

RINGKASAN

**Simbolisasi Filosofi Perusahaan Melalui Logo pada
PT Surya Citra Televisi (SCTV)
SILVIANA PURWANTI**

Surya Citra Televisi (SCTV), salah satu stasiun TV besar di Indonesia, telah melakukan perubahan logo yang ketiga kali. Penelitian ini bertujuan untuk mendeskripsikan simbolisasi filosofi perusahaan melalui logo pada PT SCTV dengan menggunakan analisis deskriptif. Metode ini digunakan untuk memberikan gambaran tentang karakteristik individu, situasi, dan masalah tertentu.

Peneliti menggunakan wawancara mendalam dan analisis dokumen sebagai teknik pengumpulan data. Wawancara mendalam digunakan untuk mendapatkan persepsi, pendapat, kenyataan, dan reaksi individu untuk menemukan penyebab dan hasil sebagai solusi dari sebuah masalah. Analisis dokumen digunakan untuk mendukung data yang diperoleh melalui wawancara, dan juga digunakan sebagai bahan pembandingan untuk pemeriksaan ulang.

Hasil penelitian ini menunjukkan bahwa logo pertama dan kedua SCTV menyimbolkan filosofi yang sama, yaitu: cahaya langit biru sebagai simbol kreatifitas, inovasi, dan produktifitas; matahari terbit sebagai simbol dari tujuan SCTV untuk menyajikan kenikmatan menyaksikan televisi hingga ke pelosok tanah air; dan garis cakrawala sebagai simbol visi perusahaan untuk menjadi pemimpin jaringan televisi di Indonesia.

Logo ketiga (logo baru) merepresentasikan filosofi yang lebih lengkap dari Surya Citra Media (SCM) sebagai *holding company*, dan SCTV sendiri. Bentuk bulat sempurna matahari merupakan simbol dari kedewasaan, sejalan dengan filosofi mereka terhadap pencapaian, yaitu: *Perform, Professional, Perfect, Prestigious, and Preferred*. Teks SCTV dengan warna biru melambangkan langit yang merupakan simbol bahwa SCTV selalu cerah, cemerlang, berwawasan dan variatif sekaligus menghibur dalam setiap program-programnya. Hal ini sesuai dengan filosofi mereka dalam bekerja, yaitu *Organized, Obedient, Obliging, Optimistic, dan Occupied*. Teks SCTV yang berkesan dinamis dan modern menyiratkan kemauan SCTV untuk terus berkembang mengikuti selera pemirsanya dan kemajuan jaman. Bentuk teks SCTV yang bersambung menyimbolkan adanya ikatan yang kuat baik di lingkungan dalam SCTV maupun ikatan dengan pemirsanya. Hal ini juga sejalan dengan filosofi mereka sebagai individu, yaitu *Teachable, Thoughtful, Thankful, Trustworthy, dan Triumphant*.

SUMMARY
Business Philosophy Symbolization
on The Logos of PT Surya Citra Televisi (SCTV)
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Surya Citra Televisi (SCTV), one of the largest TV broadcasting stations in Indonesia, had done the third logo changing. This research was aimed to describe the way SCTV business philosophy being symbolized into its logos, using describing analysis method. The method allow researcher to describe the nature of individual, situation, or particular issues.

Researcher uses in-depth interviews and document analysis as the form of data collection. In-depth interviews are used to determine individuals' perceptions and opinions, facts and forecast, and individuals' reactions to initial findings and potential solutions. Document analysis is used to support the data gained by interviews, and considered as a cross check data balance.

The research result show that the SCTV' first and second logo had symbolized the same philosophy, and those are: the light of the blue sky as the symbol of creativity, innovation, and productivity; the rise of the sun as the symbol of its aim to bring the pleasure of television viewing even to the far-flung corners of Indonesian archipelago; and the wide horizon as the symbol of its vision to be the leading television network in Indonesia.

The third logo (the new one) is represents the complete philosophy, both of Surya Citra Media (SCM), as the holding company, and SCTV it self. The perfect shape of the sun is the symbol of maturity, along the way with its philosophy of achievement: *Perform, Professional, Perfect, Prestigious, and Preferred*. The blue sky color on the SCTV letters is the symbol of the fresh, bright, educative, and variety of its programs, as like as its philosophy of work: *Organized, Obedient, Obliging, Optimistic, and Occupied*. The continuous and dynamic text of SCTV is the symbol of the nice relations between SCTV and its public, both internal and external. This symbol is also match with its philosophy of individual: *Teachable, Thoughtful, Thankful, Trustworthy, and Triumphant*.

ABSTRACT

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Key words: SCTV Logos, Business Philosophy, Describing Analysis