



Saussurean Semiotics of Brand Identity in Telekom Malaysia's Telegraph Museum Gamification Masthead, Pop Up Treasures, and Mascot Designs

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi**

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FACULTY OF SOCIAL SCIENCE AND EDUCATION

COMMUNICATION STUDY PROGRAM

CIKARANG

SEPTEMBER, 2025

Saussurean Semiotics of Brand Identity in Telekom Malaysia's Telegraph Museum Gamification Masthead, Pop Up Treasures, and Mascot Designs

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ABSTRACT

In today's digital era, museums integrate digital tools to adapt to evolving societal expectations especially for the younger generation. The Telegraph Museum, under the initiative of Telekom Malaysia, has introduced a gamification interface that combines elements of history with digital interaction.

This innovation highlights how heritage institutions can strengthen their brand identity by combining tradition with modern technology. In response to this, the present study aims to analyze the representation of brand identity in the Telegraph Museum's gamification interface, applying a qualitative research approach. The study selected five interface components; masthead, three pop-up treasures, and mascot as the primary data based on their significance in communicating brand identity.

This study employs Ferdinand de Saussure's model of semiotic analysis, focusing on the relationship between signifier and signified to uncover the meanings constructed within the design elements of the Telegraph Museum's gamification interface. Through simplified yet recognizable visualizations, the use of brand-aligned colors, and gamified discovery elements, the interface communicates an approachable, playful, and educational identity targeted toward younger audiences. The findings reveal that the representation of Telekom Malaysia's brand identity communicated through the Telegraph Museum Gamification interface are; Telekom Malaysia is trustworthy technology that protects the heritage; joyful and a safe engaging environment for youth learning. This research contributes to digital heritage semiotics by showing how gamification can make heritage storytelling more engaging for younger generations while at the same time strengthening a company's brand identity within cultural preservation efforts.

Keywords: *Telekom Malaysia; Semiotic Analysis; Interface Design; Gamification; Ferdinand de Saussure; Brand Identity*

ACKNOWLEDGEMENT



In the name of Allah, Most Gracious, Most Merciful.

Alhamdulillah Robbil 'Alamin, thanks to Allah SWT for grace and guidance in writing this thesis. Shalawat and salam are addressed to the final chosen religious messenger, the Prophet Muhammad SAW who has changed human life from the darkness to the lightness.

The completion of this thesis would not have been possible without the advice, guidance, and support of many individuals who contributed in various ways throughout its preparation. I owe deepest gratitude to my beloved parents, Asep Abdul Malik and Wina Solihah for their best support, prayers, and sacrifices throughout her life. I express my heartfelt love to my little sister, Kayla Khansa Solihah whose joy, laughter, and endless love have been a priceless source of encouragement that I will always cherish.

My greatest thanks to Achmad Supardi, S.IP., M.A., Ph.D as my consultant for his patient guidance, and feedback, all of which greatly contributed to the completion of this thesis. The writer realizes that many hands had given their help and useful suggestions for the completion of this thesis. Without their assistance, this thesis would not have come into existence. For this reason, I would like to convey my heartfelt appreciation and gratitude to all who have supported me, particularly:

1. Mr. Raudy Gathmyr, S.Sos., M.Si., the Head of Program, for his dedication has created a learning environment that has greatly contributed to my academic growth.
2. All lecturers of Communication Science who have shared their knowledge, guidance, and inspiration throughout my years of study. Each lesson and experience has shaped my academic journey and contributed greatly to the completion of this thesis.
3. The examiners who have taken an important role in the completion of my study.
4. My beloved fiancé, Roory Zaky Hasya who always loves me and gives support. Your love has been my greatest source of strength. I am especially thankful for your patience in helping me throughout the process of conducting this thesis and for tutoring me with the skills I have today. I could not have achieved this position without you standing beside me.
5. My beloved friends, Cherylisa Nadira Citra Kusuma, Nurhasanah Maulani Putri, Rieke Ayu Tahira, Rizka Sri Jayanty, and Syalaisha Nauraniah for the constant encouragement, motivation, and companionship you have given me throughout this journey. With your presence, I always feel loved, and your silliness has brought joy and laughter that made this journey lighter and more memorable.

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