' in the logo represents the name of the group itself. Besides, the black and red colors used in the logo are iconic sign because it represents the color of explosion caused by 'bigbang'.

b. Sign's Interpretation

- Object: Bigbang name.
- Representamen: Bigbang logo that consists of symbolic and iconic signs.
- Interpretant: Based on the survey, the word 'big' and 'bang' are written in capital letters to reflect something big. The main colors of the logo are red and black. Because Bigbang refers to the Bigbang Theory which means a big explosion that creates the galaxy, the color of red represents the explosion of fire and black represents the empty space before the galaxy itself is created. It can be concluded that Bigbang is a male group with mysterious and manly creation that can make massive change like Bigbang Theory.

3. BlackPink

BlackPink is a female group consisting of 4 members that has been formed since 2016 under YG Entertainment. BlackPink releases 3 albums so far, entitled 'Square One', 'Square Two', and 'Square Up'. BlackPink means a group who can show not only girly but also sexy performance (koreaboo.com, 2017).



Figure 13. BlackPink logo.

a. Type of Sign

The type of sign of BlackPink logo is symbolic and iconic. The compounding words 'BlackPink' consisting of words black and pink is symbol sign because it refers to the language in general (word). Besides, the iconic signs representing in the logo is black and pink which belong to color spectrum that can recognize easily by looking it. The rectangle shape surrounded in the words 'BlackPink' refers to iconic sign as well because it represents indirectly the square made in the every title of BlackPink albums.

b. Sign's Interpretation

- Object: BlackPink name and title albums.
- Representamen: BlackPink logo.
- Interpretant: Based on the survey, in BlackPink logo, the pink color signifies something girly and pretty, while the black color signifies something dark and sexy. The interpretation of those two colors are contrast but inseparable which means that BlackPink is a girl that can act cute but still be swag and sexy in the stage. Moreover, the outer shape is

made of rectangle which resembles the theme of albums 'Square'. The color inside the circle is black which represents the dark/sexy side. Both pink and black color in the logo represents each characteristic and is combined by putting in one logo. Moreover, the unusual letters 'A', 'C', and 'N' used in BlackPink's logo reflects that BlackPink is a unique group and those letters makes people who see them more interested. It can be concluded that BlackPink is a female group who is unique with their concept of being not only girly and feminine but also strong and sexy.

4. BtoB

BtoB is a male group consisting of 7 members that is created since 2012 under Cube Entertainment. BtoB has debut EP entitled *Born to Beat*. Similar to the EP's title, BtoB means Born to Beat other groups (aminoapps.com, 2016).



Figure 14. BtoB Logo

a. Type of Sign

BtoB logo is symbolic and iconic signs. The two letters 'B' and Roman numeral 'II' are symbolic signs because 'B' letters belong to part of language

and Roman numeral 'II' belongs to part of number. The wings on the both sides and 7 stars under the 'BIIB' are iconic signs because wings resemble 'the real wing' that can be used to fly and stars resemble the 'planet star' that can shine brightly on the sky. The black color used in the logo is also iconic sign.

b. Sign's Interpretation

- Object: BtoB name.
- Representamen: BtoB logo.
- Interpretant: The word BtoB is written by alphabets 'B' positioned back to back and Roman numeral 'II' (two) placed between B alphabets representing word 'to'. The pronunciation for numeral 'II' and word 'to' are similar. The Roman numeral is preferable to use because it is more aesthetic and looks more firm rather than using number 2. Two alphabets 'B' is placed back to back because each alphabet follows the direction where the wings are opened into. For the picture of wings, it refers to the ability of group that can fly high into the sky so they can beat and surpass others. Under the word BtoB, there is the picture of 7 stars representing the members of BtoB. Star also signifies someone like idol that can have great performance and talent. The color of logo is black referring to the boldness of a group that always tries to surpass other. It can be concluded that BtoB is a male KPOP group that is born to beat all of the obstacles in order to be top star idol.

