

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Communication is a necessity of all people to connect with each other. Communication can take place either in the form of verbal or non-verbal language. The verbal communication appears in spoken conversations and written text, while the non-verbal communication appears in images, eye contacts, gestures, facial expressions, clothes, etc. There are some forms of media of communication, one of which is a magazine cover. On the cover of a magazine, the communication that is usually used is both verbal and non-verbal language.

The front cover of a magazine is the first page which means the outer part of a magazine. Usually the cover of a magazine is made to give information about the content of a magazine. Moreover, the cover of a magazine is made to get the attention from the readers through its colors, text, and interesting pictures, so that people will have the desire to buy the magazine.

*Tempo* magazine is a weekly news magazine covering Indonesia's general news and politics. *Tempo* first edition was published in March 1969 and it is the

first magazine that has no relation with the government. *Tempo* was banned by the government in 1982 and in June, 21<sup>st</sup> 1994 and then re-circulated on October 6<sup>th</sup>, 1998. In 1994, *Tempo*, together with *Detik* tabloid and *Editor* Tabloid, were banned. The factor why it was banned is never clear. Many people believed that the Information Minister at that time, Harmoko, revoked the SIUPP (Surat Ijin Usaha Penerbitan Pers) of *Tempo* because this magazine reported the imports of a German warship. This report was considered endangering Indonesia's national stability. The main report discussed the military objection to the imports by the Research and Technology Minister at that time, B. J. Habibie. (Widyastuti)

In my thesis, I take the data source from the cover of *Tempo* magazine, the special edition of the 2009 presidential election. The reason why I take the data from the cover of *Tempo* "EDISI KHUSUS PEMILIHAN PRESIDEN 2009" is the fact that throughout the history of Indonesia, elections have been held ten times to choose the members of DPR, DPD, and DPRD. The last Presidential Election is the most interesting one, because the people of Indonesia did the Presidential Election as an embodiment of political democracy which has become a routine five-year agenda in Indonesia. The election this time was very different from the others that had happened before, in the sense that this time was the moment for laying the better foundation of democracy. In the 2009 election, the people of Indonesia also voted for the President and Vice President.

In my thesis, I will discuss the Semiotic elements in the cover of *Tempo* 2009 presidential election edition based on Roland Barthes' theory. Through a number of his works, he not only continues Ferdinand de Saussure's thinking about the relationship between the signified and the signifier but also describes the

ideological meaning of the language that he calls a myth. However, because of the limitation of the thesis length, I would only like to analyze the denotative and connotative meanings of the cover.

According to Barthes, verbal and non-verbal language does not stop on Saussure's idea about the meaning of denotation or it is called the first order. Language also has a connotative meaning or it is called the second order. Connotative meaning is just an additional meaning, but it is all related to the denotative meaning. By adding the idea of the second order, the reader can understand the use of metaphorical language style that is not possible only by understanding the first order. (Barthes 13)

On the cover of *Tempo* magazine 2009 presidential election edition, there are many hidden meanings that can be analyzed using a Barthesian semiotic theory. My discussion will cover the first order and second order of semiotic analysis. To analyze the elements of visual designs, I use Gunter Kress and Theo van Leeuwen's theory. Moreover, to analyze the second order, I use the characteristic of democracy which I get from the Internet.

This analysis is significant as after reading this thesis, the reader will have a better understanding about the denotative and connotative meanings that exist in all elements contained on a magazine cover, such as images, colors, text, etc. Besides, the reader will have a better understanding that the theory of semiotics cannot be separated from other studies. It is always associated with other disciplines such as visual designs, psychology, politics, etc.

Word Count: 746

## **1.2 Statement of the Problem**

In this thesis I would like to analyze:

1. What are the signifiers and signifieds occurring in the *Tempo* cover 2009 Presidential Election edition?
2. What is the denotative meaning conveyed in the *Tempo* cover 2009 Presidential Election edition?
3. What is the connotative meaning conveyed in the *Tempo* cover 2009 Presidential Election edition?

## **1.3 Purpose of the Study**

This study is done:

1. To show the signifiers and signifieds occurring in the *Tempo* cover 2009 Presidential Election edition.
2. To show the denotative meaning conveyed in the *Tempo* cover 2009 Presidential Election edition.
3. To show the connotative meaning conveyed in the *Tempo* cover 2009 Presidential Election edition.

## **1.4 Method of Research**

The first step is I chose the cover of *Tempo* magazine to analyze; using the theory of Semiotics. The second step is I made an analysis of it, connecting it with the history and culture. Finally, I wrote a report.

### **1.5 Organization of thesis**

This thesis has four chapters. Chapter One is the Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of Thesis. Chapter Two is the Theoretical Framework. Chapter Three is the analysis of the data. Finally, Chapter Four is the Conclusion, which is followed by the Bibliography and Appendix.