

ABSTRACT

Human communication method is always changing over the years. Language as the media used by humans to communicate has significant changes. Language changes influenced by many things as politics, geography, culture, economic background, and others. Letters as one of the constituent elements have changes caused by the language changes. Started by Cuneiform, Hieroglyphs in Egypt, and another letters form which developed into the alphabet that we know today. The era has changed and it caused the changes, so the media that support these changes is needed. The acronym has chosen to be the solution to make communication faster. In Indonesia, there is a specification acronym like “dan sebagainya (dsb.)”, “dan lain-lain (dll.)”, and “dan seterusnya (dst.)” Those acronyms has a different meaning, purpose, and function. But people used those acronyms seems like they has the same meaning, purpose, and function. We need a new media to change those acronyms to make communication faster and easier to understand. Literatures studies, observation, and similar design used in this research. Qualitative method used to processing the data. Based on the design background and data research, a new symbol will be designed to represent the specification acronym to make it easily understood and used.

Keywords: Typography, Communication Process, Symbol.