ANALYSIS OF PUBLIC SIGNS
AT I GUSTI NGURAH RAI INTERNATIONAL AIRPORT

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UDAYANA UNIVERSITY
2016
This paper is submitted as a partial fulfillment
to obtain the S1 degree at the English Department,
Faculty of Arts and Culture, Udayana University

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ACKNOWLEDGEMENTS

I would like to thank Ida Sang Hyang Widhi Wasa because by His blessing I was able to complete this study and enjoy all the happiness, protection, affection and luck which He gives to me in my life. I am very grateful to Dr.I Wayan Resen,M.A.,M.App.Ling. and Drs.I Made Winaya,M.Par as my supervisors. Without their guidance, advice, and encouragement, I would not be able to finish this study. Also, I would like to express my gratitude to Prof.Dr.Ni Luh Sutjiati Beratha,M. A. as the dean of Faculty of Arts and Culture Udayana University and I Gusti Ngurah Pratama, S.S.M.Hum. as the head of English Department, my beloved department.

I would like to thank my beloved mother Ni Nyoman Handayani who had passed away on 5 December 2014 for her unending support, affection and prays, I dedicated my bachelor degree to her. And I would to thank you my father I Nengah Sudana as my hero for his support, affection, prays, and protection. Also to my sister I Kadek Dwi Pelitayani and my brother I Komang Ari Pradana for the support too, I hope you can continue your study in university everywhere you want. Then, I would to say thank you very much to all my friends in English Department 2012, Agus Mahendra, Agung Mahadipa, Gowinda Prasada,S.S., Putri Yamayanti,S.S., Yasinta Mariantini, Dewa Adnyana, Rico, Donos, Erik, Krisna, Ode, Paul, Widi, Arik, Sidanes, Budi, Wahyu, Teguh Setiawan, Cahya, Dwik, Alvine, Andika, Ade, Sila, Endah, Dekmo, Triana, Kim, Sawitri, Ratna, Rina, Rezy, Tanti, Dodik, Laksmiti, Yuyun, Vaundra, Amara, Devi, Ita, Mandala for the support and helps when I made
this study and did the exam. Maybe I would not be able to get all of these without you
guys. Especially for my best friends, Agus Mahendra, Agung Mahadipa, Putri
Yamayanti and Gowinda Prasada, thank you for everything. I will always remember
how fantastic time we spent as the students in English Department. Also, thank you
for my seniors in English Department, Wiba, Jana, Ari, and Benny for the support
and helps. And the last thanks to Ns.Pande Kadek Desi Karismawati,S.Kep. for your
understanding, love, time and support to finish this study as soon as possible.

Denpasar, Mei 2016

G. Teguh Baladewa
ABSTRACT

The title of this study is *Analysis of Public Signs at I Gusti Ngurah Rai International Airport*. The discussion of this study is mainly focused on the analysis of the meanings and functions of the public signs and the representation of public signs in seven of public signs at I Gusti Ngurah Rai International airport. The data of this study were taken from *I Gusti Ngurah Rai International Airport* using a camera to take the pictures of public signs that produced by PT. Angkasa Pura (persero). The theories applied to support this study are theory of semiotic purposed by Saussure to analyze the first problem about meaning of the signifiers and signified of the public signs, and theory of meanings and functions by Leech also to analyze the first problem about the meanings and functions of the public signs, and then, theory of little texts purposed by Halliday to analyze the second theory about representation of the public signs at the airport.

Through the analysis of this study, the signifiers of the public signs indicated the signified of each signs, all of them consist of texts or word and a picture to support the meaning of the texts. They all have the function to give information about the public facilities in the airport to the people or visitors. In addition, the public signs at I Gusti Ngurah Rai International airport are using little texts as the information signs, as the result they can be installed in very limited space.

*Keywords: public signs, meaning, function and little text*
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