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The Analysis of Semiotic Signs Appearing on the Names of Acehese Online Newspapers

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Abstract

This study was carried out to analyze semiotic signs appearing on the names of Acehese online newspapers. The method used in this research was qualitative by using content analysis, and the technique used for this research was documentation. The instrument used to collect the data for this research was a checklist by reviewing the names of Acehese online newspapers: Aceh Redaksi, Kabar Aceh, Aceh TerUpdate, Aceh Info, Aceh WorldTime, and Acehzone_id. The data was analyzed using the sign theory of icons, indices, and symbols. The result of the analysis found that the signs which appeared on the names of Acehese online newspapers and the meaning which appeared on them were related to the history of Aceh. They have the same characteristics in the use of colors: red, white, and black. These are the hues used on Aceh's flag, which serves to represent the identity of the Acehese. Since the newspaper organizations were also part of the Aceh community, Acehese online newspapers also had the same culture. Thus, using the flag colors strengthened their identity and signified their origin. White is a symbol of purity, honesty, and kindness, meanwhile black refers to a warning and grief to the heroes, and finally, red symbolizes courage and heroism. The representation of the flag and people, in general, revealed the Acehese desire to have a distinct identity

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from other Indonesian ethnicities in the 38 provinces of this country. Such portrayal was designed to create a distinct identity within the diversity of Indonesia.

Keywords: Acehese, Charles Peirce theory, online newspapers, semiotics, sign.

1. INTRODUCTION

Humans distinguish themselves using language, which consists of signs or symbols, to understand everything in their lives. Mooij (2010) stated that signs, symbols, packages, colors, and letters are essential parts of humans' memory as the association network. Hersherberger (2014, p. 101) added, "a sign is anything that represents something to someone in some way. It addresses someone, that is, it makes an analogous, or maybe a more developed sign in that person's mind". Language is the expression of ideas that are transformed into words. Words are combined into sentences, which form ideas into thoughts. Humans use language to express themselves. Language functions as a communication tool, a means to deliver ideas, express feelings, and a form of emotional release. A sign, a code, or any communication system approved by a community is a language. Communication is a part of human activity. Human socialization depends on communication. Verbal and non-verbal communication are just two of the many types of communication. Nonverbal communication conveys ideas more effectively than verbal communication through gestures, eye contact, or other types of body language. Chase and Shamo (2013) stated that "effective communication requires a solid understanding of the process by which humans attempt to communicate. Communication models help us to visualize the process". The function of communication is to deliver and get information.

Moreover, various media can be used to get information, such as online newspapers. Takinawa (2017) affirmed that newspapers had provided news to the reading public for decades, reminding them of major events of the day. In Aceh province, Indonesia, there are many online newspapers such as Aceh Redaksi, Kabar Aceh, Aceh TerUpdate, Aceh Info, Aceh WorldTime, and Acehzone_id, which aim to provide information to society. In addition, newspapers are known for their signs and symbols. When readers see a particular newspaper sign or symbol, they know what newspaper they are reading. Most of the time, signs and symbols appearing in newspapers represent the identity of the newspapers. The online newspapers in Aceh also have their criteria for creating symbols and signs representing meanings. A semiotic analysis can be conducted to understand the meanings.

This study used a semiotic analysis to determine the significance of the signs used on the names of Acehese online newspapers based on the explanation provided above. One kind of multimodal text is a sign. Many studies have been conducted regarding the semiotic analysis of different multimodal texts. Serafani (2010), for example, used the three analytical processes from the perceptual, structural, and ideological viewpoints to comprehend the multimodal texts and how these views broaden readers' interpretative repertoires from Anthony Browne's picture book, Piggybook, as an illustration. It was found that readers improve their ability to interpret

multimodal texts by broadening their interpretative viewpoints by concentrating on the visual, linguistic, and design elements (Serafani, 2010).

Hasanah (2010) examined a semiotic analysis of the images on the *Dagadu* t-shirts. The study looked into the significance of the writing on *Dagadu* t-shirts and learned their linguistic symbols. She then made a connection between it and linguistics, and visual symbols. She used a descriptive qualitative analysis strategy to illustrate the signs on the *Dagadu* item's t-shirt. The author employed a semiotic theory, particularly within the outline of social semiotic representation, and centered on the aspect of flag questions such as Peirce's (1931, as cited in Danesi, 2004) semiotic models. From the analysis, there was a connection between the linguistic and pictorial images in the *Dagadu* design. Both characteristics are endeavored to advise the gathering of people around culture in Yogyakarta. Another study by Henny (2014) investigated the signs of political advertisements in the presidential election campaign of Indonesia in 2014, also based on Peirce's theory. Indonesia had two pairs of candidates running for president and vice president in 2014. This research analyzed the signs of advertisements that become their branding using semiotics analysis. Icon, index, and symbol were used based on Peirce's theory.

