

CHAPTER I

INTRODUCTION

1.1 Backgorund of the Study

As part of a product, magazine cover functions to look appealing to the viewer. It also has the role to sell the brand and is an advertisement that appeals viewer to consume or at least paying attention to the product as claimed by Nikola (2014). Magazine cover has several purposes. It works not only as marketing value to sell the product but also as the most verbally and visually attracting pages to achieve new readers. It also conveys the idea and the characteristic of the publisher for the audience. Moreover, Nikola (2014) argued that these are what make the magazine cover is the most prominent part of the magazine. In addition, Mars (2014) also believed that the cover page of a magazine is the unification of identity for the whole host of idea, author, designer to form an extensive construction of the articles, stories and materials for each issue.

Magazine cover is constructed in the combination form of words and visual elements. The image that exists in the cover of the magazine usually features the main issue of the edition as argued by Mars (Mars 2014). Moreover, the text in the cover is correlated with the issue displayed in the images or features any other issue besides the main issue. Talking about the combination of text and images, cover magazine has four major categories composed by Nikola (2014). Those are illustration based magazine cover, image based magazine cover, type based magazine cover and the last concept based magazine cover.

Tempo magazine, one of the media in Indonesia, applies illustration based magazine cover. Tempo magazine uses computer generated image to construct its covers. Its magazine covers display illustration accompanied by tagline that represents the main topic discussion of each edition. Moreover, Tempo is one of the oldest mass media which has magazine for its publication platform. Tempo, which is published by Tempo Media Group, is a weekly magazine that consistently reports political topics according to Khairuddin (2011). Tempo published its initial edition on 6th March 1971.

However, in the past, Tempo was banned twice due to their criticism during the governance of the second president of Indonesia, Soeharto. The ban was given due to its critical publication towards the government in that period. Moreover, in 2008, Tempo magazine was reported by the national catholic organization due to its controversial satire illustration in the magazine cover. The cover portrayed Soeharto mimicking the position of Jesus in the 'The Last Supper' painting when reporting the pass away of Soeharto. Then, in 2010, Polri or Kepolisian Negara Republik Indonesia also criticized Tempo due to its illustration in the magazine cover. It was claimed to be inappropriate and too 'satire' by Polri in portraying the figure of some police general due to the issue of dark money allegation done by some general in Polri.

Furthermore, as Tempo magazine has a concern about political issues, its covers feature numerous political phenomenon and political figures. One political phenomenon which takes a lot of public attention was the Indonesian presidential election 2019 or usually called as Pilpres 2019 or Pemilihan Presiden 2019. Pilpres

or Pemilihan Presiden (presidential election) is a democratic process and system of a democratic country for legitimating the next president and vice president of Indonesia according to Sodikin (2014). Pilpres 2019 is the Indonesian presidential election for the 2019-2024 period. According to the announcement of KPU or Komisi Pemilihan Umum (infopemilu.kpu.go.id), the official candidates of Pilpres 2019 were Joko Widodo who was holding the incumbent position and the 7th president of Indonesia and Prabowo Subianto as the non-incumbent or opposition. Moreover, Pemilu 2019 was a highly anticipated political event in the corresponding year according to an executive director of the Association for Elections and Democracy (Perludem) Titi Anggraini (2019). Pemilu 2019 was a rematch for Jokowi and Prabowo which also the candidates in Pemilu 2014. She added that it was being national public attention a lot of people await and expect both candidates in this competitive political event.

Moreover, as *Tempo* also participated in discussing Pilpres 2019, the figures of the nominee were often featured in numerous editions. One of the candidates whose figure was featured in *Tempo* magazine covers was Joko Widodo. Joko Widodo, or usually called Jokowi is an Indonesian politician. He was the incumbent of the 7th president of Indonesia and nominated himself to be the 8th president of Indonesia. Jokowi held several significant positions in his political career. Jokowi joined PDIP (Partai Demokrasi Indonesia Perjuangan) in 2004. He was twice elected as governor of Solo in the 2005-2010 and the 2010-2012 period. After being the mayor of Solo, he was also elected as the governor of DKI Jakarta, the capital city of Indonesia in 2012-2014. Moreover, his political career was once more

stepping up and won the Pilpres 2014 and was elected as the president of Indonesia for the 2014-2019 period. And now he was just elected and holds the position of president of Indonesia for the second time for the 2019-2024 period.

This study uses magazine covers of *Tempo* from September 22nd 2018 until April 13th 2019 which features the figure of Joko Widodo as object of the study. The dates are chosen because September 22nd 2019 was the official announcement of the 2019 presidential election candidates according to Prawesti (2018). Furthermore, following Prawesti (2018), the date of September 22nd 2018 until April 13th 2019 is the legal campaign session for Pilpres 2019. Consequently, this range of time is used to pick the data which are the magazine covers produced by *Tempo*.

