A SEMIOTIC STUDY ON THE ISLAMIC CD’S COVER

RESEARCH PAPER
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CHAPTER I
INTRODUCTION

A. Background of the Study

God has created humans in a good condition. They are armed by abilities in order to survive in this world. God also gives them ability to think and differentiate whether it is good or bad for them. Moreover, they also have ability to comprehend and interpret a message based on their knowledge.

Human is created in good condition among other creatures. Jackedoff in Cobley (2001: 53) stated that in the aspect of language or communication system, human language has two crucial aspects that make it more valuable than other creatures. First is its range of expression. Only human language can speak about object in environment, social relation, and history, tell about the past or future events, make request and so on. The second is its unlimited productivity. Human language provides the possibility of an unlimited of expression of arbitrary length.

Concerning to the process of interpreting, Thomas said that each individual have his own perception and knowledge that kept in his brain, and will be retrieved when it is needed. This happens because they have schemata on their brain. Schemata are data structured, implemented in the brain that functions to govern perceptual exploration of the world (www.imagery-imagination.com/schemata.htm: 2007). Every schemata or knowledge of the world consists of the representation of a phenomenon, an experience, a thing
or anything at all that has been perceived by any one of our senses or understood by our thinking (Kartomihardjo, 2000:114).

The condition above can happen in daily life. One of the cases is in comprehending the object that places in a cover as a representation of the title used. The development of cover design which is getting more sophisticated from day to day makes people difficult to understand the message.

There so many stuff that use an interesting cover design in order to attract the people. As the other cover, whether it is a music album cover or a book cover, Islamic seminar CD’s cover also presented attractively. As an example, we can see the cover below.

![Figure 1](image)

**Figure 1**
Benefit of Surah al Fatihah

From the figure above it is clear that a CD cover which is shown in a traditional lamp to represent the title, “**Benefit of Surah Al Fatihah**”. The
traditional lamp which is used as a symbol to represent the title has an objective. The function of lamp is to illuminate the way. So does Surah Al Fatihah, it contains a Moslem hope to Allah in order to be showed the right path and the straight, not the path of condemned people. Unfortunately, some of the design is rather sophisticated and the symbol used to represent the title of the CD seems to have no relation at all.

To know the objective of using the symbol and the relation with its title, the use theory of semiotic is appropriate, because semiotic is the science which studies the life of signs system (Guiraud, 1978: 2). Moreover, semiotic also deals with sign, object and interpretant. Semiotic concept will be used to know the relation of non language signs in the advertisement which supports the unity of a discourse.

Based on those phenomena, the writer is very enthusiastic to study the picture in Islamic CD’s cover used as a title representation.

**B. Previous Studies**

The writer is not the first person who conducts the study of semiotics. Safariyani (2004) a student of English Department of UMS, conducted the preview research “Dominant Ideology in Watch Advertisement Poster (Semiotics Approach). This study deals with semiotic analysis of dominant ideology and the structural elements of watch advertisement poster. The result of the study shows that most of the advertisement posters consist of a man, women, and watch as the image.
Wijayanti (2007) in her study, “An Analysis of Warning Icon Used on Foods and Beverages Cartons (Semiotic Approach) founds the meaning of warning icons used on the food and beverages cartons, and the reasons of the chosen icon used. The outcome of this study is the variations on the meaning and reason of warning icons used on foods and beverages cartons.

Different from the studies above, the writer wants to analyze the picture that appears as a representation of the title on Islamic CD’s cover. The difference between the previous ones is on the object that is analyzed. In short, the writer is sure that this research has not been analyzed yet. The function of this research is to proceed the previous research.

C. Limitation of the Study

In conducting this research, the writer will only analyze the major index that used to represent the title of the Islamic CD’s cover because the object is still rarely used.

D. Problem Statement

The problem statements proposed by the writer are:

1. What is the relation between the myths and the index used in the CD’s cover?

2. What is the meaning of the index used to represent the title?

E. Objective of the Study

Based on the problem statements above, the writer conduct the objectives of the research are as follows:

1. To identify the meaning of the index on the cover of the CD.
2. To find the relation between the myths and the picture on the cover of the CD.

F. Benefit of the Study

a. Academic benefit

This research will give contribution and enrich the study on semiotics.

b. Practical benefit

The result of the study can add the reader’s comprehension, especially for those who concern with semiotics study by having more knowledge about the meaning of the object used in Islamic CD’s cover.

G. Research Paper Organization

In order to make this research is easy to follow, the writer organizes this research as follows:

Chapter I is Introduction. It consists of background of the study, review of the previous research, problem statement, objective of the study, benefit of the study, and research organization.

Chapter II is underlying theory. This chapter deals with the theories that are useful for conducting the analysis of the data. This part deals with some explanation of the expert of semiotic.

Chapter III is research method. It presents type of the research, object, type of the data, the source, method of data collection, and technique of the data analysis.
Chapter IV is research result. It relates to data analysis and discussion of the finding.

Chapter V is dealing with conclusion and suggestion