In Banda Aceh, Zulita and Muthalib (2020) observed shop signs using multimodal analysis. This research aimed to discover the connotation and denotation of shop signs in Banda Aceh. A qualitative approach was used to conduct the research under critical discourse analysis. The subject of this research was the shop signs in Banda Aceh and all the texts, figures, and symbols in the signs were the object of this research. The data analysis was carried out by using coding analysis and three-step analysis. This research found that the shop signs are mostly shop names, figures, and philosophical symbols. Based on connotation analysis, many meanings of the shop signs were culturally interpreted. Then, concerning visuality, the use of shop signs' color depended on the shop type.

Regarding the presence of semiotic signs in many parts of human activities, it can be concluded that everything in life has meaning. Previous studies have covered the analysis of semiotic signs on various media such as movies (e.g., Ammer, 2021; Zamora, 2008), posters (e.g., Teo, 2004; Yang & Hsu, 2015), advertisements (e.g., Ananda et al., 2019; El-Nawawy & Elmasry, 2016; Mcilwain, 2007; Subiakto, 2019), shop signs (e.g., Izadi & Parvaresh, 2016; Nikolaou, 2017), and even t-shirt designs (e.g., Hasanah, 2010; Henny, 2014). Nevertheless, semiotic analysis studies on the signs of online newspapers are limited found in the literature. To date, most previous studies focused on the semiotic analysis of other sections of a newspaper, such as the political cartoon section (e.g., Felicia, 2021; Mwetulundila & Kangira, 2015), cartoon section (e.g., Chikaipa, 2019; Waqar et al., 2020), and announcement section (e.g., Oladejo, 2021). Therefore, it is paramount also to understand the meaning of signs which always appear in online newspapers, especially the ones that receive less attention from semiotic researchers like the Acehnese online newspapers. Therefore, concerning the significance of a commercial exhibit in the public signs in Aceh, especially in the names of Acehnese online newspapers, this study is aimed to do a semiotic analysis to find out the messages in the online newspapers' signs. Thus, we posed this question for our research:

- What are the semiotic signs that are used on the names of the Acehnese online newspaper?

- What are the meanings of the signs which are realized on the names of an Acehese online newspaper?

2. LITERATURE REVIEW

2.1 Semiotics

Humans are constantly engaged in using and interpreting signs, such as gestures, talking, writing, reading, and watching TV programs. Therefore, human intellectual and social life is based on the production, use, and exchange of signs. The primary task of semiotics is to identify, document, and classify the main types of signs and how they are used (Danesi 2004). Ferdinand de Saussure and Charles S. Peirce are the founders of semiotic theory and practice (Danesi 2004). Their ideas as the basic framework for describing and classifying signs, as well as for applying semiotics. Ratna (2009) defined semiotics as an area of research dedicated to the existence, varieties, and uses of signs. This field is often called semiology, and both names are taken from a Greek word meaning proof. It is the analysis of all patterned communication systems, both linguistics, and non-linguistics (Harvey, 2023). It requires learning how meaning is produced and interpreted. Eco (1979) and Sebeok (2001) stated that semiotics was a sign for ‘everything’ that, on the grounds of a previously established social convention, can be taken as something standing for something else. Semiotics involves studying not only what we refer to as ‘signs’ in everyday speech but anything that ‘stands for’ something else. In a semiotic sense, signs take the form of words, images, sounds, gestures, and objects. Contemporary semioticians study sign not in isolation but as part of semiotic ‘sign systems’ (such as a medium or genre). They study how meanings are made and how reality is represented.

2.2 Charles Peirce’s Theory of Sign

Charles Peirce called the sign a representamen and the concept, things, and idea, to which it refers the object (Danesi, 2004). He called the meaning from a sign as the interpretant. These three dimensions are viewed as triadic, as shown in Figure 1.

