

## The Semiotic of Traffic Sign in Bali

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### KEYWORDS

shape, color,  
meaning, sign

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### ABSTRACT

This study investigated the shape of the traffic symbol, the significance of the colors, and the traffic sign's meaning. A descriptive qualitative method was applied in this study. The collected data used the method including documentation and observation. The data were sorted in accordance with the criteria, the design of the traffic symbol, and its significance. This kind of data analysis was known as a descriptive analysis. The information was supplied as a word description. As a result, there were three different types of traffic symbols used to show a warning, restriction, direction, and information. The signs had colors blue, red, yellow, green, and black as well as background colors red, yellow, green, white, and blue were discovered to be traffic signs. Every traffic sign color had meaning like red as a ban, yellow as a warning, blue as direction, green as an instruction, and white as information.

### KATA KUNCI

bentuk, warna,  
makna, tanda

### ABSTRAK

*Penelitian ini mengkaji bentuk, warna dan makna dari rambu-rambu lalu lintas. Metode yang diterapkan dalam penelitian ini berupa deskriptif kualitatif. Data yang dikumpulkan menggunakan teknik dokumentasi dan observasi. Data tersebut diklasifikasikan berdasarkan kriteria, desain, dan maknanya kemudian dianalisis dengan deskripsi dengan fokus utama kata-kata dalam simbol tersebut. Hasilnya, ada 3 tipe rambu yang berbeda untuk menunjukkan larangan, perintah, dan informasi tambahan. Warna yang melatari ada biru, merah, kuning, hijau, hitam. Setiap tanda memiliki makna seperti merah bermakna larangan, kuning peringatan, biru perintah, hijau instruksi, dan putih bermakna informasi.*

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## INTRODUCTION

Language and symbols are intertwined. Even though a symbol can stand alone, it needs language to interpret the message and meaning behind the symbol. A traffic sign is an interesting symbol to be discussed because there are many warnings and information implicitly delivered to people on the road moreover the aim is a direction to avoid crashes. This study discussed the semiotics in traffic sign since it is meaning-making. According to Umberto Eco (1979), studying semiotics is not only "signs" in every aspect such as symbols, pictures, and traffic signs, but for everything that may "stands for" anything else. A symbol is a part of Semiotics, one of the founder semiotics from Chandler (2007) "Words, pictures, sounds, gestures, and objects all serve as forms of semiotic signs". This means that a sign can be made orally, in writing, by gesture, or as part of an item, in addition to taking the shape of an image. The symbols on traffic signs are the kind of signs that are the subject of this study. The symbol can be found in traffic signs. Road users are given a message through traffic signs. The message is sent using symbols, and road users should be aware of traffic signs before operating a vehicle if they have any questions about the issue or the condition of the road or need information. In the other hand, from Bayou (2019), everything that may be interpreted as a sign is the focus of semiotics. Signs are a type of nonverbal communication, which means they may be used in a variety

of ways, including body language, sound signs, symbols, pictures, and more. For instance, when a person waves their hand goodbye to someone or nods their head in agreement with something, they are sort of (gesture or body language). And his data source is using an Indonesian traffic sign. Moreover, Peirce (2007) stated that a sign consists of three elements namely interpretant (the sense made by the sign or the function of that sign itself), representamen (the form of the signs), and object (the sign to which it refers to). It can be seen as the picture below:

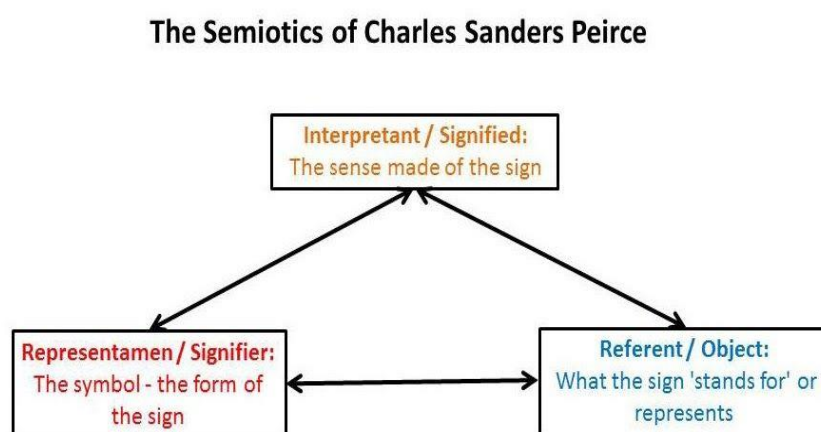


Figure 1 Peirce diagram (2007)

From Adedamola (2013), A road is a way of creating connectivity throughout the huge area that constitutes to community. Human inventiveness in preserving connections and interactions may be seen in the idea and construction of highways. From Department for transport (2007) said a traffic signs are essential for guiding, educating, and regulating the behavior of drivers in an effort to keep the roads as safe as possible for every road user. There are some basic types of traffic signs that give instruction or information, give warning, give restriction, and give direction.