Furthermore, the viewers are expected to be able to understand the intertextual meaning of the correlation of verbal and visual elements consisted in the selected cover magazine within this study. The aim of the study is to analyze the visual grammar by Kress and Van Leeuwen (2006) in the magazine cover which features Joko Widodo from in the campaign session of Pilpres 2019. So, the multimodality analysis, specifically visual grammar by Kress and van Leeuwen (2006) is used to breakdown the meaning of the verbal and visual of the objects.

Kress (2010) claimed that multimodality is a combination of both text and image. To create the meaning of communication, Kress and Van Leeuwen (2006) created another semiotic approach from the visual elements. Furthermore, the extended three metafunctions are ideational, interpersonal and textual. Ideational

metafunction is how the representation of world affairs. Kress and Van Leeuwen (2006) argued that an image can be identified as either narrative or conceptual. Interpersonal metafunction creates relationships among the sender, the receiver and the message. The relationship is constructed by the gaze, camera distance and vertical camera angle. Lastly, textual metafunction is how the text in the image is formed and arranged to implies meaning.

At least four related studies are used to support this study. The study by Lilora (2016) entitled *Multimodal Analysis of a Sample of Political Posters in Ireland During and After Celtic Tiger* discussed the multimodal analysis in political posters produced by Fianna Fail, an Ireland political party. The study found that the political actors were always portrayed to be active participants. Then, a study which was proposed by Tristina (2012) titled *The Multimodality Concept Used in Cigarette Advertisement Billboards in Central Surabaya* also uses multimodal analysis. The research shows that in cigarette billboard ads, the combination modes of visual and verbal are adopted to gain persuasive ability in the ads. The next research was conducted by Nisaurrohmah (2015). Her object was Dancow printed advertisement in 1980, 1990, 2000 and 2010. The research resulted that from decades, Dancow printed advertisement uses less and less verbal and visual elements because a lot of people already know the product. The last research was proposed by Ayoeb (2018). The result from the research was the changes occurred between respective years. The increasing of the verbal element was found because of to signify the issue of reclamation. The changes in the actors of the poster also occurred in the respective three years.

Moreover, those previous studies discussed the multimodal analysis of various modes which are billboard advertisements, printed advertisement and revolutionary posters. Though, those four haven't discussed in a magazine cover platform. so this study tries to cover the multimodality in magazine cover platform. This study also focuses specifically on a magazine that has politics as its genre. Different from the previous political study discussed advertisement featuring political figures created by political parties, this study tries to focus on images featuring political characters produced by a mass media. An outcome between those distinctions is expected to be discussed later.

1.2 Statement of Problems

Based on the background of the study, this study will answer the following questions:

1. How do the *Tempo* magazine covers featuring Joko Widodo in Pemilu 2019 campaign session reveal ideational, interpersonal, and textual metafunction?

1.3 Objective of the Study

Based on the statement of the problems, the objective of this study is:

1. To reveal ideational, interactional and textual metafunction in the *Tempo* cover magazine featuring Joko Widodo in Pemilu 2019 campaign session.

1.4 Significance of the Study

The result of this research is expected to give a theoretical and practical contribution. In theoretical contribution, it contributes to the linguistic branch especially in multimodal analysis concepts to breakdown a still or printed image.

Other researchers within another field such as communication, semiotics and discourse analysis are expected to conduct identical research from this study.

Besides, in practical contribution, this study is expected to provide analysis and description of the multimodality concept constructed in the cover magazine to the author of Tempo. The designers of the cover magazine may know the use of multimodal analysis to make a meaningful, ideological and attractive cover magazine to get more attention from their audiences. From the audience's perspective, this study will give them analytical explanations from linguistic knowledge. It gives information that the cover magazines they read are constructed in a particular way to build an indirect message that the author of the magazine wants to tell them.

1.5 Definition of Key Terms

Multimodality analysis : Multimodality is a communicative artifact and processes which combines sign systems (modes) and whose production and reception calls upon the communicators to semantically and formally interrelate all of the sign present (Stockl, et al. 2004)

Ideational Metafunction : Ideational metafunction is how the world affair is represented in the image (Kress and van Leeuwen 2006)

Interpersonal Metafunction: Interpersonal metafunction is abstract social relation between the author, message viewer

constructed in the image (Kress and van Leeuwen 2006)

Textual Metafunction : Textual metafunction is how the text in the image is formed and arranged to implies meaning (Kress and van Leeuwen 2006)

Magazine cover : Magazine cover is the foreground part of a magazine which shows off the magazine appearance. It also has the role to sell the brand and being an advertisement-a-like that appeals the audiences to consume or at least paying attention to the product (Nikola 2014)