

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Communication is one of the activities that individuals and living creatures in the world always carried out by every day. Humans do various kinds of communication in everyday life (Pauzan, 2018). Communication divides into two types, verbal and non-verbal communication. Nonverbal communication use platform such as facial expressions, body language, eye gaze, gestures, tone of voice, and appearance to transmit the messages or the information. Communication that used words to communicate is named verbal communication. Such as face-to-face talk, listening to the lecturer, listening to the seminar, even in written media. Verbal communication in written media includes letters, emails, messages, documents, etc. (Hawan, 2018). There are a lot of media that can be used to communicate with people. Communication media is commonly used by people in media advertising. It is a medium that can be used by companies or people to promote or sell their products, service, or idea to people. Mass media is a communication tool that can make people interested to buy and use products and services. There are various kinds of products, one of them is literary works such as novels. The publisher or the company that sells a novel, advertised it mainly by the cover, whether it is on online media or offline media.

Novel is an art that looks to find another path to explore and entertain humans (Goodyer, 2008). A novel can be enjoyed by all the people based on their age and interest. There are many varieties of novel genres, such as fantasy, action,

fable, comedy, a slice of life horror, and so on. Many choices of the genre make the reader interested in reading the novel they like. The publisher often prints several novels in various languages and volumes for international and domestic markets. A novel is usually published with a transparent wrapping to show the cover of the novel to the reader and make them interested to buy. Moreover, a novel cover can also give important information about the novel. Even Though there is a proverb saying “don’t judge the book by its cover” the cover of a novel literary has a meaning that relates to the story inside. For example, if the novel genre is romance, the cover will use some feminine color (e.g., pink), with the things that relate to romance, such as rose, love pattern, or a picture of two people. If the genre is action, the cover may usually fill with black or white color, with some people holding a weapon, etc. The cover of the novel was chosen because the cover is an important tool in marketing a book, especially a novel.

The cover of a book usually presents signs, pictures, or phrases, and is designed beautifully to persuade the reader to buy the book. The cover of a book especially a novel often displayed in public places such as bookstores and libraries and nowadays novels are also posted online by the publisher. A cover became an important tool to grab the public’s attention and curiosity about the novel. Thus, this study analyzed the signs that are shown in the novel cover using theories from Saussure. Saussure (1957) said that signs can be divided into two parts, signifier and signified. Signified refers to something in a mental form, something in abstract basis, literally and physically does not exist. Therefore, this study is necessary for us, especially English learners, to know and understand more about semiotic signs.

## 1.2 Problems of the Study

Based on the background of the study above, this study formulates the problems of this study that taken from Rick Riordan's selected novel covers as follows:

1. What verbal and non-verbal signs are found in selected novel covers by Rick Riordan?
2. What are the meanings of verbal and non-verbal signs found in selected novel covers by Rick Riordan?

## 1.3 Objectives of the Study

Based on the background and the problems of the study formulated above, the objectives of this study stated as follows:

1. To know the verbal and non-verbal signs found in the selected novel covers by Rick Riordan.
2. To understand the meaning of verbal and nonverbal signs in the selected novel covers by Rick Riordan, that is not merely a picture or a case but contain many meanings related to the novel.

## 1.4 Limitation of the Study

Many aspects can be analyzed from the novel, but this study specified the problem only about the type of signs found in the selected cover and the meaning from the signs in the cover including the connotative and denotative meaning. The cover delivers the information to the people and persuades them by the design and visual appearance of the cover.

## **1.5 Significance of the Study**

There were two significances as the reason for conducting the analysis on Rick Riordan's novel cover, namely theoretical significance, and practical significance

### **1.5.1 Theoretical Significance**

The result of this study is expected to give some contribution to the development of literary study and become the reference for future researchers who are interested in analyzing the semiotic signs and the meaning behind them. Semiotic signs are divided into two, verbal and non-verbal signs, but verbal signs could have a denotative and connotative meaning. Therefore, hopefully, it will be an additional reference for other students who want to analyze the semiotic signs.

