

# **CHAPTER I**

## **INTRODUCTION**

This chapter outlines a general summary of this study. This chapter consists of several parts, namely, research background, research problems, research objectives, research significance, conceptual framework and previous research.

### **1.1 Background of The Research**

In this modern era, magazines are one of the mass media that have undergone major changes in terms of delivering and presenting information. Magazines are one of the publication media that can be used as a source of information and a source of knowledge among many other publication media. Reading magazines can also provide additional insights and new perspectives. The development of magazines is very rapid from the first time they were printed on paper, ranging from black and white to full color. Until finally the flow of globalization entered so that it demanded magazine companies to follow the flow so that finally today magazines are not only physically produced but also uploaded to electronic media and can be read online on electronic devices such as cellphones or computers. Including this Popular magazine which penetrated into the world of electronic magazines and can be accessed easily. One of the main elements of a magazine that can attract public attention lies on the cover of the magazine (Supstandar, 2018). Magazine editors continue to compete to produce illustrations that are a combination of text and visuals, which are able to provide an accurate picture to the public about what kind of news and information they will get from the magazine. Often illustrations on magazine covers contain elements of appreciation, especially those that can open up the possibility of discussion, as well as interpretations and assumptions about the meaning of the illustration.

Seeing the development of magazines today, it indirectly attracts the attention of readers, especially women who use magazines as a center of information and as a lifestyle reference. The depiction of magazine covers such as characters, taglines,

and features in them is an integral part of the process of delivering messages in the realm of visual communication. A magazine cover that quite often follows the trend is vogue magazine. Vogue magazine is present as one of the cultural communication platforms because this magazine not only discusses fashion but also reflects values, trends and social changes in society. But on the other hand, vogue also has some negative impacts that need to be watched out for. Some of the negative impacts that may be associated with vogue magazine are creating unrealistic beauty standards, appearances that are not always healthy, and reinforcing gender stereotypes.

The magazine uses beautiful and evocative language to describe trends, designer collections and lifestyles related to the fashion world. The language used tends to describe the beauty, elegance, persuasive, inspirational and uniqueness in each element of fashion to convey messages about beauty, confidence and lifestyle. In addition, the magazine also uses technical terms related to fashion, such as types of fabrics, sewing techniques, and specific design details. Vogue magazine often uses a strong narrative style that evokes the reader's emotions to connect with the story being shared.

In the field of linguistics, semiotics is known as a term that refers to signs as a concept that describes the complexity in communication. In semiotic analysis, signs are studied in depth to reveal the meaning contained in them. Semiotics is a science that explains the signs of life and the meanings contained in them (Sobur, 2004). This means that all signs on magazine covers can be studied with semiotic studies. Charles Sanders Peirce became the father of semiotics or semiology who divided semiotics into three parts; representation, object, and interpretant. Understanding the signs and symbols found on magazine covers is important to study using pierce analysis because it helps the process of understanding the meaning contained in the magazine cover. Every magazine cover must have many features such as symbols, taglines, characters that require a deep understanding process. When someone sees a magazine cover in the form of writing, pictures or symbols, it is a common thing, but not everyone knows the meaning of the description or symbol. Therefore, in

responding to these signs, an understanding is needed so that there is no misunderstanding in taking information from the magazine. The reality that develops in society causes the need for further research on the cover of vogue magazine. In addition, the analysis needs to be done considering the lack of studies on the cover of vogue magazine which has a critical meaning and reaps various opinions. Therefore, this research tries to analyze the cover of the magazine using Peirce's Semiotics. Another goal is to provide in-depth information to the public about the messages and implied meanings that want to be conveyed in the signs or symbols contained in the magazine cover illustration.

In the context of semiotics, Peirce always emphasizes that a sign is a representation of something to someone. Signs in visuals or illustrations can be seen from the type of sign, which is further classified into icons, indexes, and symbols. The sign itself is formed from a triangular relationship, namely the representamen, which means that the sign has a relationship or relationship with the object it points to (Pierce 1991). The relationship then produces an interpretant (A. Sobur 2004) In the study of semiotics, the triadic process formed through the triangular theory of meaning is the process of semiosis. The process of semiosis is a process that is endless, or has no beginning and no end, or is interrelated between one aspect and another. On the basis of this relationship, Peirce formed a division based on signs.

The writer chose the cover of the magazine as the object of research because when viewed from the criteria of magazine cover illustrations presented with creative and beautiful language so as to attract the attention of the public. For a media, the feature on the cover page is one of the important elements that show ideology. Vogue magazine is one of the print media that has this appeal, because it displays a cover with illustrations full of critical and bold meanings (Nusa, 2016). To understand and dig deeper into the meaning that the editor of the magazine wants to show, it is necessary to analyze the elements of semiotics. Semiotic analysis briefly studies the meaning of signs, so that it can make it easier for someone to

know the message and meaning conveyed from a symbol.

