
The Use of Pictogram in Electronic Appliance

Tiurmaya Agustina¹, Fitriany², Fauziah Nur³, Suryani Nadeak⁴
^{1,2,3,4}STBA PIA

E-mail: tiurmaya@gmail.com

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Abstract: *The research aim is to describe the types of pictogram use and the reason why pictograms are used. The type of this research is descriptive qualitative. There are two sources of data first, five of manual book, such as: mobile phone, laptop, rice cooker, microwave, and washing machine. Second, data transcription of interview. This research focused on types of pictogram use and the reason why pictograms are use. The data were obtained by documentation and the data were analyzed stating by collect the data, the data divided to types of the pictogram use and analysis the reason of the pictogram depend on the interview. In the end analyses the use of pictogram by the manual of electronic appliance also the reason of used it depend on davies theory. The result of the research is From the data analysis found 57 pictograms use in five electronic manual books which are: Oppo Reno6 mobile phone, Panasonic rice cooker, Panasonic microwave, Asus laptop, LG washing machine. Were 27 of the pictograms are representational, 21 are arbitrary symbol and 9 are abstract symbol. Moreover according to the interview pictogram is more easy to understand than word by the user of the electronic. Keywords: Pictogram, Representational, Arbitrary Symbols, Abstract Symbol, Manual book.*

INTRODUCTION

A pictogram is an iconic sign that represents complex facts without resorting to words or sounds. According to Calori 2007, pictograms are symbols that define objects, activities, and concepts into a visual form that is simple and informative. A pictogram is an image created by people for quick and clear communication without the use of words, to draw attention to something. Important to note, for example, that shape codes, excess information, elements size, uniformity, and simplicity are the Five elements that find important in designing pictograms according to Arthur and Zhamalik,2005. Pictograms are used as guidance for people to understand how to operate or set up new products. A pictogram is a simplified pictorial representation that's commonly used to guide people and tell them how to achieve a certain goal. Adir (2015: 290) stated that a pictogram has to accomplish the three dimensions of communication: (1) warning, (2) information, (3) guiding, (4) Allowing a fast and efficient displacement, and also pictograms are necessary to be: (1) easily identify, (2) available, (3)legible, (4) timeless,(5) easy to visualization.

Using pictograms in a manual of electronic appliances gives the advantage for the reader such as 1. Knowing the product specification. 2. Helping the readers to understand the product. 3. Guiding the reader on how to use the product. 4. Being more eye-catching. 5. Faster visual perceptions. This paper discusses the use of pictogram in manual of electronic appliance. Here are some reasons why pictograms are needed in the manual of electronic appliances:

1. Found that many people are confused with the operation of the electronic appliances in result they have difficulty to use it.
2. Many people don't understand the language used in the manual book especially it's written in English.
3. To avoid people from the risk of destroying the product.
4. To help people understand and optimize the function of electronic appliances.
5. To provide a troubleshoot for users.
6. To inform the maximum benefit gained given by the electronic.
7. To make the instructions more simple and easier to understand.

Based on this phenomenon, the problem formulation are What types of pictograms use in manual of electronic appliances? And Why pictograms are use in manual of electronic appliances?. The primary objective of this study are to show the reader types of the use of pictogram in electronic manual of appliance and the reason of pictogram being used in electronic appliance.

METHOD

In the research the researcher would use two sources of data. First, manual book. Second, transcription of interview. Manual book is a handbook that function to helping the customers in dealing their problem with their problems. Manual book help the readers to operate new electronic tools that new for them. Usually inside of manual book is full of information about how to use, security issues, electricity requirements, and another technical operation guide.

This study used a descriptive qualitative approach because this study focuses on the analysis or interpretation of the written material in context. Qualitative inquirer deals with data that are in the form of words or pictures rather than numbers and statistics (Ary.2010:424). Materials can include textbooks, newspapers, magazines, papers, films, manuscripts, articles, electronic books, etc.

Hancock (2002: 13) stated that documentation is a wide range of written materials can produce qualitative information. The data can be policy documents, mission statements, annual report, books, etc. However, this research is a collection of data through documentation of the manual of the electronic appliances and the transcription of the interview.

RESULT AND DISCUSSION

Based on the data analysis, the researcher found that:

1. From the data analysis found 57 pictograms use in five electronic manual books which are Oppo Reno6 mobile phone, Panasonic rice cooker, Panasonic microwave, Asus laptop, LG washing machine. From 57 pictograms found that 27 of the pictograms are representational, 21 are arbitrary and 9 are abstract symbols. All the symbols are different one another and the meaning also different.
2. Based on the data and the interview that have done, there are few reason for using pictogram. According to the user pictograms are: 1. Easier to recognized and recalled far better than words. 2. Pictograms are improve the legability of warnings. 3. From the transcription of the video of using lg washing machine, pictograms may better when

undertaking a familiar or routine task. 4. Pictograms more noticeable or attention grabbing than words. 5. They potentially more accurately and more quickly than words.

Based on the research findings, found that most of the pictograms from the electronic manual book which are Oppo Reno6 mobile phone, Panasonic rice cooker, Panasonic microwave, Asus laptop, LG washing machine are representational, follow by arbitrary symbols and fewer abstract symbols. According to Dreyfuss (1972), there are three categories of pictogram use, such as representational, arbitrary symbols, and abstract symbols.

Based on the data and the interview that have done, there are few reason for using pictogram. According to the user pictograms are: 1. Easier to recognized and recalled far better than words. 2. Pictograms are improve the legability of warnings. 3. From the transcription of the video of using lg washing machine, pictograms may better when undertaking a familiar or routine task. 4. Pictograms more noticeable or attention grabbing than words. 5. They potentially more accurately and more quickly than words. As what davies (2000:2) Claim there are seven reason for using pictograms, which is:

1. By using Pictograms warnings become more noticeable or “attention-grabbing”.
2. They can serve as an “instant remainder” of a hazard or an established message.
3. They may improve warning comprehension for those with visual literacy difficulties.
4. They have the potential to be interpreted more accurately and more quickly than words.
5. They can be recognized and recalled far better than words.
6. They can improve the legibility of warnings.
7. Pictograms or brief textual information may be better when undertaking a familiar or routine task.

CONCLUSSION

Pictogram is a visual sign created by human beings for purpose of helping communication without sound or written word has to reach the function as a substitute and as an enhancement for written and verbal language in manual of the electronic appliance. From the research findings conducted by the researcher with the title “The Use of Pictogram in Manual of Electronic Appliance”, it can conclude that:

1. From 57 of data picture of pictogram from five of manual book, types of pictogram use that often use is representational, arbitrary symbols, and abstract symbols. There is 27 pictogram that is representational. While 21 of them are arbitrary symbols and 9 are abstract symbols.
2. From the research conclude that there few reason for using pictograms according to the user of the electronic and the transcription of the video of manual of LG washing machine.
 1. Easier to recognized and recalled far better than words. 2. Pictograms are improve the legability of warnings. 3. From the transcription of the video of using lg washing machine, pictograms may better when undertaking a familiar or routine task. 4. Ppictograms more noticeable or attention grabbing than words. 5. They potentially more accurately and more quickly than words. Pictograms it self is more notice able and more easier to understand by the user. Pictograms are use to guide the user to do what they need to do. Also make the user understand about the product.

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