

**SEMIOTIC ANALYSIS ON THE CARICATURE
OF *SOLOPOS* NEWSPAPER**



RESEARCH PAPER

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CHAPTER 1

INTRODUCTION

A. Background of the Study

Nowadays language improves and even transforms into many kinds of code and symbols either spoken, the ordinary language used by people to communicate each other based on their society, for example English, Dutch, Javanese language etc or written like letter, newspaper, poster etc.

Commonly people make and interact by using their spoken language but now they also put their message into a drawing image. For some reasons people prefer to send their message using a sketch or caricature rather than ordinary language, usually it purposed to perform the message into amusement way or just to make it more interesting to be understood. This kind of message is also performed in most newspapers. The publishers often prepare a special column for caricature to reflect the common phenomena related to the surround society, for example:



Image 1

A caricature of *SoloPos* newspaper dated April, 2nd 2009 above is involving three main components, a boy, a man and two direction boards which each pointed to the DPR and RSJ.

Simply by using Barthes's theory of *denotative* and *connotative* sign, denotatively, first, the index of a man above means as a walking man wearing black coat with an construction letters of C, A, L, E, G in his left arm, second, a boy, means a young man, third, the boards written with the DPR and RSJ.

Connotatively, the man attributed with the word of *CALEG* symbolizes the candidate of legislative position in government parliament and the boy attributed with an utterance *AWAS. JANGAN SALAH JALAN!* symbolizes of warning so that the candidate will not get in to the wrong direction between *DPR* which means parliament , and *RSJ* for asylum.

It is clear that the direction chosen by the candidate is the parliament one and of course it is not necessary for the boy to warn him, but the phenomena of the caricature concerns with the real society which also informed by the same newspaper the day before that RSJ Surakarta was preparing ten room for the failing candidate of parliament election. They predicted that the candidate who has not succeeded in the election will get big depression and frustrated, that's why the asylum of Surakarta was preparing for anticipation of the new patient.

Unfortunately the representation of the caricature is not always so simple, with the addition of any utterance. The used of symbol to represent society phenomena seems having no relation with the reality at all. To know

the objective of using the symbol and its relation with the real phenomena happened, the use of semiotic theory is necessary, because semiotic is the science which studies the life of sign system (Guiraud, 1978: 2). The concept of semiotic is used to figure out the relation of non language sign in the caricature which support the construction of the discourse.

Based on those phenomena above the writer is interested in understanding the hiding message of the caricature published by *SoloPos* newspaper.

B. Previous Study

The research is not the first which conducts the study of semiotics. There are also some researchers who conducted the study of semiotic in different needs of the purpose. Student of English Department of UMS, Safariyani (2004) was conducted her research in “Dominant Ideology in Watch Advertisement Poster (Semiotics Approach)”. This study deals with semiotic analysis of dominant ideology and the structural elements related to watch advertisement poster. The result of her study shows that most of the watch advertisement posters constructed by the image of a man, women, and watch.

Wijayanti (2007) in her study, “An Analysis of Warning Icon Used on Foods and Beverages Cartons (Semiotic Approach)” took the warning icons used on the food and beverages cartons as the subject of her study. Her study

notes the variations on the meaning and reason of warning icons used on foods and beverages cartons.

Another researcher, Chandra Agus Nugroho (2008) with his study “A Semiotic Study on the Islamic CD’ Cover” which analyzes the design of Islamic CD’ covers. This study also uses the semiotic principle to figure out the relation between the titles and the picture designed in the Islamic CD’s cover. The study results that every design of the Islamic CD’s cover symbolizes the title and seems like shows the big line of the CD’s contained.

Different from those researches above, the writer takes caricature as the subject of the study.

C. Limitation of the Study

The writer only focuses to analyze the major index which is used to represent the reality in the caricatures which contain of political issues published by *SoloPos* newspaper.

D. Problem Statement

The problem statements proposed by the writer are as follows:

1. What are the relation between the myth and the index used in caricature?
2. What are the meaning of the index used to represent the reality phenomena?

E. Objective of the Study

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

1. To find the relation of the myth and the picture on the caricature.
2. To clarify the meaning of the index used in the caricature.

F. Benefits of the Study

The writer hopes that this research will have some benefits for the readers. By reading this research, the reader can get some advantages as follows:

1. Academic Benefit

This research will give contribution and enrich the theories in semiotic study.

2. Practical Benefit

The result of the study can help the readers who are studying about semiotic, especially for those who want to understand caricature and its hiding reality represented.

G. Organization of the Research

In order to make this research easy to be followed, 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.