

ABSTRACT

Putri., Luh Nia Atalina. (2022). **The Analysis of Verbal and Visual Signs in Rick Riordan's Selected Novel Covers**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M. Hum.; Co-supervisor: Komang Dian Puspita Candra, S.S., M. Hum.

This study aims to describe and analyze verbal and visual signs used in the novel cover, especially in selected Rick Riordan's novel. This study also explains the meaning that is conceived in the signs. The method of this research is qualitative because the data are words (verbal), pictures, and color (nonverbal). The source of this study is covers from Rick Riordan's novel because the series of the book is famous and soon will be adapted to a movie by Disney star plus. In analyzing the data, the writer used qualitative analysis. This study has examined verbal and non-verbal signs in Rick Riordan's selected novel cover using the Semiotics theory from Saussure (1959) and Barthes (1977). The results show there are 167 signs were found, which divided into 89 for verbal signs and 78 for visual signs. The meaning from those signs is considered into denotative and connotative meaning. The findings and the discussion in this study will give contribution to the development of the literary study. It will help the public to understand more about the verbal and nonverbal signs in the cover novel. This study will also help the public to know about the hidden meaning of the novel cover.

Keywords: *book cover, novel, Rick Riordan, verbal and non-verbal sign*

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