

ABSTRACT

This study uses qualitative methods with semiotic analysis from Roland Barthes. The purpose of this research is to know the meaning contained in the logo of the daruma division used as the identity of the organization. Judging by the meaning of denotation, the meaning of connotations, and myths. The identity of the organization is a reflection of the vision and mission of an organization visualized in the organization's logo. Based on the results of the study, it can be concluded that the denotative meaning of the daruma logo is a doll daruma, facial cavity, writing 達” da, “磨” ruma, the writing "*Daruma Division* and *Nippon Bunka Bu*, The Flag of Japan which is from the unity of the elements that are in the logo daruma. The meaning of connotations of various elements on the daruma logo in the form of facial cavities of daruma dolls means focus, abstinence; daruma doll which is interpreted as a bearer of luck and hope; the curved writings of Daruma Division and Nippon Bunka Bu define interconnectedness, reciprocal relationships, protecting; the words 達” da, “磨” ruma are written in kanji indicating a firm, serious impression; red means luck, courage, struggle; The Japanese flag means a strong, firm, disciplined flag. The whole element refers to a struggle to achieve a goal and a fortune. The mythical symbol on the daruma logo is a daruma doll that is believed to be a doll carrying good fortune and hope that has not been achieved (amulet), red color, white color, black ink, Japanese flag shows a hope and success in building cooperation. Which of the five analysis units gives the impression that it wants to achieve success in organizing.

Keywords: logo, semiotics, daruma, Roland Barthes, luck.