This research has differences with previous studies, this time the writer applies Peirce's theory by describing every aspect of the object under study using Peirce's triadic model theory to produce meaning from the cover of vogue magazine. While previous studies used to examine objects with Pierce's portion or other semiotic theories. Differences also exist in the object of research. The object of this research is the cover of Vogue Magazine US, while the objects of previous research are the cover of Cover of Tempo Magazine on the SIM Simulator Case, Kuku Bima Energi Advertisement, Flores, Nusa East Southeast Version and emoticons in Blackberry Messenger. The contribution in this research is quite interesting because there is a data study on the representement, object, and interpretan meanings on the vogue magazine.

## **1.2 Statement of Problem**

Based on the exposure on the background, there is a fundamental thing from this research, namely on the cover of Vogue magazine there is a meaning of symbols and taglines that have not been deeply understood by the readers. based on the case, the writer focusing analysis as following the problem follows:

1. What are the Triadic relations on the cover of vogue magazine in USA edition 2021-2023, base on Pierce's theory?
2. What are the meaning of symbols and taglines (slogan) on the cover of vogue magazine in USA edition 2021-2023, base on Pierce's theory?

## **1.3 Research Purposes**

Based on the research questions above, the writer has the following objectives that the author wants to achieve:

1. To describe the triadic relationship on the cover of vogue magazine in USA edition 2021-2023, based on Pierce's triadic theory.
2. To find out the meaning of symbols and taglines (slogan) on the cover of vogue

magazine in USA edition 2021-2023.

#### **1.4 Research Significance**

As explained in the research background, research questions and research significance. This analysis is important for a better understanding of semiotics. Therefore, the author specifically divides the importance of this research into two senses, namely theoretically and practically:

##### **1. Theoretically**

Theoretically, this research is expected to add to the repertoire of knowledge in the field of linguistics, especially semiotic studies, and is also expected to provide input and contribution to knowledge and provide understanding of objects in interpreting meaning comprehensively using Charles Sanders Peirce's theory.

##### **2. Practically**

In addition to theoretical benefits, this research is also expected to provide practical benefits. Practically, this research is expected to provide practical thoughts to the readers new knowledge and deep insight. Readers will benefit from the results of practical research in semiotics by expanding their understanding of various aspects in the study. Application of theoretical concepts a practical allows readers to see how semiotic concepts can be applied in real-world situations, thus enriching their learning experience.

#### **1.5 Conceptual Framework**

A framework is a conceptual model of how a theory relates to various factors that have been identified as important issues. Based on the literature review, it was found that Charles Sander Peirce's semiotic theory is most relevant to use as an analytical knife, to facilitate the discovery of meaning on the vogue magazine. Based on interrelated issues that together provide a comprehensive understanding of a phenomenon or several phenomena or a set of interrelated ideas (theories) about

how a phenomenon functions or relates to its parts (Svinicki, 2010).

### 1.5.1 Charles Sanders Peirce's Triadic Theory

Pierce's triadic theory of semiotics has been used for a long time and is still used today. As the writer said earlier, the study of semiotics is about signs, and of course every sign has a relationship with meaning. Pierce believed that semiology is the basis of logic itself. He described logic as "the science of the necessary general laws of signs." Much of his work involved an attempt to classify signs according to the nature of the relationship between and among Representamen, Object, and interpretant. This relationship is called the Triadic Theory Tricotomy of signs. This theory of signs created by Peirce, the triadic of signs is like a tool to understand a meaning in great detail.

