

CHAPTER FIVE

CONCLUSION

In this chapter, I would like to provide some conclusions and comments on the discussion of the deception of the COVID-19 rapid test result on the cover of *Tempo Magazine* of May 9th, 2020 and *Tempo English* of May 12th, 2020 issues. I will also include the limitations of my study as well as suggestions for future researches.

The aim of this thesis is to identify the signifiers in the selected cover of *Tempo Magazine* and *Tempo English* and find out whether the signifieds reveal the warning message of the unreliable COVID-19 rapid test kits by using Ferdinand de Saussure's theory of semiotics.

After analysing the covers, I find that there is a slight difference in the number of signifiers. There are 12 signifiers in *Tempo Magazine* and 11 signifiers in *Tempo English*. However, not all signifiers are able to reveal the deception in COVID-19 rapid test result. In the first data, only six signifiers relate to the concept: the headline, the sub headline, the rapid test device, the people, and the background. Meanwhile, in the second data, only five signifiers relate to the concept, namely the headline, the sub headline, the focal point consisting of the hand and the COVID-19 rapid test device, the medical worker, and the

background. The least important signifiers of both covers are the fundamental magazine cover elements: masthead, cover lines, side border, barcode, QR Code, and dateline. This shows that the main image of the magazine covers is the medium that *Tempo* uses to creatively express and relay a piece of information to their readers.

Moreover, based on the findings in Chapter Four, both covers share several similar visual and textual signifiers that show the deception of the COVID-19 rapid test kit such as the rapid test kit, personal protective equipment, the headline, and the sub-headline. The shared signifiers have shown that *Tempo* uses the same level of design quality for their covers to showcase the main story of the issues to the readers. The only difference is the style of the main image. *Tempo Magazine* uses an illustration, whereas *Tempo English* uses a photograph. The difference between the two covers allows each of the brands to visualize the main story of the issue in a different manner: *Tempo Magazine* is able to infuse metaphor to the image, while *Tempo English* presents the raw detail of the concept.

In my personal opinion, the visual signifiers in the first data make the cover look less bland than the second data. Even though the two covers include people as one of the cover objects, *Tempo Magazine* adds metaphor for people who fall for the false test result in its illustration, making the visual aspects much more expressive and appealing. Instead of giving general information of the main story being the COVID-19 rapid test, *Tempo Magazine* adds a story to the illustration to evoke the readers' mind regarding the story that will be delivered. The textual signifier then becomes less significant and only stands as a support for the visual signifiers.

On the contrary, *Tempo English* only presents a blur headshot of a health worker in personal protective equipment holding a patient's COVID-19 rapid test, which gives

no context of the main story. At first glance, the readers are only given the primary information about the COVID-19 rapid tests by seeing the photo. In order for the readers to understand what the main story of the issue is about, they have to read the headline and the sub-headline. It seems to me that giving a cover illustration a touch of creativity will boost the message delivery to the customer. Moreover, I personally think visual texts work better in retaining the readers' attention compared to textual signifiers. Thus, having a magazine cover with a well-thought concept is far better than a direct and simple one.

Another thing that I would comment on is the choice of colour for each masthead. Unlike *Tempo English* that uses white on top of a mostly bright colour, *Tempo Magazine* uses a contrasting colour for their masthead to make the brand visible even though it is placed at the back of the illustration. As to me, I think it is better for *Tempo English* to use other colours that contrast the medical worker's personal protective equipment to make the masthead look nicer.

All in all, 6 out of 12 signifiers of the first data and 5 out of 11 signifiers of the second data reveal the deception of the COVID-19 rapid test results in *Tempo Magazine* and *Tempo English*. After finding all the similarities and differences between the two covers, it can be concluded that *Tempo Magazine* cover gives more details in their cover of the warning of the unreliable COVID-19 test kits in Indonesia than *Tempo English*. Tempo is making very good use of journalistic freedom and becoming critical in delivering their news in their articles and covers. Tempo, as a publishing company, has always been known for their thorough investigation and symbolic covers. Even though they have been banned and reported several times, they are still consistent with the same unique quality that the general public knows. For me, I personally love to see Tempo brave enough to be critical about what is happening in Indonesia. In addition, I also think

that the cover of Tempo magazines is an effective tool in creating a public discourse since the cover has layers to it and is not merely a cover.

Lastly, this research has some limitations which can be analysed further by future researchers. In this thesis, I only examined two magazine covers using one semiotic theory. Therefore, I would like to share some suggestions for future researchers interested in doing an analysis on a similar topic or data. First, I suggest using other semiotics theories like Barthes' or Peirce's to analyse magazine covers. Even more, future researchers could fruitfully explore this issue further by using other interdisciplinary theories that would enrich the research. However, it is a must for them to use relevant and reliable sources for theories. Second, I also suggest that future researchers should have at least two data for the analysis. In fact, I believe that apart from looking for Tempo brands, they could also try to do an analysis on other magazine brands or any book covers. Finally, I hope this research would be helpful for future researchers as a reference in conducting related researches.

(1068 words)