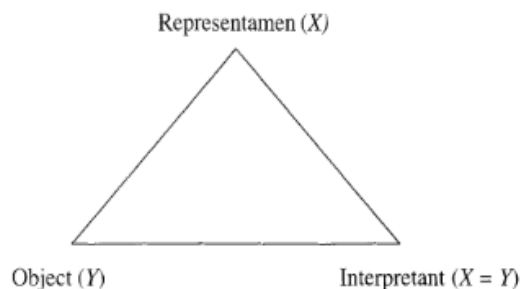


Figure 1. Peirce’s concept of sign (1931 as cited in Danesi, 2004, p. 26).

A sign, representamen, is the Primary component that stands in such a veritable triadic connection to the Second component, called its Object, as to be able to decide the Third element, called its Interpretant, to accept the same triadic connection to its

Object which stands itself to the same Object. According to Peirce (1931, as cited in [Danesi, 2004](#)), a sign may be referred to as an icon, an index, or a symbol, depending on its object. An icon may be a sign that refers to the uncertainty of whether a certain object exists and does so only through idealized depictions of its process. For illustration, a picture of president Soekarno implies the picture is an icon of president Soekarno. An index is a sign which alludes to the Object that it indicates by ethicalness of being indeed affected by that Object. For a case, smoke is an index of fire. A symbol could be a sign which alludes to the object that it indicates by ideals of law, as a rule, an affiliation of shared thoughts, which works to cause the Symbol to be interpreted as alluding to that Object, such as traffic lights and national flags.

3. METHODS

This research used a descriptive qualitative method and documentation technique to collect data from online sources—the data were collected through some steps. The first step was downloading the picture of Acehnese online newspapers' names from the sites on the internet; the second step was observing semiotic signs from the names of Acehnese online newspapers. Third, by observing the signs, messages realized in the names of Acehnese online newspapers can be interpreted.

A checklist served as the research's primary tool. The researchers marked the signs on the names of Acehnese online newspapers using note-taking sheets. Then, the data were analyzed based on Charles Peirce's theory of signs. The subject of this research was the names of Acehnese online newspapers. In this regard, they were: Aceh Redaksi, Kabar Aceh, Aceh TerUpdate, Aceh Info, Aceh WorldTime, and Acehzone_id, and the object of this research was semiotic signs which include icons, index, and symbol.

According to [Yin \(2011\)](#), there are five steps in analyzing data: compiling, disassembling, reassembling, interpreting, and concluding. The first step was compiling, which means compiling the database. The researchers began by compiling and sorting the field notes and data collected from Aceh Redaksi, Kabar Aceh, Aceh TerUpdate, Aceh Info, Aceh WorldTime, and Acehzone_id. The second step was disassembling the data to break down the compiled data into smaller units such as icons, indices, and symbols. The third step was reassembling; it aimed to group the data based on the theory of sign (Peirce, 1931, as cited in [Danesi, 2004](#)) and the theory of multimodal texts ([Serafini, 2010](#)). Next, the fourth step was reassembling. After categorizing the data into different groupings and sequences, the researcher wrote a narrative about the data that became the key analytic portion to recompile the database or reassemble the data differently. These were the interpreting steps. All findings about the meaning of the semiotic signs in the Acehnese newspapers were written at this step. The last step was concluding, in which the researcher concluded the findings.

4. RESULTS

In an attempt to answer the research questions about the semiotic signs used on the names of Acehnese online newspapers and the meanings of the signs, the following results are provided.

4.1 Datum 1

Figure 1 shows the name and symbol of the Acehese online newspaper, Aceh Redaksi. Figure 1 has an icon showing the combination of the letters A and R. The letter A seems incomplete, and R is standing next to A. The letters A and R stand side by side and are located in the center of the figure. The phrase 'Aceh Redaksi' is located under the A and R letters. This symbol is relatively easy to remember because the figure only consists of two words.

Additionally, in terms of index view, the focus point is on the color of the figure. The background of the name Aceh Redaksi is white. White means pure, like the color of cotton. It gives a message that Aceh Redaksi tries to show the reader that it serves the truth in their news.



Figure 1. Aceh Redaksi.

The letters A and R are then written in red and black. Red denotes spirit, similar to the color of fire, while black signifies strength and authority. The newspaper's name, Aceh Redaksi, is also written in letters beneath the AR symbol in red and black. The symbol's meaning is conveyed by the use of these two colors. According to the symbolism, the phrase 'Aceh Redaksi' emphasizes a certain aspect of the situation. One of Indonesia's provinces, 'Aceh' is situated on the northernmost tip of Sumatra Island. Then, 'redaksi' means an agency or institution of mass media responsible for gathering, composing, and editing to broadcasting or printing the news. According to [Santana \(2005\)](#), 'redaksi' is a structure and mechanism in mass media, including electronic and printed media. The duty of 'redaksi' is to determine whether a particular event consisted of valuable news. In conclusion, the use of this name in Acehese online newspapers was to provide accurate news of the current situation in Aceh to the readers.