5. Cross Gene

Cross Gene is a male group has been formed since 2012 under Amuse Korean Entertainment with album *Timeless: Begins*. They originally consist of 6 members (3 Koreans, 2 Chinese, and 1 Japanese). On 2013, one of Chinese member left and substituted by Korean. On 2017, again, one of Chinese left and Cross Gene is remained as group with 5 members. means the group that has ability to cross the superior genes of each country (Korea, Japan, and Chinese) to create one perfect group (aminoapps.com, 2016).



Figure 15. Cross Gene logo

a. Type of Sign

The type of Cross Gene logo is iconic and symbolic sign. The symbolic sign is represented in the words 'Cross Gene' because word belongs to language that is conventionally made by people. Behind the words 'Cross Gene' there are letters 'X' and 'G' which belongs to symbol sign, but those letters X and G attached together built the iconic sign which resembles the shape of 'real gene' existed in human body.

b. Sign's Interpretation

- Object: Cross Gene name.
- Representamen: Cross Gene logo.
- Interpretant: In the logo, it literally represents the shape of gene which exists in human's body. Moreover, if we observe thoroughly in the logo, it shapes X which means a sign of cross, and in the end of the logo, it shapes G which stand for 'Gene'. Besides it symbolize the shape of Gene, the logo represents X and G which is read as Cross Gene. It can be concluded that Cross Gene is a male group with different race but can be united by music into a solid K-POP group.

6. DIA

DIA is a female group which has formed since 2015 under MBK Entertainment with the debut album *Do It Amazing*. DIA originally has 7 members. DIA comes from the word 'DIAMOND'. DIA means a group that has desire and effort to be shining brightly and becomes precious like a diamond (aminoapps.com, 2016).



Figure 16. DIA logo in Do It Amazing

a. Type of Sign

DIA logo is iconic and symbolic signs. The words 'Dia' and 'DO IT AMAZING' are symbolic sign because they are words which belong to language. For the iconic signs, they are represented in the picture of 3 diamonds (one big diamond and two little diamonds) which resembles the 'real diamond'. In addition the white, blue, and pink colors are included into iconic signs becomes white and blue color resembles the color of diamond and pink color resembles the color of heart.

b. Sign's Interpretation

- Object: DIA name and album.
- Representamen: DIA logo in Do It Amazing album.
- Interpretant: The logo is used for DIA's debut album *Do It Amazing*. The outer side of logo, there are 7 triangles constructing the diamond resembling the amount of members. The pink part forms love/heart-shape and consists of the picture of ice cream and two diamonds. Two diamonds located inside the pink heart refers to DIA group itself and DIA's fans which always be together and inseparable. There is word DIA and the words 'Do It Amazing'. It explains the name of group and the name of album. There are three colors in the logo; outer part of logo is light blue color (calmness), the inner part of logo is light pink color (feminine, love), and inside the pink area is white color (innocence, purity). It can be concluded that DIA is a female group that is feminine,

innocent, calm which receives many loves from people so the group can be favorable among people and shining like a diamond.

7. EXO

EXO has been formed since 2012 under SM Entertainment. They originally consist of 12 members with the division of EXO-K (EXO-Korea) 6 members and EXO-M (EXO-Mandarin) 6 members. 3 members already left the group leaving only 9 members. They have debut single entitled *Mama*. EXO comes from the 'EXOPLANET'. EXO means a group that wants their stardom to reach beyond solar system and their music to feel 'out of this world' (aminoapps.com, 2016).



Figure 17. EXO logo

a. Type of Sign

The Type of sign in EXO logo are iconic and symbolic. The iconic signs are represented in the black and color and the hexagonal. Hexagonal in the logo is iconic sign because it resembles the 'shape of hexagonal' that has 6 sides. The symbolic sign is represented in the alphabetical letters 'EXO' that are put inside the hexagonal. Alphabetical letter is included in the language.

b. Sign's Interpretation

- Object: EXO name.
- Representamen: EXO logo.
- Interpretant: EXO logo is basically made from hexagonal which has 6 sides; 6 sides represent the members of each group of EXO-K and EXO-M. Inside the hexagonal, there are black lines that cross diagonal and form word 'EXO'. The relation between hexagonal and word 'EXO' is group EXO will be always inside of those each 6 members. The colors of the logo are white and black. Since EXO is exoplanet that orbit the star outside solar system, black color represents the darkness outside the solar system, and white color represents the light of planet that orbit the star to make it outstanding. It can be concluded that EXO is a male group resembling the exoplanet but has the talent to reach and shine beyond other groups.