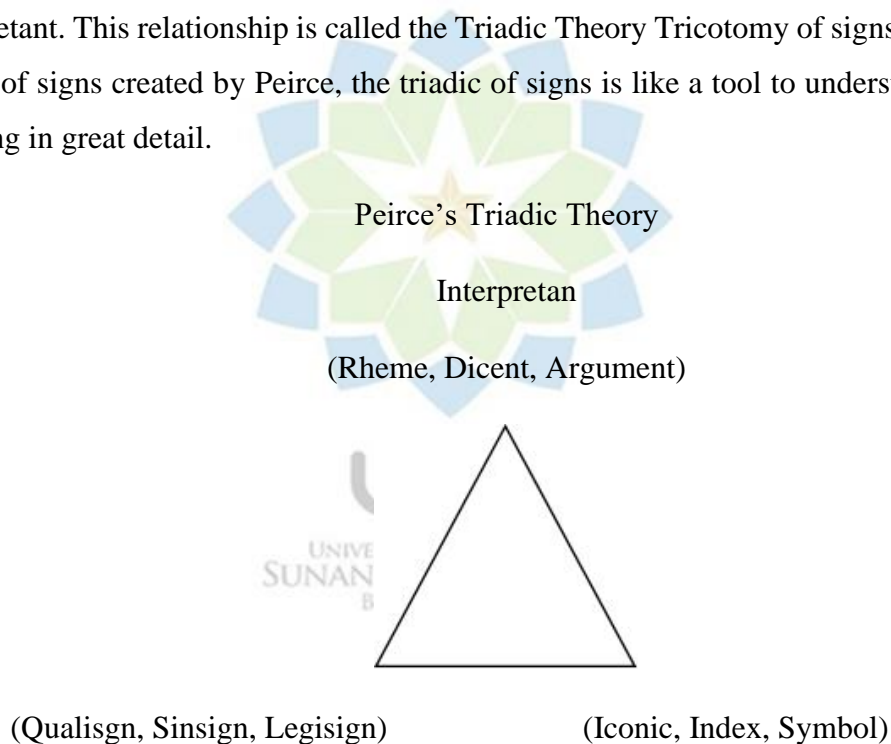


Figure 1.5. 1 Pierce's Semiotic Triadic Model

1. Representamen (Sign) is a physical form or anything that can be absorbed by the five senses and refers to something. Representamen is divided into three categories:
  - a. Qualisign: a sign based on its nature. Example: Red, because it can be used

to indicate love, danger, or prohibition.

- b. Sinsign: a sign based on shape or appearance. Example: A scream can mean wonder, pleasure, or pain.
- c. Legisign: a sign based on a generally accepted rule, a convention, or a code. Example: traffic signs.

2. Object are classified into three categories, Icon, Index and Symbol:

- a. An icon is a sign that looks like what it represents or has similar or identical characteristics to what is intended. A sign is designed to represent a reference source through simulation or equations (Danesi 2018). Example: Female and male toilet signs at the front of toilets.
- b. An index is a sign whose nature depends on the presence of denotation (true meaning).
- c. A symbol is a sign that is determined by a generally accepted regulation or by a mutual agreement. A symbol is a type of sign that is arbitrary and conventional (Sukarwo 2019). As an example, consider the rose, which is a symbol of love. Pigeons as a symbol of blessing or, in Christianity, as a symbol of the Holy Spirit.

3. Interpretation, divided into three;

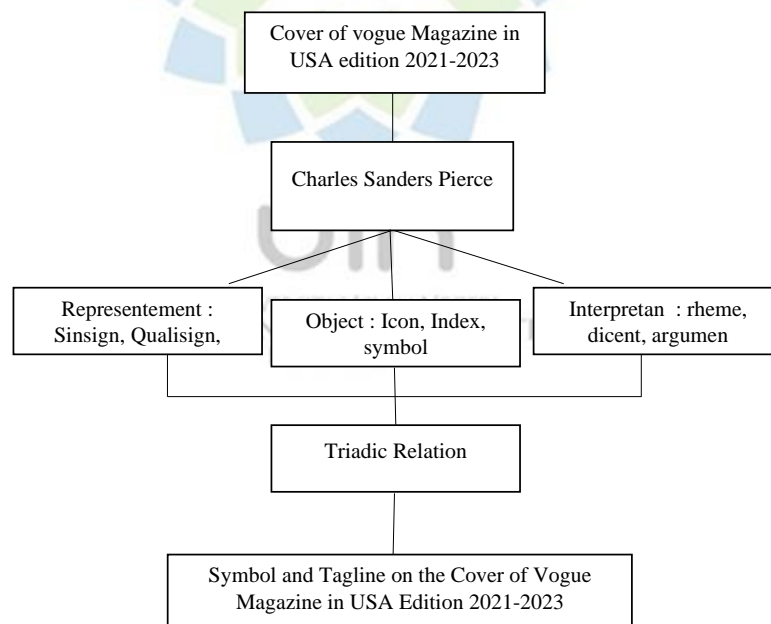
- a. Rheme is a sign that can still be developed because it allows it to be interpreted in different ways. People with red eyes, for example, could be sleepy, have sore eyes, be irritated, have just woken up, or be drunk.
- b. Dicsign (Dicent Sign) is a sign whose interpretation is based on a true relationship or a sign that is accurate and realistic. On a road where accidents are common, for example, a sign might read, "Be careful; this area is prone to accidents."
- c. Argument is a sign whose interpretative nature is generally accepted or a



sign that contains reasons for something. Example: no smoking sign at gas stations because gas stations are flammable places. For, simple explanation of Triadic or trichotomy theories of signs by Peirce, the writer will give some images how triadic or trichotomy works.