4.2 Datum 2

Figure 2 shows the name and symbol of the Acehese online newspaper, Kabar Aceh. [Montoya and Vandehey \(2008\)](#) define personal branding as a clear, strong, and persuasive public image. The icon in Figure 2 shows a white crown in the center of the figure. Then, the phrase 'Kabar Aceh' is written under the white crown. The use of a crown in this figure is interesting. The crown symbolizes power, immortality, glory, and prosperity. The Crown does not differentiate between women and men, and it has the power to command everyone. As stated by [Hamilton \(2012\)](#), the crown represents genuine religious and political freedom. The index view focuses on the color of Kabar Aceh's name. It uses two colors; they are white and black. The shape is round with the dominant color of black. A crown is drawn using the white color, and the phrase 'Kabar Aceh' under the crown is also written in white. White means innocent; this pure color

is usually used in personal branding because it gives the impression of balance, neutrality, and elegance.



Figure 2. Kabar Aceh.

Then, the color of Kabar Aceh's background is black. Black is often used in personal branding. If it is used as the base color, personal branding will look attractive. This color also means strength, authority, courage, and grace. According to the symbol view, the only word in this personal branding is Kabar Aceh. 'Aceh' is the name of the place, while '*kabar*' means to report. According to the Dictionary of Bahasa Indonesia ([Departemen Pendidikan Nasional, n.d.](#)), '*kabar*' refers to the reports of current events. It can be concluded that the phrase 'Kabar Aceh' in this online newspaper has a special meaning. It aims to serve the latest news to the readers, not only the events currently happening in Aceh but also in Indonesia and overseas, such as the news about coronavirus disease and the Acehese new rules. This news serves the readers at the time it is reported.

4.3 Datum 3

Figure 3 shows the name and symbol of the Acehese online newspaper, Aceh TerUpdate. A camera is displayed as the icon in Figure 3. In this image, the camera is being used to signify that the information is ready to be captured and also serves as a symbol of news because the camera is associated with the information-gathering process. It is impossible to gather current news without a camera. There is the phrase 'Aceh TerUpdate' inside the camera lens. While the word 'TerUpdate' is written in red, the word Aceh is written in capital letters and black. The letters e, r, p, d, a, t, and e are mostly written in small fonts, but the letters 'T' in the first word and 'U' in the middle of the word are capitalized. Next, the color of Aceh TerUpdate's name appeared as the figure's index. This personal branding's name uses many colors, such as black, red, and white. The dominant color is black.



Figure 3. Aceh TerUpdate.

The figure of the camera consists of two colors; there are white in the camera lens and black in the body part. Then, the phrase 'Aceh TerUpdate' also consists of two colors, black and red. Black is connected with power, elegance, and formality.

Meanwhile, white means safety, purity, and cleanliness. It has a positive connotation and represented faith and purity. In advertising, white is related to coolness and cleanness because it is the color of clouds and pure water. Then, the last is red. Red means passion; it is known as a warm color because it refers to the color of fire. Fire is a symbol of energy that burns anything around it quickly. As stated by [Hawan \(2018\)](#), according to the concept of color meaning by [Wierzbicka \(1996\)](#), black is linked to power, elegance, formality, death, evil, and mystery. White, on the other hand, connotes brightness, goodness, innocence, purity, and virginity. It is widely regarded as the color of perfection. White is the color associated with safety, purity, and cleanliness. White, in contrast to the black, usually has a positive connotation. While red is connected with tires, it is regarded as a warm hue. It is worth mentioning that tire engines and other tire-related equipment are frequently painted red, as were fire extinguishers, and that red is commonly employed as a symbol of danger and warning.

The figure has a symbol that focuses on the names of this personal branding. The name of this Acehese online newspaper is Aceh TerUpdate. 'Aceh' refers to Acehese. The word 'terupdate' is a combination of the Indonesian prefix *ter-* and the English word, update. The prefix *ter-* in Indonesian has a function to express passive verbs that cannot be changed into active verbs (intransitive verbs). The prefix *ter-* means to declare a condition. According to the Oxford Advanced Learner's Dictionary ([Hornby, 2013](#)), 'update' means making something more modern or giving someone the most recent information about something. Therefore 'terupdate' means the news provided in this online newspaper is current events happening in this world. In conclusion, Aceh TerUpdate, as an online media focused on news, provides the latest information to the readers about events happening in the world, especially in Aceh.