8. Girls Generation

Girls Generation is a female group formed on 2007 under SM Entertainment with the song entitled *Into The New World*. They consist of 9 members but four members were leaving the group so only 5 are remained until now. Girls Generation rose to fame on 2009 with the song 'Gee'. Girls Generation means a group of young women that take control the world and be loved by everyone or it can be said as The Era of Girls (soompi.com, 2011).

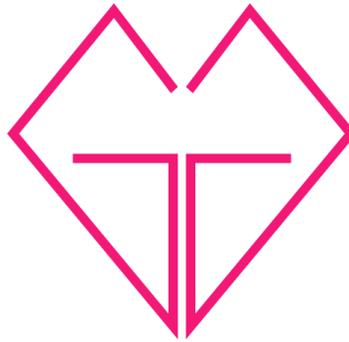


Figure 18. Girls Generation Logo

a. Type of Sign

The logo of Girls Generation is symbolic and iconic signs. The pink color used in the logo is symbolic sign that has arbitrary relation. The letters 'GG' put face to face is symbolic sign represent the alphabetical letter which belongs to language. But, when these letters 'GG' put face to face like in the logo above, it shapes the sign 'love'. The sign 'love' is iconic sign because it resembles feeling of 'love'.

b. Sign's Interpretation

- Object: Girls Generation name.
- Representamen: Girls Generation logo.
- Interpretant: The logo is constructed by two initial alphabets 'GG' stand for Girls Generation. Two alphabets 'GG' is located face to face to form the shape of love. Love represents the group that can always be favor for everyone who listen their music. The color of the logo is pink referring to the sense of someone who is falling in love and referring to girl's

typical color. It can be concluded that Girls Generation is a female group as a new generation who will take control of the world and become favorable girls among people.

9. GOT7

GOT7 is a male group consisting of 7 members that has been established under JYP Entertainment since 2014. GOT7 released their debut EP entitled *Got It?*.

GOT7 means 7 people who get good luck (aminoapps.com, 2016).



Figure 19. GOT7 logo

a. Type of Sign

The GOT7 logo is a symbolic and iconic sign. The iconic sign represents the silver and black colors used in the logo. It can also be found in the 3D star and the small star inside the letter 'O'. These stars in the logo resemble the 'star planet' which shines brightly in the sky. For the symbolic sign, it can be found in the compound word 'GOT7' representing the name of GOT7 itself. It is said to be a symbolic sign because the word belongs to language in general.

b. Sign's Interpretation

- Object: GOT7 name and members.
- Representamen: GOT7 logo.
- Interpretant: The word 'GOT7' is located inside a 3D star referring to a planet with its own light in astrology which charms many people because of its luck. When seeing fallen star, people consider them as good luck and as soon make wish because they believe that making wishes while star is fallen means that their wish will become true. The star is also shown inside the alphabet 'O' meaning that the fame and fortune always surround the group. The number '7' relates to a good luck and it is simpler and shorter to use instead of using the word 'seven'. GOT7 logo uses black color referring to something dark, mysterious, and masculine since GOT7 is a male group. Another color is silver, referring to silver as a shining metal and has high value. It can be concluded that GOT7 is a male group consisting of 7 members that will always be lucky in music industry.

10. K.A.R.D

K.A.R.D (King, Ace, jokeR, hiDden) is a Korean mixed group consists of 4 members; 2 males and 2 females. They have been formed in 2017 under DSP Media Entertainment with the debut album 'Oh Na Na'. The word K.A.R.D comes from the key letter in deck of cards. Each member has the role of King, Ace, and Joker like in playing card. B.M plays as King, J.Seph plays as Ace,

Somin plays as Black Joker, and Jiwoo plays as Colored Joker. On the other hand, Hidden means their fans (soompi.com, 2017).



