CHAPTER FOUR

CONCLUSION

In this chapter, I will write a conclusion related to the three first chapters that I have written. In this thesis, I discuss Semiotics, the study of signs. I use the Saussurean and Peircean theories to analyse the six data, which are taken from the front covers of women's fiction novels. Every front cover that I have analysed have the elements of semiotics such as representamen, interpretant and object. In addition, the sign itself consists of symbol, icon, index or it can be the combination of those three elements.

Firstly, there are some important elements that each front cover has: the title, the pictures, the name of the writer, the publisher's logo, and the colours. Those important elements should appear in each front cover of a novel to differentiate it from the other novels. But, sometimes there is an additional element in the front cover of the novel, such as the logo of the genre for example a teen-lit novel logo or a chicklit novel logo. It is used to tell the readers that the novel is a kind of a specific genre and that it is intended for certain target readers.

According to my analysis, I conclude that the most communicative and representative front cover are the first and the fifth data. They can represent the general idea of the novel well in the front cover. The front cover of the first data is the most communicative data because the relation between the title, the pictures and the colours are quite clear. It can give a hint about what the story of the novel or about the general idea of the novel. In the first and fifth data, the elements of representamen have a relation with each other and they give some important information needed by the readers.

The pictures and the title in the first data are related to each other. The title Shopaholic and Baby is represented by the use of the pictures of a baby trolley and women's goods, which are also supported by the colour blue. Those elements support each other so that the readers get clear information that the novel is about a woman who likes shopping a lot and about her baby. While in the fifth data, the title LOVENTURE is represented by the five hearts shapes, a woman, five men and the use of many colours. Consequently, we can have general information about the novel that the story is about a woman who experiences an adventure for the purpose of seeking her soulmate.

The other data that can be categorised as a communicative cover and which can represent the content of the novel are the second, the fourth, and the sixth data. The signs in those front covers are quite clear although they are not as clear as the first data. The weak point in the second data is the title, that is too simple and has an ambiguous meaning, because as it is not clear whether the word "U" refers to the man or the woman. The weak point of the fourth data is that the

background colour which is too plain. The prominent elements are only pink mouse picture and the white background, but it still can represent the story of the novel. The weak point of the sixth data is the title STILL…. It will make the readers ask about what the title means, and what the title refers to. The title is clearer when it is related to the pictures. The pictures help the readers to guess what the story of the novel is by searching the relationship between the title and the pictures. However, this data still represents the content of the novel.

I find one data which is less communicative than the other five data. The front cover does not represent the story of the novel. The data which I mean is the third data which is of the novel entitled 5cm.. It is the most phenomenal data. It only has black colour as the background and the title 5cm.. This front cover is the only one with no pictures at all. As the readers, we are only given limited information about this novel. It arises various interpretations. On the contrary, this novel can make the readers feel curious about the story of this novel.

The use of the title, the pictures and the colours is very important. Those elements are very essential and crucial. They play an important role in giving hints or clues to the readers. The three elements must have a significant relation between one another. Each element supports the other elements in order to give the readers clear information related to the novel.

On the whole, in terms of icon, in my opinion, it is better for the readers if an icon is put in the form of pictures so it will give better understanding to the people. In terms of index, I assume that the index is quite clear and helpful in helping people to understand the relation between the elements of sign.

Therefore, I can also conclude that a good cover of novel is one that consists of icons, each of which depicts or represents the story, and which is able to communicate the meaning of each icon that results in a clear index.

Finally, I suggest that the analysis of the front covers of the novels through semiotics can be applied not only to women's fiction genre but also to all the other genres. For the future thesis writers', I hope this research can be more elaborated. You can try to apply this kind of research to another genre, then you can compare the result of your thesis later. The main point is whatever kind of genre it is, the use of the important semiotics elements must be taken into account by the publisher. Thus, the front cover will give clear and sufficient information to the readers about the general idea of the story of the novel is about. The publisher must pay attention and work hard to make a communicative front cover that represents the content of the novel to attract the readers' attention so that they will not have any difficulties in guessing or interpreting about what the novel is about when they see the front cover of a novel.