

CHAPTER 1

INTRODUCTION

1. Introduction

In this chapter the writer explains about the background of the study, the problem statement, the objective of the study, the benefit or average of the study, and also paper organization.

1.1 Background of the Study

An illustration is typically created by an illustrator. Illustration also means providing an example; either in writing or in picture form. The origin of the word "illustration" is late Middle English (in the sense "illumination; spiritual or intellectual enlightenment"): via Old French from Latin *illustratio*, from the verb *illustrate*. With wider and more efficient distribution networks, novel, illustrated newspapers, books and magazines were enjoyed by millions of people as affordable entertainment. Novel, news magazines, family magazines, women's magazines, children's magazines, literary and arts journals, satirical and political journals, humor magazines, and full-color newspaper comics brought the art of illustration into daily life.

The term *illustrated novel* refers to an extended narrative with multiple imihages that, together with the text, produce meaning. The illustrated novel is not about a single decorated cover but contain many elements based on the novel's genre and story. Illustrator and author must collaborate over the story and illustrations to get the novel cover or novel illustration that they agreed.

An illustration was used to attract buyers, readers and deliver the story through the cover illustration. Some novel only used simple illustration for their novel, because the book contains serious content. But for novel that has genre fantasy, horror, and comic usually use different kind of illustration to make sure that novel looks eye-catching for readers or buyers.

The color of the illustration has very important role and specific meaning in every single sign and symbols. Color that exist in Harry Potter and The Prisoner of Azkaban (2014) novel illustration there are dark blue, light blue, white, gold and red. Every color has different meaning in psychological theory, which can deliver specific meaning to the reader. Color psychology is study of color in relation to human behavior. It means to determine how color affects to our life.

Initially during the Middle Ages, covers made for manuscripts used luxurious materials such as gold, silver and gems. For hundreds of years, bookbinding has served as a protective tool and a decorative honor of their culture. However, major changes occurred on the cover of the book in the 1820s. At this time, techniques began to emerge how a book could be covered and gradually each page sewn together. Cover material that used to be fabric and cost a lot of money was changed to plain paper. This illustration technique takes the phenomenon of poster artists in the 19th century whose services were later incorporated into the book industry. After this illustration, the cover function changes not only to protect the page, but also functions as a form of print-ad as well as conveying information about the contents of the book.

The Art Nouveau movement in the 20th century stimulated modernization in the book covers design which later had a significant influence. The book industry became large and many new publishers appeared in Europe, London and New York. Some unique cover designs appeared in the Soviet Union during the height of Avant grade artists such as Alexandra Rodchenko & El Lissitzky in 1920. Designer Aubrey Beardsley also had a major influence on the initial design of 4 volumes of The Yellow Book in 1894. During the World War, book covers became very vital because the book industry was increasingly competitive.

Illustration sits somewhere between art and graphic design (Zeegen, 2009). This illustration is very widespread, so it has meaning that is not monotonous. A book, it seems has only so much magic energy. An

illustration will drain this power off, leaving the book dead letter, short-circuited by the superior power of the illustration to make something present (Miller, 1992).

The cover is demanded by the publisher to follow and prioritize effectiveness cover design. Apart from that the costs for making covers are very cheap then a lot of cover designers are not optimal. This can lead to quality cover. Like if you are in the bookstore so many covers books that are packaged in such an interesting way to be the center of attention of the candidate buyers, such as knowledge, religion, social books, children's education stories, novels and many others that concern the covers of books and novels from many, writers are interested in researching and analyzing novel covers which belongs to the category books seller, especially from the cover of the novel book. Then the questions arise on how to translate the cover illustration which is certainly related to the contents of the story of the novel.

Problems experienced by readers when reading a novel, especially Fiction novels are imagination, because not everyone has imagination or high imagination when reading. Generally, at the time of every reading people will form their own imagination, even their own 'world' orders their emotions can enter, understand, feel and be involved with what is they read. Through the book cover illustration this can be answered a little because usually an illustration of a book cover in this case the author intent is a novel, will feature the main character who plays a role in the book the novel, so that readers can form the power of imagination that can according to what the author / writer of the novel meant in the story the novel.

The importance of a cover illustration to attract reading and interest briefly describe the contents of the reading encourage me to examine in depth about the cover illustrations of the Harry Potter and The Prisoner of Azkaban novels which are best-seller novels and successfully raised into the film which is also as famous as his novel. The author wants to examine how the illustrations are related cover with the contents of the story and what are

the visual elements contained in the cover illustration of the novel is seen from the form of illustrations, colors and typography is it interesting so that it fits the nickname of the best novel seller.