### **1.5.2 Practical Significance**

This study will be useful to enrich the understanding of signs and the meaning behind them through the novel cover. From this study, the reader will be able to know and understand the meaning of verbal and nonverbal signs in the novel cover. The semiotic sign is important to understand the meaning of the signs delivered on the cover. This study informed the reader that from the cover people can predict the book. If the reader looks at the cover accurately, they will find out if the cover already gave an illustration about the story in the novel. And if the reader knows about the meaning of the signs from the cover, the reader will get more illustrations than others who don't know about the meaning of the sign.

## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

This chapter intends to describe the theories and concepts that are used in this study. This chapter also presents a review of some studies that are related to the study. In this chapter, there were three related studies reviewed.

#### 2.1 Review of Related Literature

Semiotic signs are also analyzed by other studies, there might be found similarities and differences among them. The differences between these previous studies with this study are in terms of the problem of the study, the Theory used to analyze the data, and the aim of the study. Meanwhile, the similarity of the previous studies with this study is all of the studies analyzed verbal and non-verbal signs.

The first related study reviewed is an undergraduate thesis entitled “*Analisis Visual Ilustrasi Cover Novel Harry Potter and the Deathly Hallows*” written by Supono, a language and art student from Yogyakarta University in 2015. The purpose of this study is to analyze the visual elements contained in the cover illustration of the Harry Potter and the Deathly Hallows and describe each element contained in the cover illustrations of shapes, colors, and typography. This study used a descriptive qualitative method to analyze the data. The study was focused on the full-cover illustration of the novel on the cover, the front and back cover of illustrations, color, and typography. Data obtained is elaborately qualitative by measuring out visual elements about the content of novels. The validity of data is

obtained by the theory of interpretation, that is, based on theoretical studies of interpretation. The result of this study has shown that cover illustrations of novels contain visual elements found in the cover illustrations such as shapes, colors, and typography presenting the message of the novel. The similarities of these studies are first both of the studies analyzed signs and the meaning of the signs, second, the type of the data source is a novel cover, the front and the back cover of the novel. Meanwhile, the differences of these studies are, first Supono used the theory of illustration, design, and color but this study used semiotic theory from Saussure to analyze the signs and theory of meaning from Barthes to analyze the meaning of the signs. Second, the data source of Supono's study is one of the Harry Potter series, on the other hand, this study used a novel cover from Rick Riordan's novel.

The second related study reviewed is an undergraduate thesis entitled "An Analysis of Verbal and Non-Verbal Signs Found in Selected Shampoo Advertisement" this study was written by Wijaya in 2021. Wijaya (2021) discussed an analysis of verbal and non-verbal signs found in selected shampoo advertisements. This research aims to find out the verbal and visual signs and find out the meaning of the advertisement. Descriptive and qualitative analysis was applied in the data analysis, the total of the data are ten selected shampoo advertisements. The qualitative method was used because this study made an in-depth interpretation of the verbal and nonverbal signs in shampoo advertisements. The verbal sign found in the data is the written text such as the brand of the shampoo, the ingredients, and the function. While the non-verbal signs found in this data are such as the picture of a woman or man, a picture of ingredients, and the

picture of the shampoo itself. The non-verbal signs support the verbal signs to make the shampoo advertisement more interesting as the package of advertisement. The differences between Wijaya's study and this study are, first Wijaya used a different supporting Theory, he used theory from Leech's (1974) theory of seven meanings that are: conceptual meaning, social meaning, reflective meaning, and Thematic meaning. Meanwhile, this study uses a theory by Barthes as supporting theory, and second, Wijaya focused on the verbal and non-verbal signs in the shampoo advertisement, on the other hand, this study focuses more on the meaning of the cover itself. The similarity of these studies is both analyzed verbal and non-verbal signs with the main theory from Saussure (1959).

