

ABSTRACT

THE MEANING OF NO SMOKING SYMBOL FOR RSUDAM'S VISITORS (Studies in Waiting Room of Outpatient Health Services Installation)

By

CHARIZA PERMATA HATI

Symbol is a form of nonverbal communication that used by humans to convey information. Symbol become an essential part in human's life. Human have an ability in using symbol. This study is about the meaning of symbols, especially the no smoking symbol in waiting rooms of outpatient health services installation Abdul Moeloek District Hospital (RSUDAM) in Lampung Province. Formulation of the problem in this research is: "How do the meanings of no smoking symbols for RSUDAM's visitor?". The purpose of this study is to determine the knowledge of RSUDAM's visitors to no smoking symbol and the meaning of these symbols for visitors.

This research was conducted by using semiotic research method that collecting data in the form of interviews and literature study. The respondent of this research are taken using Accidental Sampling which mean the sampling method taken by accidentally. The focus of the study was the concept of the meaning of symbols. The concept of the intended meaning is about the meaning of the color elements, image elements, sizes and types. This research carried out using qualitative method, and data were analyzed with the stages of reduction, data presentation (display) and conclusion (verification).

Results showed that the red color element interpreted by the visitors as a color that defines restrictions. In the picture elements, visitors will interpret the image of cigarettes as the ban on smoking. In valuing the element size, researcher found that the size of the symbols must be enlarged, and for the meaning of the element types, all visitors know that those type of symbol is the symbol of prohibition or warning. And visitors can understand the messages conveyed through the symbol that is prohibited from smoking in the waiting rooms of outpatient health services installation.