In this context, the R-O-I relation refers to the relationship that exists between Sign (R), Object (O), and Interpretant (I) in Peirce's semiotic analysis. This relationship shows how the sign functions as an intermediary that connects the form of the sign or the sign itself (object) with ideas or human understanding (interpretant). So, the R-O-I relation in the context of Peirce's triangle of meaning is the relationship between the sign, object, and interpretant.

Based on the explanation above, it can be described as follows:



*Figure 1.5. 2 Conceptual Framework*

## 1.6 Previous Studies

There are several previous studies that serve as references in this research. The



first is a studies by Yunus Prionggo Krartiko 2014 with the title "Semiotic Analysis of Corruption on the Cover of Tempo Magazine on the SIM Simulator Case". The the writer used Charles Sanders Pierce's approach theory to identify representation, object, and interpretation. This research uses a qualitative descriptive method. The writer took data containing the cover of Tempo magazine. The data taken were 4 data, namely the August 6, 2012 edition of Tempo Magazine with the theme of "*Simsalabim Jendral SIM*", the August 12, 2012 edition of Tempo Magazine with the theme of "*Mengapa Polisi Bertahan*", the October 8, 2012 edition of Tempo Magazine with the theme of "*Mengapa Polisi Kalap*", and the March 11, 2013 edition of Tempo Magazine with the theme of "Azis Samsudin". Herman Hendry, Nazarudin, and Bambang Soesatyo "Terseret Simulator SIM" with purposive sampling technique. The focus of this research is on the discussion of the types of signs expressed and to analyze the meaning of three important elements including icons, indices and symbols on the cover of Tempo magazine. this research aims to find out the meaning and reality behind the discourse of the cover of Tempo magazine on the SIM Simulator Case.

The second, is a studies by Ari Margono 2015 with the title "A Discourse Analysis Of Indonesian Culture On Kuku Bima Energi Advertisement, Flores, Nusa East Southeast Version". The writer used Charles Sanders Pierce's theoretical approach to identify representation, object, and interpretation. This research uses descriptive qualitative method. The writer took data in the form of Kukubima advertisements. The data taken were 22 data, namely the Kukubima Energi advertisement version of Flores, East Nusa Tenggara. The focus of this research is on the symbols or culture displayed in the advertisement. This research aims to find out the cultural representations of Flores, East Nusa Tenggara that exist in advertisements in the Kukubima Energi version, Flores, East Nusa Tenggara.

And the last is a sutidies entitled "Analysis of Emoticons in Blackberry Messenger" by Muhammad Ismail TN in 2014 which focuses on the analysis of emoticons in Blackberry Messenger. Blackberry Messenger" by Muhammad Ismail

TN in 2014 which focused on discussion of the meaning contained in emoticons used by blackberry users and how emoticons work in communication.

### **1.7 Definition of Key Terms**

In describing the research related to the research topic and title, there are some important terms that need to be understood. Here are some terms related to the research topic.

#### **1. Magazine**

A magazine is a periodic publication that is usually printed in a hard copy format and contains articles, images and advertisements relating to a specific topic such as fashion, lifestyle, entertainment and more. Magazines are often published on a weekly, monthly or other periodic basis and are a popular source of information for readers interested in the topics covered in the magazine.

#### **2. Vogue**

Vogue magazine, established in 1892 by Arthur Baldwin Turnure in New York City, originally served as a weekly journal for the elite society, focusing on local social news, elite traditions, and fashion reviews. After Turnure's passing in 1906, Condé Montrose Nast acquired the magazine in 1909, transforming it into a women's magazine with international editions. Under Nast's ownership, Vogue grew into a global fashion authority known for its premium content on fashion, beauty, lifestyle, and culture.

Throughout its history, Vogue has adapted to changing trends, showcasing diversity in the fashion industry and promoting various forms of beauty. The magazine's influence extends worldwide, shaping the fashion landscape and setting trends across different countries.

#### **3. Semiotics**

Semiotics is the study of signs, sign systems, and the process by which signs

are interpreted (Hartoko, 1986:131).

4. Symbol

Chandler (Chandler, 2007:27) in his research states that, symbols or symbolic are modes in which the signifier does not resemble the signified but is fundamentally arbitrary or entirely conventional - so that the relationship must be learned: examples are language in general (plus specific languages, letters of the alphabet, punctuation marks, words, phrases, and sentences), numbers, morse code, traffic lights, national flags.

5. Tagline

A tagline is a short phrase used to describe or identify a product, service or brand. Taglines are often used in marketing to attract attention and reinforce brand image.

6. Triadic Relation

Peirce's triadic relationship is a concept in semiotics that involves three important elements: the representamen, object, and interpretant. This concept helps in the understanding of how signs convey meaning and how meaning is interpreted.