In fact, illustration was beginning to be seen by publishers as a necessity, and competition between publications for the limited number of fine illustrators led to increased budgets for art, instituting higher fees and greater recognition for the artists. The best illustrators became well-known figures and some, like Charles Dana Gibson and John Held, Jr., achieved celebrity status. Magazine covers and story illustrations by Howard Chandler Christy, James Montgomery Flagg, C. Coles Phillips, J. C. Leyendecker, and Norman Rockwell were seen by millions throughout America.

Semiotics is the study of meaning, the study of sign processes. And meaningful communication with you. This includes the study of signs and signs; Processes (semiosis), indication, marking, resemblance, analogy, metaphor, Symbolism, significance, and communication. Semiotics is helping us to know. And you know how to make communication. It also helps to explain the situation. Habits and rules in every aspect in our communications area. Spoken or written language, pictures, movies are things that have many variations to explain.

Although the research reported here states that:

If social actions have semiotic effects, it is also the case that semiotic work has social effects. One might say, provisionally: from a social perspective there are actions, interactions and processes and one can ask what social relation are at issue. From a semiotic perspective there is a text and one can ask what genre is shaping and organizing the text (Kress, 2010).

According to the explanation above the writer is analyzing J.K. Rowling's novel of *Harry Potter and the Prisoner of Azkaban* by J.K. Rowling (2014). Joanne Kathleen Rowling or better known as J.K. Rowling (born in Yate, North Gloucestershire, England, 31 July 1965; age 54 years). As a single mother living in Edinburgh, Scotland, Rowling was in the spotlight of international literature in 2014 when the first three series of teenage Harry Potter novels took over the top three places in the New York Times best-seller list after gaining the same victory in the United Kingdom. Rowling's wealth increased when the 4th series, *Harry Potter and the Goblet of Fire* was published in July 2000. This series became the best-selling book sales in history.

There is some reason of choosing this novel and interesting in analyzing the illustration of the novel. Firstly, the novel has a unique style in delivering the story through the cover illustration. The illustration has different types and styles based on the year that they published. The author and the illustrator decided the best illustration for this series of Harry Potter novel. Moreover, the novel illustration is eye-catching for the readers or buyers which can make the readers or buyers interested to buy the novel because they will be curious about the story by the look or cover itself. Secondly, the author and the illustrator choose the best illustration that makes it more live and pop-up based on the characters and story. So the readers can imagine the message that they see on the cover, even it is just a sign or symbol. Thirdly, the story of this series is about fantasy, drama, young adult fiction, mystery, and thriller which means that young readers are interested more about this kind of genre to read and explore, because it is different with the other novel that brought up about love, romance, and daily life.

This novel illustration attracts the reader or the buyer to read it and imagine how comprehensive our imagination is. The illustration of the cover helps them to begin their imagination before they read the whole story of the novel which contains the character, symbols, strength, history, and it's all beautified into an illustration of the cover. Relating to all the reasons

above, the researcher uses semiotic analysis in this research. The researcher analyzes the novel by using semiotic approach entitled **A SEMIOTIC ANALYSIS OF THE NOVEL ILLUSTRATION ON HARRY POTTER AND THE PRISONER OF AZKABAN BY J.K. ROWLING (2014)**.

1.2 Problem Statement

Based on the explanation from the background above, the researcher formulates some problem statement as follows:

1. What is the value of cover illustration and color psychology in the novel?
2. What is the meaning of the cover illustration and color psychology in the novel?

1.3 Objective of the Study

The objectives of this study as follows:

1. To understand how novel illustration and the color affects to your psychology through the novel.
2. To describe the meaning of each illustrations and color in the novel.

1.4 The Benefit of the Study

The benefits obtained from this study are as follows:

1. The researchers

This research is to developed knowledge and adds insight in researching and analyzing visual elements contained in a book cover illustration, in this case, is a novel.

2. Academic

The results of this study are expected to enrich the study of visual communication design in the effectiveness of book cover illustrations as a form of marketing the book in attracting prospective readers. In addition, this research can be used as reference material for further research.

3. Reader

Research can be used as a comparison for the reader in learning the same problems and become a motivation to do further research.

1.5 Paper Organization

The paper organization of this research to explain in order to the reader can understand the content of this research. The organization, as follows: Chapter I is introduction, which contains background of the study, problem statement, objective of the study, benefit of the study, and also paper organization. Chapter II is research method, which discuss about type of the study, object of study, type of data and data source, method of collecting data and techniques of analyzing data. Chapter IV is finding and discussion, which includes of types of illustration, cover, color psychology and affect illustration for readers. Chapter V is conclusion and suggestion.