

ABSTRACT

Signs exist around humans and can be anything because it is arbitrary. One of these signs can be found in a music album. Signs inside the album cover can be seen through the elements of verbal and visual elements in the album cover. One musician who uses cartoon illustrations in the album artwork is Sybidupidapap band. The album, named "Amicitia" is very unique and interesting for further analysis because it is a deluxe edition that is made as many as 100 copies only, the album "Amicitia" is also the first time present in Indonesia, a music album with video games theme and the album got soldout in just two weeks.

This study aims to determine the message and the meaning of album cover "AMICITIA" by Sybidupidapap band through the signs in it. This research uses qualitative research methods using semiotics method by Charles Sanders Peirce which categorize signs by icon, index and symbol. The result of this research are construction of the message and the overall meaning of signs that categorized by icon, index and symbol in album cover Amicitia by Sybidupidapap.

Keywords: Message, Meaning, Album Cover, Semiotics, Charles Sanders Peirce