

THE MEANING OF “TEMPO” MAGAZINE COVER

“Robek Kocek Tamu Tuhan” (the Ripped Pocket of Lord Guest)

by

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Abstract

On May 22, 2014 Indonesian public was shocked by the news of the enactment Suryadharma Ali who is Minister of Religious Affairs at the time by the Corruption Eradication Commission (KPK) as suspected corruption related to the organization of the Hajj in 2012-201. The case hit the headlines on all mass media in Indonesia.

Tempo magazine is one of the print media that make corruption involving Suryadharma Ali as the main headline of the magazine titled "Robek Kocek Tamu Tuhan (The Ripped Pocket of Lord Guest)" and supported by magazine covers interesting and meaningful. In this study, researchers are interested to reveal the meaning implied in the cover of the magazine Tempo "Robek Kocek Tamu Tuhan" by analyzing the visual elements on a magazine cover which consists of illustrations, text and colors.

This is a qualitative study using Roland Barthes semiotic analysis techniques that will reveal the meaning of denotation, connotation, myth up to the stage of ideology. The result of the study reveals that the visual elements presented in Tempo magazine cover "Robek Kocek Tamu Tuhan" have discrepancies on the meaning of denotation and connotation. Moreover, this study also finds the myth and ideology of Tempo magazine in figure of Suryadharma Ali featuring an illustration on the cover of the magazine Tempo "Robek Kocek Tamu Tuhan".

Keywords : Cover, Magazine, Semiotics, Roland Barthes

PREFACE

By the end of May 2014 that was on 22nd, Indonesian people were shocked by news about the stipulation Suryadharma Ali Minister of Religion at the time, by the Corruption Eradication Commission (KPK) as suspects of alleged corruption related to the organization of the Hajj in 2012-2013. He was charged with Article 2, paragraph 1 or article 3 of the Law on Corruption Eradication.. ☒

Suryadharma Ali was alleged misuse of authority which impacted to the state loss of more than 1 trillion rupiah in fiscal year 2012-2013. Lots of budget spent which indirectly related to the interests of the pilgrims. Such as making the parking lot, renovating of pilgrim hostel, buying of furniture, also making "image enhancement" which should be financed by the state budget. A number of disbursements performed even for the private purposes, such as buying a car by the staff of the ministry. Management of this budget is far from accountable and transparent. Moreover the corruption also occurs in the pilgrim's waiting list. Pilgrims who canceled their leaving for the Holy Land with some reasons, then the seats were not filled with the next order of pilgrims' members; however the Minister Suryadharma Ali allegedly involved misuse of authority when taking his family to the holy land. Then the case of corruption also occurred in the cost inflation of hotel, catering and transport in the Holy Land. Some hotels which reserved for pilgrims had poor quality, but the pilgrims pay anyway with the similar price of three-star class hotels, tens of billions of rupiah allegedly obtained from the management of these lodgings.

The case enactment of Religious Affairs Minister Suryadharma Ali as a suspect in the organization of Hajj corruption hit the headlines of all mass media in Indonesia. One of them is Tempo with its headline "Robek Kocek Tamu Tuhan" (the Ripped pocket of Lord Guest). The cover of Tempo always uses caricature to visually deliver its headline. Having hidden meanings behind those symbols, sometimes the cover of Tempo becomes a controversy in the community since people have different interpretation. So what exactly is the meaning behind that cover of magazine? Why is it visualized that Suryadharma Ali was knitting and money is shown as the result of his knitting? What is meaning behind fonts used in the cover and why green chosen as the dominant color in the cover? Those questions have made the writer anxiously do this writing towards the cover of Tempo magazine "Robek Kocek Tamu Tuhan".

METHODOLOGY

Based on the background of the problem, the writer is interested in studying "The signification of cover Tempo magazine with the title of Robek Kocek Tamu Tuhan with the focus on the analysis of the meaning of objects or illustrations, the meaning of typography as well as the meaning of the colors behind Tempo magazine cover, entitled "Robek Kocek Tamu Tuhan" issued on June 2 to 8, 2014". This writing uses the basic theory of semiotics; it is the study to find out the hidden meanings in a sign, so that it is revealed how the communicator constructed his message. A qualitative description is used as the type of writing, where the writer as a key instrument using triangulation as his data collection techniques.