Figure 20. K.A.R.D logo

a. Type of Sign

K.A.R.D logo is symbolic and iconic signs. The black color used in the logo is symbolic sign because it has conventional relation with the word 'KARD' and playing card's icons. The word 'KARD' in the logo is symbolic sign because word is a part of language. The iconic signs are represented in icon 'spade' functioned as letter 'A' in the group of word 'KARD'. Other icons – club, diamond, and heart – are also iconic signs because spade, club, diamond, and heart resembling the icon represented in the playing card.

b. Sign's Interpretation

- Object: K.A.R.D name.
- Representamen: K.A.R.D logo.
- Interpretant: In the K.A.R.D logo, there is 4 symbols of cards which is drawn to represents the name of K.A.R.D. The symbol of club, diamond,

and heart are put in the below as the supporting symbols. Meanwhile the symbol of spade is put after letter K functioning as main symbol and as letter 'A', 'A' here means ace so spade symbol represents 'Ace of Spade'. Ace of spade is considered as 'death card' so K.A.R.D can be a death card for other groups. The color of the logo is black representing something dark and strong. It can be concluded that K.A.R.D is strong group that will be unbeatable and always win in everything.

11. Miss A

Miss A is a female group consisting of 4 members with debut single *Bad Girl Good Girl* which is included in mini album *Bad But Good*. They were disbanded in 2017. Miss A means a group of young girls who is the highest in Asia (soompi.com, 2017).



Figure 21. Miss A logo

a. Type of Sign

Miss A logo is symbolic and iconic sign. The word 'Miss' belongs to language so it refers to the symbolic sign. The pink and gold colors are

symbolic sign because it is conventionally made only for this logo. For the silhouette of long legs wearing high heels – read as letter ‘A’ – is iconic logo because the silhouette of long legs wearing high heels resembling young girl with the type of a classy or elegant girl.

b. Sign’s Interpretation

- Object: Miss A members.
- Representamen: Miss A logo.
- Interpretant: Miss A logo consists of the word ‘miss’ means young girl and a silhouette of a sexy girls standing and wearing high heels forms a triangle which refers to the alphabet ‘A’. The silhouette of high heels refers to a young girl with the type of a classy or elegant girl. The color of the name and silhouette is gold referring to something shiny and expensive, while the background color is pink referring to a feminine color of girl. It can be concluded that Miss A is a female group with the most excellent and the best performance who are feminine and elegant. It also means that they will shine like gold in Asia.

12. Orange Caramel

Orange Caramel is sub-group of After School that has been formed since 2010 under Pledis Entertainment. This group consists of 3 female members. Orange Caramel has debut single entitled *Magic Girl*. The name of Orange Caramel has the idea of traditional Japanese ‘candy culture’ which involves cute, fresh, and sweet style (billboard.com, 2017)



Figure 22. Orange Caramel Logo

a. Type of Sign

Orange Caramel logo is symbolic and iconic signs. The symbolic sign is represented in the compound words 'Orange Caramel' and the orange color used in the logo. For the iconic signs, they are represented in the orange (fruit) icon resembling the real 'orange fruit' and the heart icon resembling the feeling of being falling in love.

b. Sign's Interpretation

- Object: Orange Caramel name.
- Representamen: Orange Caramel logo.
- Interpretant: The words 'Orange Caramel' in the logo refers to the name of group. The color used in the logo is orange and white. Orange color representing the word in 'O' that resembling the fruit 'orange'; orange fruit has the orange color, also it represents the word 'Orange' itself. Orange refers to something sweet and fresh. The white color in the icon hearts represents pure love. Three icons of heart resembling the amount of Orange Caramel's members that will be loved by people. It can be

concluded that Orange Caramel is female group that has concept sweet and fresh that will be favor in many people's hearts.

