

CHAPTER FIVE

CONCLUSION

This chapter discusses the conclusion of this thesis, which consists of the findings of this thesis and the comments on the data that I have gathered. The type of data that I use in this thesis is album cover. There are two album covers that I have gathered as the data. These albums are *It's the Attitude, Stupid!* which was released in 2003 and *It's the Attitude, Stupid!* re-released version which was released in 2006.

In data 1, which was taken from *It's the Attitude, Stupid!* (2003), there are six signifiers that contains racism. These signifiers are the man on the Klan robe, the Walkman, the singer's name, the title of the album, three burning crosses, and the background of the album. The Klan robe on the album shows racism because this robe is worn by American white-supremacy group named Ku-Klux-Klan and also used to scare African-American people. This robe also has white colour that represents the Klan White-Supremacy belief. Besides, this robe has a blood drop

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cross symbol which represents the protection for the white race only. The Walkman shows racism because it has the picture of a Confederate flag which is the potent symbol of slavery. The singer's name "Johnny Rebel" shows racism because this name is a slang term that is used to describe racist Confederate army in the Civil War. The title of the album, *It's the Attitude, Stupid!*, shows racism because the title implies that African-American people are stupid for developing bad attitude towards white people. Three burning crosses show racism because this symbol represents the intimidation and terrorism towards African-American people. The background of the album shows racism because the brown colour which represents African-American people is placed on the bottom of the background.

In data 2, which was taken from *It's the Attitude, Stupid!* (2006), there are five signifiers that contain racism. These signifiers are the man on the right side of the album, five burning crosses, the singer's name "Johnny Rebel", the title of the album, and the man who is holding a sign. The man on the right side of the album shows racism because the man is wearing a Klan robe, in which this robe is worn by an American white-supremacy group named Ku-Klux-Klan. This man is also wearing a blue shirt which represents fascist movement. Behind the blue shirt, there is the word "Johnny Rebel", which is the slang term used to describe racist Confederates army. This word has a colour pattern that resembles with the Confederate flag. The letter "O" on this word resembles a Celtic cross which is the symbol of Nazism and white supremacy. The burning crosses show racism because this symbol represents the intimidation and terrorism towards African-American

people; in addition, the five crosses signify the “code of silence” of the Ku Klux Klan. The singer’s name “Johnny Rebel” shows racism because this name is a slang term that is used to describe racist Confederate army in the Civil War. The title of the album *It’s the Attitude, Stupid!* shows racism because the title implies that African-American people are stupid for developing bad attitude towards white people. The man who is holding a sign shows racism because the man is wearing a Klan robe which is worn by an American white-supremacy group named Ku-Klux-Klan and this robe is also used to scare African-American people. The man who is also holding a sign contains a phrase “free one-way trip” which signifies African-American slaves who lose their freedom and could not return back to their homeland Africa.

As I stated in the first paragraph of this chapter, these are several comments regarding the data that I have gathered. First, the Klansman in data 1 is more dominant than data 2 because of the size of the Klansman. The picture of the Klansman in data 1 is bigger than data 2. The size of the Klansman in data 1 is so big that it covers almost three quarters of the album cover from the right while in data 2 the Klansman is indeed located on the right side of the album cover, but it only covers half part of the album cover. The Klansman in data 1 is indeed more dominant in size but the Klansman in data 2 is more significant in gaining attention from the racist people. The reason is because the Klansman in data 2 is wearing not only a white Klan robe but also a blue shirt which represent fascist movement. There is also a small Celtic cross symbol which represents Neo-Nazi movement.

Therefore, the Klansman in data 2 is much more significant than data 1 because it could gain attention not only from Ku Klux Klan sympathizers but also Fascists and Neo-Nazi.

Second, the background from data 1 is more dominant than data 2 because the background from data 1 can be analysed specifically as it has green, white, and brown colour from top to bottom, respectively. These colours reveal to be Ku Klux Klan hierarchical position which places the grand dragon (green) at the top while African-American (brown) at the bottom. Meanwhile, the background from the data 2 has the picture of sunset which has nothing to do with racism; as the result, it could not be analysed.

Third, most of the signifiers in data 2 are similar with the signifiers in data 1. The signifiers in data 2 that are similar with the signifiers in data 1 are the Klansman, the burning crosses, the singer's name "Johnny Rebel", and the title of the album. Even though most signifiers in data 2 are similar with those in data 1, there are several signifiers that are different from data 1. In data 2, the signifiers that are different from data 1 is the blue shirt, the Celtic cross, and the sign that contains the phrase "free one-way trip".

Fourth, the title of the album in data 2 is more important than in data 1 because the title of the album in data 2 is located at the top left corner of the album. This is a good position because it has strong recognition from the audience; as a result, this position could gain more attention from the audience. Meanwhile, in data 1 the title of the album is located at the bottom right corner of the album. This

is a bad position because it has weak recognition from the audience. The other reason why the title of the album in data 2 is more important than in data 1 is because the size of the album title in data 2 is bigger than in data 1.

Last, the singer's name in data 2 is more important than in data 1 because the size of the singer's name in data 2 is bigger than in data 1. The singer's name in data 2 is so big that it almost covers the quarter part of the album from the bottom. Meanwhile, in data 1 the size of the singer's name is small and it is located at the bottom right corner of the album which is considered as the corner of death.

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