By definitive, Danesi [3] describes the magazine as a collection of articles or stories published periodically containing an information review that should be delivered to the reader. Tempo magazine is one of the printed media that has been present for a long time in Indonesia and put its special writing on politics.

The cover of Tempo Magazine has been consistent with its concept of caricature in each edition. This caricature concept has become its trademark till now. Safanayong [6] explains that there is some important visual element in a cover of magazine, which is generally used as the identity of the magazine as well as giving information about the magazine. Those elements include Master head / nameplate / banner, volume or number, bar code, date and price, teaser copy and Spine / back. Moreover Supriyono [7] also added some elements of art found in a cover of a magazine that is photography or illustration. From these elements, the writer classified them into three main elements, namely illustration, typography and color.

Based on the classification above, the first element is illustration; where it has a very important role in a cover or a magazine cover. Illustration is a visualization of an article with the technique of drawing, painting, photography, or other art technique which emphasizes on the relationship between the subject and the article rather than its form [8]. The presence of illustrations in the form of an image on the cover of a magazine can attract readers to find out the message of the information conveyed by the communicator. A unique and exciting illustration may affect whether or not the person buys the magazine. The second element is the typography; it is knowledge of choosing and arranging the letters according to the settings in the spaces provided in order to create a certain impression, thus it might help readers get their convenience of reading as much as possible [11]. Craig [11] in Wibowo classifies some types of letters into several parts, namely Roman, Egyptian, San Serif, Script and miscellaneous. Each font has the impression or significance in its use. While the classification of the third element, Dameria [10] defines the color as a phenomenon which occurs because of the three elements of light, object and observer (it can be our eyes or the measuring instrument). Colors can be divided into three parts. Primary colors consist of basic colors (red, yellow and blue). Secondary colors are mixing two primary colors with the same comparison, such as orange, green, and purple. Tertiary colors are mixing between the primary and secondary colors with the same comparison. Such as lime

green is produced from a mixture of green and yellow colors [10]. Each color in general has meaning and psychological correlation to one's soul [11]

This analysis uses Barthes' semiotic, which explains that the first stage significance is a relationship between the signifier and the signified in a sign towards the external reality. Barthes called it a denotation; it is the most obvious meaning of a sign. Barthes called the significance of the second stage as the connotation that is an interaction that occurs when a sign meets the feelings or emotions of readers as well as the values of the culture. It is simply concluded that the meaning of denotation is what a sign describes against an object, whereas connotation is how to describe it. [2] In the second stage of significance related to the content, the sign works through myth (myth). Myth is how culture explains or understands some aspect of reality or natural phenomena. Myth is a product of a social class with dominance. According to Susilo [2], the myth is a vehicle with an intangible ideology. From the perspective of Marxian, it is said that the mass media has great potential to spread the dominant ideology of the ruling. Through the media, the media moguls tend to express their interests and try to make other classes participated voluntarily, without they realized that it is what so called hegemony.

Hegemony is the dominance by a group against another group, with or without the threat of violence, thus the ideas dictated by the dominant group against group dominated accepted as something normal such as moral, intellectual and cultural. Gramsci[13] says that a social class will become superior in two ways, they are through domination or coercion and through intellectual and moral leadership which is called as hegemony.

Through hegemony, the ideology of dominant groups can be spread; values and beliefs can be transmitted. However, in contrast to manipulation or indoctrination, hegemony actually looks normal; people accept it as reasonable and voluntary. The hegemonic ideology converge and dispersed in practice, life, perception and world view as something which done and lived voluntarily. From the explanation above can be concluded that hegemony is an ideology which uses intellectual moral from dominant groups in spreading its ideology.

This writing also involved the science of physiognomy in relation to reveal the meaning of denotation given by Barthes, where this science is to learn about the method of reading a person's character through the face. This science is used as a guideline since that the face is an organ that usually not covered. Humans can clearly predict human character and expression. Physiognomy predict human face, both in the form of photos and when dealing directly with the person [9]. By physiognomy, we can find the character or nature of a person. Physiognomy can be done by analyzing the shape of the face, nose, eyes, lips, mouth, and eyebrows.

