

CHAPTER FOUR

CONCLUSION

In this chapter I would like to state a conclusion based on the findings in Chapter Three concerning the Semiotic elements found in the *Tempo* cover “Edisi Khusus Pemilihan Presiden 2009”.

Generally speaking, the Semiotic elements in the *Tempo* cover can be divided into two parts; they are image and text. I can say that *Tempo* is clever at making the idea of “Indonesian Idol” stand out in this cover as this show is very popular at that time so that the readers can easily recognize this. I can see the blue dotted pattern as the background of the stage which is very similar to the TV show “Indonesian Idol”. Besides, the imitation of “Indonesian Idol” can easily be recognized because of the use of the phrase “INDONESIA MEMILIH”, which is the exact tagline which is always used at the end of the show to determine the winner.

Furthermore, I think the use of the phrase “EDISI KHUSUS PEMILIHAN PRESIDEN 2009” and “TEMPO” is also important to help the readers interpret that this is not the regular edition, but this is the

special edition about presidential election which is published by the mass media named *Tempo*.

In my opinion, the cover maker imitates the “Indonesian Idol” setting here to show to the readers that there is a kind of competition in the general election just like the competition in the spectacular TV show “Indonesian Idol” which determines the winner based on the highest number of votes.

In revealing the denotative meaning, the role of the colours in my analysis leads to something quite significant. I can say that *Tempo* chooses these colours after considering the fact that these are the colours of the logo backgrounds of the parties the candidates come from. I believe that the interpretation of colours is culture-based. The interpretation of colours in my analysis is based on the condition occurring in Indonesia which is related to the context at that time, which is the general election. GOLKAR is identical to the yellow colour, PDIP to the red colour, DEMOKRAT to the blue colour, GERINDRA and HANURA to the white colour.

In my opinion, in the first order, the image of the six people is the most dominant element in drawing the denotative meaning. It is understood that in the 2009 General Election in Indonesia people could directly choose candidates to be the next President and Vice President for the first time. *Tempo* magazine as a mass media wants to participate in publishing the six candidates to be chosen for the general election, so that people of Indonesia became more familiar with them, considering that the magazine was published ten days before the election.

The next concluding point concerns with the second order of the semiotic analysis. There are four characteristics of democracy that stand out in the cover:

equality among citizens, supremacy of law, acknowledgement of the freedom of all its citizens, and the periodic general election. In my opinion, the most obvious characteristic seen in the cover is the equality among citizens. It can be seen in five different things: the figures are standing in one line, the angle is put in the same eye level with the viewers, people of any gender and any background are given the same right or opportunity to be candidates, and all Indonesian adults without any limitation to particular groups can be the voters in this Presidential Election. I think these five characteristics can mutually support the interpretation of one of the democracy characteristics, namely equality among citizens. All of the citizens are equal, either to participate as the candidates or as the voters.

On the other hand, the democracy characteristic which is the most subtly seen in *Tempo* cover is the supremacy of law. Readers without good background knowledge both about the TV show “Indonesian Idol” and the Indonesian General Election will find it hard to find this element in the cover. To be the contestants or the candidates, there are some requirements that must be fulfilled. This is to emphasize the concept of democracy, in which there is no arbitrariness. Therefore, to grab this element the readers must have good background knowledge about the two events.

In addition, I can further say that the essence of the connotative meaning in my analysis is the fact that people hold the sovereignty. It is an implicit one in the cover but actually this can be easily grabbed. It can be clearly seen from the phrase “INDONESIA MEMILIH”. The people of Indonesia are the most important element to participate in the General Election because people can directly choose the President and Vice President. Therefore, even one vote will be

very influential in determining who will be the next President and Vice President to lead Indonesia.

As a whole, I think the idea of representing the six figures here in the “Indonesian Idol” setting is brilliant. “Indonesian Idol” is a spectacular TV show which can attract millions of viewers. By using this approach, *Tempo* magazine wants to make the public familiar that this is the first time that the people of Indonesia can directly choose the next President and Vice President, more or less just the same as when the viewers vote for their idol in the TV show “Indonesian Idol”.

In the end, I conclude that the cover of *Tempo* magazine “Edisi khusus Pemilihan Presiden 2009” is really well-designed as a good communication media to emphasize the democracy concept in the Indonesian General Election. The cover is very communicative in making the Indonesian citizens aware that they have an equal right and important position to vote for their President and Vice President for the next period. When this message is successfully conveyed, the people of Indonesia will appreciate the democracy process ongoing at that time. This is very important so that the country will have a better government and democracy system.

Word Count: 984