The third related study reviewed was an article entitled "Verbal and Non-verbal Signs in Facial Wash Advertisements: A Semiotic Analysis". This study was done in 2021 by Andriani, Pratiwi, and tika. Andriani et.al. (2021) discussed Verbal and Non-verbal Signs in Facial Wash Advertisements. This study aims to find out what are the signs in the data source and the meaning of the signs while the data source is a facial wash advertisement. The data source was downloaded from the internet there are three different facial wash advertisements. To find out the verbal and nonverbal signs in the data source this study used semiotic theory from Saussure (1983: 65) and the meaning of the signs was analyzed with theory from Barthes (1977). This study used a descriptive qualitative approach. The result of the study found that the three facial wash advertisements contain verbal and nonverbal signs. And from the meaning of the signs included connotative meaning. Female models were used in two advertisements and one advertisement used a male as a

model. This means that the models and the figures in the advertisement gave an effect to the brand name of the product. The similarity between the previous study and this study is that both use the theory from Saussure (1983) with the supporting theory from Barthes (1977). The difference between the previous study and this study is the previous study uses facial wash advertisement as the data source, meanwhile, this study uses the cover of the novel as the data source.

## **2.2 Concepts**

In doing this research, this study used Saussure's semiotic theory (1959), with help of a theory from Barthes (1977) about Denotative and connotative meaning, and the theory of color by Wierzbicka (1990). Concepts will give deeper information about the study to the reader.

### **2.2.1 Verbal and Non-Verbal Sign**

A verbal sign is defined as something that deals with words or text. The verbal sign consists of linguistic features such as the use of verbs and adjectives. Generally, a verbal sign is a sign that can be read. Meanwhile, nonverbal sign refers to something that is more abstract such as picture, background, symbol, pattern, and color.

### **2.2.2 Book Cover**

A book cover is generally used to protect the paper and bind the pages of the book. After the war era, book covers became more famous as the book industry or the publisher made the cover more commercially important. Nowadays, covers

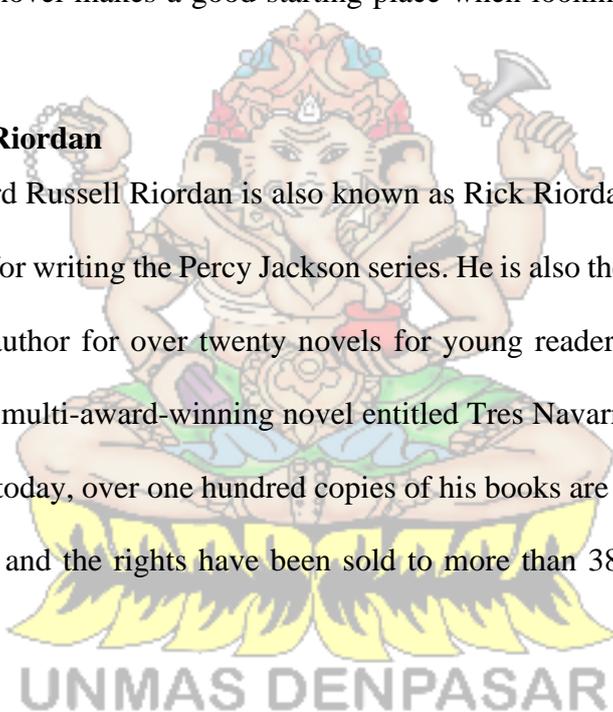
provide some hints about the genre, style, and topic of the book, and it is designed in such a way to attract the reader's attention.

### 2.2.3 Novel

Goodyer (2008) stated that a novel is an art that looks to find another path to explore and to entertain humans, to give the audience a chance to experience different situations and characters, and learn something about themselves. For these reasons, the novel makes a good starting place when looking to recreate science media.

### 2.2.4 Rick Riordan

Richard Russell Riordan is also known as Rick Riordan is a famous author well-known for writing the Percy Jackson series. He is also the 1# New York times best-selling author for over twenty novels for young readers, and he is also the author of the multi-award-winning novel entitled Tres Navarre, mystery series for adults. Until today, over one hundred copies of his books are printed in the United States alone, and the rights have been sold to more than 38 countries including Indonesia.



## 2.3 Theories

There are some theories that are used to analyze the novel cover in this study, they are Semiotic theory from Saussure (1959), theory of meaning from Barthes (1977), and theory of color by Wierzbicka (1990).

