

THE MEANING OF “TEMPO” MAGAZINE COVER
*(A Semiotic Analysis Of TEMPO Magazine Cover “Robek Kocek Tamu Tuhan”
June, 2-8 2014)*

ABSTRACT

The research, entitled “The Meaning Of Tempo Magazine Cover (A Semiotic Analysis Of TEMPO Magazine Cover “Robek Kocek Tamu Tuhan” June, 2-8 2014) purpose to unpack the meaning which contained in the cover of Tempo magazine "Robek Kocek Tamu Tuhan" by analyzing the visual elements on a magazine cover which consists of illustrations, text and colors. This research is a qualitative research with critical paradigm using semiotic technique analysis of Roland Barthes.

The result of this research reveal that the magazine cover showed characteristics owned by Suryadharma Ali which seen from shape face of illustration, beside that the cover magazine showed that Suryadharma Ali is greedy person which seen from face expressions of illustration. In the text headlines and Subheadline seen the provocative element associated with the ideology of Tempo magazine. In the dominant green color on the cover of this edition emphasizes the color of the political party of Suryadharma Ali.

The conclusion of this research, the visual elements on a Tempo magazine cover “Robek Kocek Tamu Tuhan” which consists of illustrations, text and colors have the meaning contained of the cover.

Keywords : *cover, magazine, semiotic, Roland Barthes*