## METHOD

Since the topic of this study is traffic signs, the collecting data technique was started by observing the traffic sign in some locations in Denpasar Bali such as Jl. Imam Bonjol, Jl. Teuku Umar, Jl. Hasanuddin, Jl. Diponegoro and Jl. Pulau Batam. After observing and documenting the signs, they were classified as the color and function such as warning, restriction, direction, and information. A descriptive qualitative method was applied to elaborate the semiotic meanings of the signs.

## RESULTS AND DISCUSSION

The result of observation and analysis found there were 10 signs in Jl. Imam Bonjol is 5 sign, Jl. Teuku Umar 1 sign, Jl. Hasanuddin 1 sign, Jl. Diponegoro 2 sign and Jl. Pulau Batam 1 sign. The signs categorized as:

## 1. Warning

### Datum 1



Figure 2 Jl.Imam Bonjol

This sign was categorized as a warning due to the yellow background. Based on Department for transport (2007) said yellow background is a warning sign. The black color on the kids' symbol means many children. Entirely, the symbol means a warning sign instructing motorists to use caution since there are a lot of youngsters in the vicinity in order to prevent accidents.

### Datum 2



Figure 3 Jl.Imam Bonjol

This sign was categorized as a warning due to the yellow background. Based on Department for transport (2007) said yellow background is a warning sign. The black color on the man's symbol means a pedestrian crossing sign. Entirely, the symbol means a warning sign used to urge drivers to be cautious when traveling through the region, because someone is crossing a zebra.

### Datum 3



Figure 4 Jl.Imam Bonjol

This sign was categorized as a warning due to the yellow background. Based on Department for transport (2007) said yellow background is a warning sign. The black color like the plus symbol means crossroad. Entirely, the symbol means a warning sign that informs drivers that the next crossroad is approaching.

## 2. Restriction

### Datum 4



Figure 5 Jl. Diponegoro

This sign was categorized as a restriction due to the red background. Based on Department for transport (2007) said red background is a restriction sign. The black color symbol “P” means parking. Entirely, the symbol means to tell road users not to park their vehicles until a distance of 15 m from the place, these signs are installed based on the traffic direction.

### Datum 5



Figure 6 Jl. Diponegoro

This sign was categorized as a restriction due to the red background. Based on Department for transport (2007) said red background is a restriction sign. The black color symbol “S” means stop. Entirely, the symbol means to tell road users not to stop their vehicles until a distance of 15 meters, although in second and any condition and situation.

### Datum 6



Figure 7 Jl. Imam Bonjol

This sign was categorized as a restriction due to the red background. Based on Department for transport (2007) said red background is a restriction sign. The black color symbol means turn back direction. Entirely, the symbol means no turning around their cars or other forms of transportation.

## Direction

### Datum 7



Figure 8 Jl.Hasanuddin

This sign was categorized as direction due to the green background. Based on Department for transport (2007) said blue background is a direction sign. The white color symbol means a region direction sign. Entirely, the symbol means to tell drivers about the location and directions to these sites, Each name mentioned the direction of the place. There are names from that symbol: in the right direction is RS. Sanglah, AirPort, and Nusa Dua, for the left direction, is Art Centre Gianyar.

### Datum 8



Figure 9 Jl.Imam Bonjol

This sign was categorized as direction due to the blue background. Based on Department for transport (2007) said blue background is a direction sign. The black color symbol on the man means crossing location. Entirely, the symbol means for pedestrians prepared to cross the road.

### Datum 9



Figure 10 Jl.Teuku Umar

This sign was categorized as direction due to the blue background. Based on Department for transport (2007) said blue background is a direction sign. The white color symbol means turning back direction. Entirely, the symbol means to tell road users that this way can do turning back.

## Information

### Datum 10



Figure 11 Jl.Pulau Batam

This sign was categorized as information due to the white background. Based on Department for transport (2007) said white background is an information sign. The black color symbol of the number 25 means speed limit. Entirely, the symbol means to tell every driver to pass that way at 25km/hour.

## CONCLUSION

Each traffic sign has a specific significance and is designed in accordance with its intended function. In general, traffic signs are not just about traffic lights, no parking, and no stops, which people can accurately interpret, there are a lot of other traffic signals that people might not understand. The sample of this study is rather tiny for research. Therefore, it may be said that not all of Bali's traffic signs have been contributed. The responses of the public demonstrate that many still do not comprehend the significance of traffic signals. The readers of this research are advised to do so in order to improve it, especially those who want to use it as a source of reference. The goal of this study is to understand the significance of traffic signs in more depth.

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