13. Super Junior

Super Junior, well-known as "Suju" or "SJ", is a male group that has been formed under SM Entertainment since 2005. They originally have 13 members but 2 members left the group so since 2016 only 11 members are remained in the group until now. Super Junior means a group consisting of the junior trainees who are extremely good and becomes super group (bustle.com, 2018).



Figure 23. Super Junior logo

a. Type of Sign

The types of Super Junior logo are iconic and symbolic signs. The symbolic signs are represented in the compounding words 'Super Junior' and the letter 'S' which belongs to the language. Moreover the shape of 'badge' surrounding the logo is also symbolic sign because it is conventionally made by people. The iconic signs are represented in the picture of star resembling

the 'star planet' that shines brightly in the sky and the blue color used in the logo.

b. Sign's Interpretation

- Object: Super Junior members.
- Representamen: Super Junior logo.
- Interpretant: There are five stars inside the logo. Total number five refers to the last digit number of year debut 2005 and star refers to a person who has best performance. The shape of logo is similar to general badge used in school since they are also junior trainee in SM Entertainment. In the center of logo, there is an alphabet S which stands for 'super'. In the body of S alphabet, there is a J alphabet which stands for 'junior'. Alphabets 'S' and 'J' are connected to each other making the initial 'SJ'. The main color of the logo is blue referring to the sky. Super Junior is a male group consisting of young and talented members who present best performance that will make them shine and reach popularity as high as a star in the sky.

14. T-ARA

T-ARA or read as Tiara is a female group consisting of 5 members that has been formed under MBK Entertainment since 2009. Their debut song entitled *Joheun Saram*. T-ARA means a group that represents a queen who wear beautiful tiara (generasia.com, 2018).



Figure 24. T-ARA Logo

a. Type of Sign

The type of T-ARA logo is symbolic and iconic signs. The letter 'T' and letters 'ARA' is symbolic sign because word belongs to part of language, also the pink color used in the logo is symbolic sign because in this context, color has conventional relation. On the other hand, iconic sign is interpreted in tiara icon which resembles the real thing 'tiara' wore by queen.

b. Sign's Interpretation

a. Object: T-ARA name.

b. Representamen: T-ARA logo.

- Interpretant: Because T-ARA is a girl group, the pink color used in the logo represents the feminine color of the group. In the logo, there is an icon of tiara replacing the punctuation mark in 'T-ARA' name. The icon tiara in the logo represents the name of 'T-ARA (read as tiara)' itself. Tiara signifies something elegant and classy crown which is worn only by queen. It can be concluded that T-ARA is a girl group representing elegant queen who wear tiara on their heads.

15. WINNER

WINNER is a male group formed under YG Entertainment in 2014 through survival *WIN: Who Is Next*. At that time, in the program there were two groups (Team A and Team B) competing each other to become the winner and made the debut. Team A won then debut with the name *WINNER*. Originally, WINNER has 5 members but on 2016 one member left the group leaving 4 members. They have debut album *2014 S/S*. Winner means literally the group that win in the survival WIN (dazeddigital.com, 2018).



Figure 25. WINNER logo

a. Type of Sign

The type of WINNER logo is symbolic and iconic signs. The black color used in the logo is symbolic sign because it has arbitrary relation with the letter 'W' and word 'WINNER'. The word 'WINNER' is symbolic sign because word belongs to language. The letter 'W' represents the initial letter of 'WINNER' is symbolic sign but it also can resemble 'crown' that is worn by king in the palace.

b. Sign's Interpretation

- Object: WINNER name.
- Representamen: WINNER logo.
- Interpretant: Big initial letter W represents the initial letter of WINNER name. The upper side of letter W in the logo is similar to the shape of crown. Crown has the correlation with king that has highest position in kingdom. Similar to the king, a winner also has the highest rank in competition. The word *WINNER* under the initial W describes what initial W stands for. The color of logo is black referring to the boldness of a winner who firmly stays on the competition and finally win it. It can be concluded that WINNER is a male group who is full of desire to be a winner among others.