### 2.3.1 Semiotic

Semiotics is derived from the word *seme* or *semeion* as in *semiotikos*, derived from the Greek language which has a meaning "sign". Saussure (1959: 64)

talked about semiology, what is a sign and what the laws are governing them. He divides the sign into three types sign, signifier, and signified. They have subjective and normative relations in which the ideas and important sounds will express through their union.

### **2.3.1.1 Sign**

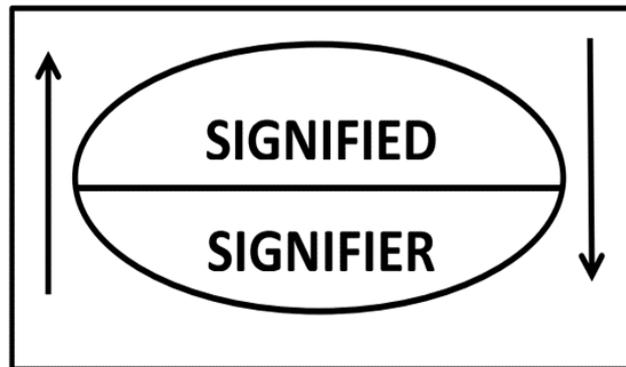
The basic unit of semiotics is called a sign. Signs can be derived from words, pictures, smells, actions, sounds, objects, or tastes, but they do not have intrinsic meaning. It can only be signed after they have meaning. According to Saussure (1959: 65), there are signs everywhere, they could be words, flags, body language, and so on. A sign can be divided into two parts, verbal signs such as words or letters and nonverbal signs such as color, picture, symbol, and so on.

### **2.3.1.2 Signifier and Signified**

Signifier and signified are the two elements of sign that cannot be separated because they integrate each other. A signifier is like sound or images of a sign and signified is the conceptual meaning of the signifier. A physical substance that can be perceived by sense is a signifier. Signifiers, in verbal language, are related to the structural component of sign (Dhananjaya, 2018).

Signifier as explained by Saussure (1957: 67) is often understood as the physical substance or the material of the sign that can be heard, touched, seen, sensed, and tasted. The diagram model by Saussure showed the sign is all the result from the relation between the signifier and signified. The bond between them showed by the arrows. Signified is associated with such relation explicitly, an object's definition and an idea in the head. We cannot have a complete signified

without a form or signifier without meaning. The explanation by Saussure about semiotic signs can be seen as the figure below:



**Figure 2. 1 Saussure's Semiotic Theory Diagram**

It can be concluded, from the picture above that signifier and signified are related. In Saussure's book, he gave an example of a real tree picture as a visual sign and the word 'tree' as a verbal sign and classified them as signified. Meanwhile, the signifier is explained in the word 'arbor' which means a tree in Latin. Let's take an example, a book as a sign, the signified or concept of a book is several pieces of paper usually with words printed on them. Then the signifier of the book is the real object or the written text that can be seen or touched.



**Figure 2. 2 Example of Saussure's Semiotic Theory Diagram**

A signifier is a subjective perception proofed by the sense that is provided to the listener. Signifier reflects our sensory experiences that's why it can be

considered as a material feature. Saussure explained that sign is made up of a signifier and signified. A sign must have both signified and signifier. The sign is not a link between a thing and a name, but between a sound pattern and a concept (Darmarris et.al., 2020). Therefore, a signifier can be diverse in a linguistic sign from the other elements related to it.

### **2.3.2 Meaning**

According to Barthes (1977: 35), there are three main points of meaning, denotative, connotative, and myth. Denotative and connotative words have different meanings. For example, the case of what we see at a glance in the novel cover is denotative. But when we see it thoroughly, we can see the deeper meaning or another meaning that is explicitly shown in the cover and it correlates with the story of the novel. Barthes's theory shows that denotative is the first sign, and connotative is a secondary sign. Meanwhile, myth refers to the culture of the people that can affect the meaning of a sign.

#### **2.3.2.1 Denotative Meaning**

Barthes (1977: 92) refers to denotation as the obvious or a common-sense meaning of the sign. The thing that looks natural to us and also appears natural to other people refers to denotation. Denotation also can be called a conceptual meaning that can be observed by smell, sight, hearing, touch, tastes, and everything with factual information and should be objective and straightforward. The actual meaning in the dictionary or the literal meaning of the words itself also can be called denotative meaning. For example, when people read or hear a phrase such as “a red

rose” they will think about a plant with a beautiful and colorful flower but its stem is usually full of thorns. This kind of meaning is called denotative meaning.