4.4 Datum 4

Figure 4 shows the name and symbol of the Acehese online newspaper, Aceh Info. Figure 4 has an icon that shows a red flower that is constructed from red dots which are not connected to each other. The flower is exceptional because it is formed by using tiny dots to big dots. It has a specific meaning. The use of red flowers, which came from tiny to big dots, symbolizes the distribution of information. Tiny dots indicates the information from the small circle eventually spread to the larger areas. In other words, the information originating from Aceh Info newspaper would be read by readers from the rural to urban areas in Aceh. There are also two phrases in the figure, 'Aceh info', and 'media network'.



Figure 4. Aceh Info.

For Figure 4, the index view focuses on the color of this Acehese online newspaper's name. There are three colors in the figure: white, red, and black. White

means pure, red is spirit and passion, and black symbolizes strength and creativity. It can be concluded that using these three colors aims to persuade the readers that Aceh Info is a platform that serves trusted information. According to the symbol view, the phrase 'Aceh info' can be seen in this personal branding in a large font and 'media network' in a small font. 'Aceh' denotes that this online publication is owned by the Acehnese. Then, 'info' refers to the information. As we know, this platform is an online newspaper that serves information about the current situations in the world to the Acehnese every day. Last, 'media network' means an integrated digital marketing platform managed by a creative and target-oriented person.

4.5 Datum 5

Figure 5 shows the name and symbol of the Acehnese online newspaper, Aceh World Time. The icon of Figure 5 shows a large map of Aceh in red, and there is a black line inside the map. Usually, people use blue color to draw a map, but this map is special. It does not only use the color of the Aceh flag but also seems to include a part of the flag in its figure which established its branding. Then, there are also the letters 'AWT' written in white color and 'Aceh World Time' which are written in black color. The index view focuses on the color used in personal branding. There are three colors in the figure: white, red, and black. The dominant color is red because this personal branding uses the Aceh flag. Red symbolizes courage, white means elegance, and black is a standard color used in many personal brandings. The use of these three colors aims to attract the readers.



Figure 5. Aceh World Time.

According to the symbol view, there are two groups of words in the figure. The first is the abbreviation of 'AWT', written in big font, from 'Aceh World Time'. This abbreviation is written in white color. AWT abbreviation consists of three letters, there are A, W, and T. W and T are combined as a letter. Then the second is Aceh World Time written in capital black. This phrase is located at the bottom of the figure. Aceh refers to the province located on the northern tip of Sumatra island in Indonesia, while the 'world' means a place on this earth, and 'time' is the specific object. Aceh World Time used this name to state that this newspaper belongs to Acehnese which provides much information from the world at an unspecified time.

4.6 Datum 6

Figure 6 shows the name and symbol of the Acehnese online newspaper, Acehzone_id. Figure 6 has an icon that shows an Aceh map surrounded by a circular clock. There was the phrase 'Atjeh zone' inside the map written in white. The Aceh

map is used to state that this online newspaper belongs to Acehese and the clock signifies that they are ready to serve information to the readers at any time, including morning, afternoon, and night. In terms of index view, the focus point is on the color of the figure. There are three colors in the figure: white, red, and black. The color of the Aceh map is red as representative of the Aceh color. Then, there is the phrase 'Atjeh zone' inside the map which was written in white to make readers aware of the name of this online newspaper. White is a contrasting color meaning elegance and purity and is always considered good. The founder of Acehzone_id also used white as the background of the Aceh map's color. This is because the white color is a balanced color to make the Aceh map look more visible.



Figure 6. Acehzone_id.

The map is surrounded by a clock consisting of the hours and minutes sign, all painted black. This aims to state that this online newspaper is always ready to update. Finally, based on the symbol view, 'Atjeh zone' emphasizes Aceh as the newspaper's zone of operation. Aceh was previously spelled Atjeh. Both have the same meaning, referring to a place located on the northern tip of Sumatra island. Originally known as Aceh Darussalam, Aceh was later renamed Nanggroe Aceh Darussalam to reflect its unique regional status. It was again renamed to 'Aceh' in 2009. Thus, 'Atjeh' was the previously preferred spelling of Aceh, and 'zone' means the area of this place. The region of Aceh is described by this word.