CHAPTER V

CONCLUSION

The term of K-POP or Korean-POP is widely spread over the world. K-POP itself is a genre of music that is sung in Korean language. In Korea, there are many agencies producing K-POP groups. In order to promote their groups, those agencies create names which has special meaning based on how the group is created for. Most of them use English as part of creating name. They make the logo that represents the group well to make people easy to recognize or identify the group. There are 24 K-POP idol group logos containing types of sign. From 24 logos, 8 logos are symbolic signs, 1 logo is iconic sign, and 15 logos are symbolic-iconic sign.

Theory of Pierce's Semiotic Triangle (2007) is applied to reveal the meaning of logo. Each logo is analyzed by showing its object, representamen, and interpretant. The result shows each logo (representamen) creates the meaning (interpretant) and it refers to the name, album, member of the Korean idol group (object). In the case of Korean logos, the use of symbolic or iconic representamen can reveal the correlation between the representamen and its object or interpretant within the context. For Korean female groups, such as BlackPink name, since its name interprets to the characteristic of black and pink color, the logo is also made in the black and pink color. For Korean male groups, such as Stray Kids name, the font of letter is written

like the graffiti which is often found in the abandoned building resembles the meaning of stray itself; also the color of the letter is black resembling something gloomy. This is how the representamen built the interpretant and the interpretant connect directly to its object.

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APPENDIX

Table 1 – Figure’s Source

No.	Figure	Website
1.	Figure 2	https://twitter.com/akmueng
2.	Figure 3	https://orig00.deviantart.net/0509/f/2014/104/7/7/b1a4_logo_by_classicluv-d7eg2mt.png
3.	Figure 4	https://www.ashesofcreation.com/beast-traditional-logo/
4.	Figure 5	https://shop.spreadshirt.com/kpopfandomshop/ikon+logo-A103151295
5.	Figure 6	https://www.pinterest.com/pin/291115563408388180/
6.	Figure 7	https://www.pinterest.com/pin/135248795043473101/
7.	Figure 8	https://fanart.tv/fanart/music/782f110a-58f9-448a-96e8-c4fd86e31de0/musiclogo/nine-muses-4f0cb25948d8c.png
8.	Figure 9	https://www.redbubble.com/people/red-one48/works/29969807-wanna-one-logo-black?p=art-print
9.	Figure 10	https://commons.wikimedia.org/wiki/File:Stray_Kids_Logo_01.png
10.	Figure 11	http://salamkorea.com/fanclub/aoa-ace-of-angels/
11.	Figure 12	https://www.behance.net/electroniq
12.	Figure 13	https://www.redbubble.com/people/printingseoul/works/234678

		82-blackpink-logo-kpop-merch-kpop-shirt-kpop-mugs-kpop-stickers-women-tees-korean-group?p=art-print
13.	Figure 14	https://twitter.com/fydoitamazing/status/663284321474752512
14.	Figure 15	https://www.pinterest.com/pin/152418768619096093/
15.	Figure 16	https://data.whicdn.com/images/300404496/superthumb.png?t=1509332515
16.	Figure 17	https://commons.wikimedia.org/wiki/File:Exo-logo-v-neck_design2.jpg
17.	Figure 18	https://www.kisspng.com/png-girls-generation-logo-mr-mr-kpop-generation-1545990/
18.	Figure 19	http://www.kpopfonts.com/2015/08/got7-logo-font.html
19.	Figure 20	https://www.pinterest.com/pin/152418768619096093/
20.	Figure 21	https://twitter.com/jypemissa/status/410285110689140736
21.	Figure 22	https://orig00.deviantart.net/9dd9/f/2014/104/8/e/orange_caramel_logo_by_classicluv-d7efrd6.png
22.	Figure 23	https://www.pinterest.com/pin/291115563408388180/
23.	Figure 24	https://fanart.tv/fanart/music/4103d05e-da2a-4744-81ae-f8dc3e81728c/hdmusiclogo/t-ara-52f0b3a1b4cfa.png
24.	Figure 25	http://logos.wikia.com/wiki/File:Winner-logo.jpg