### 2.3.2.2 Connotative Meaning

Connotation refers to a meaning suggested or implied by the use of a particular word, beyond its literal meaning (Barthes,1977: 93). Connotation cannot be seen with common sense because it includes a deeper meaning of the sign. Connotation refers to one of the three ways of how signs work in the second order of significance. Connotation impacts how readers perceive the overall meaning of what is written on the novel cover. For example, if the phrase “a red rose” in denotative meaning is a plant with a colorful flower and stem full of thorn, in connotation, a red rose could mean “love” it is implicitly told or hidden meaning of the phrase.

### 2.3.2.3 Myth

Barthes (1957: 270) refers to A myth as a culture’s way of thinking about something. Myth is close to the culture that contains beliefs and religion. An example of traditional myth is the concept of British policeman that includes friendliness, solidity, reassurance, non-aggressiveness, and lack of firearms. If connotation is the second-order meaning of the signifier, myth is the second-order meaning of signified.

### 2.3.3 Color

Wierzbicka (1990: 107) explained that ‘color’ is considered universal but not as a universal human concept. It is considered universal because color can be defined only via seeing. The concept of color might be different in every country

around the world due to its culture. there are six basic color terms and they are regarded as incompatible. In the same way and to the same degree. They are:

a) White and Black

White and black are felt to be opposites just like light and dark. The word dark linked to the darkness of night. Meanwhile, the word light represents the bright day. In some cultures, black or dark color represents death or evil. Different with white color which represents the color of purity and holiness.

b) Green

The most known or closest icon for green color and generally known by people is the color of grass, herbs, tree, forest or rain forest or any vegetation it is the nearest morphologically related to the color.

c) Blue

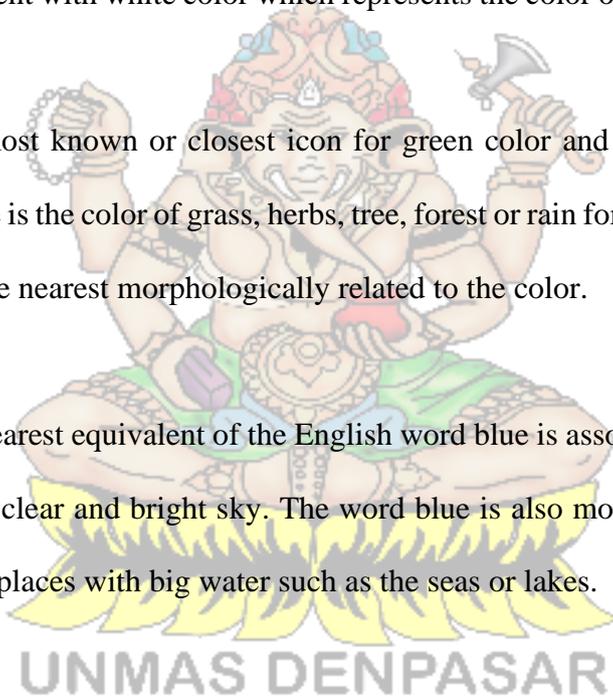
The nearest equivalent of the English word blue is associated with the word sky, a clear and bright sky. The word blue is also morphologically related to the places with big water such as the seas or lakes.

d) Red

The nearest equivalent of the word red in English is etymologically associated with the word for blood. But the word red can also show as a rich warm color or the color of wrath.

e) Yellow

Yellow is also considered warm like red because yellow is associated with the sun. Unlike red, yellow is thought of as a light color. Yellow is also



called a dull or dingy color because it represents caution, sickness, jealousy, and decay. But light yellow is associated with freshness, joy, and intellect.

f) Brown

Brown is often regarded as a composite color like pink, orange, grey, and purple. Brown is a mix of yellow and black with an admixture of red. Brown is usually thought of as the color of the ground, soil, or earth.