5. DISCUSSION

Aceh is one of the 38 provinces in Indonesia that has a long and unique history. [Barron and Burke \(2008\)](#) said Aceh had a long story of fighting for freedom. For around 30 years, the separatist rebellion in Aceh led by the Free Aceh Movement (*Gerakan Aceh Merdeka* or abbreviated as GAM) had been struggling for Aceh's independence war which ended with the signing of the Helsinki MoU ([Ronnie, 2016](#)).

Aceh was then granted a special authority to provide self-governance within the Indonesian state adopted in the Helsinki MoU, granted in 2006 to the Aceh Governance Statute ([Basri, 2014](#)). The agreement also stipulated that Aceh has the right to have its laws and regulation (*Qanun*), to set up Aceh-based political parties and a leader (*Wali Nanggroe*) organization, and to use regional symbols, including a flag, crest, and hymn. In 2013, the governor of Aceh signed the Aceh provincial flag, the same flag raised by the Free Aceh Movement. The central government of Aceh and the government of Indonesia then opposed the introduction of the GAM flag as Aceh's provincial flag ([Mukti et al., 2020](#)). As it violates the law for barring separatist flags, the central government warned the Aceh administration about adopting the GAM flag.

In comparison, following the signing of the 2005 peace agreement between GAM and the Indonesian government in Helsinki, the Aceh administration declined to change the flag, as it cannot be reviewed as a separatist flag (Ali et al., 2008; Awaludin, 2008). Since the flag may be referred to as an identity for Aceh, many online newspapers used the colors of the Aceh flag as their branding, such as red, white, and black.

Nurrahmi (2008) investigated how Serambi Indonesia, one of Aceh's most influential newspapers, uses symbolic language in its coverage of the Aceh flag to give meaning to a collective identity inside Acehnese society, as a flag is seen as an identity symbol. It was found that Serambi Indonesia used flag analogies, nationalist exemplars, middle-ground catchphrases, and ethnocentric portrayals to give a conciliatory representation of the Acehnese political identity. Serambi Indonesia is located in the coverage of the subject of Aceh's provincial flag, which resulted in a reassuring image for Acehnese in the media. Indonesia recognizes Aceh as an Indonesian region while keeping the specialty and uniqueness of Aceh distinct from other Indonesian provinces in Indonesia. Aceh's past was an example of the province's uniqueness and specialization concerning the rest of Indonesia. Furthermore, the representation of the flag and people, in general, revealed the Acehnese desire to have a distinct identity from other Indonesian provinces (Nurrahmi, 2008). Such portrayal, on the other hand, was designed to create a distinct identity within Indonesia.

According to Hasan (2016), there were some meanings in the color of the Acehnese flag. Black referred to a warning and grief to the heroes of the Free Aceh Movement who had been martyred on the battlefield during the Dutch and Japanese colonialism, and now during the colonial era of a new form which is called Indonesian neo-colonialism. Then, white was a symbol of purity, honesty, and kindness. It aimed to show that Acehnese is friendly citizens willing to cooperate sincerely with other nations to create and preserve conciliation and security on the earth, especially in Aceh. The last was red color. This color symbolized courage and heroism, which referred to the feeling of courage to defend the right path for the nation, its citizens, and Islam.

In the Acehnese local media, as well as in the Indonesian national media, the representation of the provincial flag of Aceh was prevalent. Schneeberger (2009) defined that media representation provides an identity that determines the distinctions of one identity from another. In this case, Acehnese online newspapers, such as Aceh Redaksi, Kabar Aceh, Aceh TerUpdate, Aceh Info, Aceh WorldTime, and Acehzone_id, all of them used the word Aceh and the color of the Acehnese flag as an identity of their online newspapers.

6. CONCLUSION

The authors conclude that these Acehnese online newspapers have the same characteristics in the use of colors based on the research findings and discussion of semiotic signs appearing on the names of Acehnese online newspapers (i.e., red, white, and black). These are the hues used on Aceh's flag, which serves to represent the identity of Acehnese within Indonesia. Since the newspaper organizations are also part of the Aceh community, Acehnese online newspapers also have the same culture. Thus, using the flag colors strengthens their identity and signified their origin.

The study is limited only to analyzing the semiotic signs appearing on the names of Acehnese online newspapers. However, semiotic signs also appear in other fields

of Acehese studies such as novel covers, videos, and others. Therefore, it is recommended that other researchers conduct more studies about semiotic signs related to those aspects, especially in Aceh, to further understand their rapport of identity within the diversity of Indonesia.

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