DISCUSSION

Figure 1.1 Cover Tempo magazine titled "Robek Kocek Tamu Tuhan".



DENOTATION

On its illustration element cover of Tempo "Robek Kocek Tamu Tuhan" shows a figure of middle-aged man wearing a shirt in green; it is illustrated by a face with wide forehead and a square chin and bony cheeks, has a snub nose, has small eyes, has a thick lip at the bottom and thin at the top, has a small mouth with the same width his nose and thick eyebrows with short tails.

Besides the shape of his face, the illustration described that figure was seen smiling with the eyes gaze focused on the things he was doing. The man described as being knitting some money which came from the strands of yarn unraveled from the clothes of someone who was praying and rear facing opposite Suryadharma Ali. The man, who was knitting, was wearing a pair of glasses and a ring on his ring finger of his left hand.

On typography element, the writing "TEMPO" is the nameplate or the identity name of the magazine, located right below the teaser copy. The font used on this nameplate is a Roman font type. Moreover the nameplate on the magazine is seen using capital letters and size of letters bigger than other texts that shown in the magazine cover. Furthermore, a text about "ENGINEERING OF AUDIT CPC / SEXUAL VIOLENCE BY TEACHER OF JIS" which is a teaser copy or some other topics discussed in this magazine which is at the top of the cover. Typography on this headline also uses capital bold letters and the font size is large enough, or seen the second large after its nameplate in the text of this magazine cover. Moreover it is also written "The diversion of funds Hajj billions of rupiah allegedly involving a former Minister of Religious Affairs Suryadharma Ali, Tempo gets the details" which became its sub headline or a brief description of the headline that hit the headlines in this edition of the magazine. Layout of this text is under the headline. The sub headline uses capital letters only at the beginning of sentences and bold font on the entire text but the size of the letters is the smallest. Font used on the third text is San Serif or a font that does not have a leg / fin at the end of the letter and have the same or almost the same thickness on the letters. ☒

On the color elements, it is seen the dominance of the green color that consists of two different green colors, the first green is in the background magazine cover and the second one is green colors in shirts worn by Suryadharma Ali. And then there is also dominant white color used as the color of the typography found on this magazine cover, which is on its teaser copy, headline and sub headline. Furthermore, there is a yellow color on the Sub headline that said "Surya dharma Ali", although the yellow color is slightly but still striking because its contrast against others. There is also red color which forms frame or line on the left side and bottom of the cover.

CONNOTATION

The illustration of this magazine cover shows Suryadharma Ali with his character or his natural side through the depiction of the face as the original one that is not exaggerated and reduced. If we use physiognomy or knowledge of reading the facial features, it can be seen that the character Suryadharma Ali is strong, persistent, articulate, often become a leader, but selfish, hard to think positively, like seeking attention and take advantage of every opportunity given by life, and tend to be authoritarian or bossy. Moreover if it is seen from the activities in the illustration, knitting means that Suryadharma Ali gather money taken from Hajj pilgrims little by little unnoticed, described by the figure of people who use ihram cloth that represents the figure of pilgrims who are facing towards the back. ☒

According to the writer, the cover illustrator of this edition wants to illustrate that Suryadharma Ali is greed for wealth shown by the illustration of money that is being knitted by Suryadharma Ali; it expresses that Suryadharma Ali is happy to collect wealth. The shirt and glasses illustrate that he is an educated person and wearing a ring on his left hand is part of his

habit and it relates with Islam that forbids men to wear gold ring. Furthermore, on typography elements, nameplate TEMPO uses Roman font to show the impression of classic and formal. Capital letters are also used to show its firmness. While teaser copy shown to remind there is other news that is not less interesting, though it has nothing to do with headlines or magazine cover "Robek Kocek Tamu Tuhan". According to the writer, there are some provocative elements stated on the text headline and sub headline on its cover. On the headline "Robek Kocek Tamu Tuhan" and its relation to the cover illustration magazine has a meaning that there is a connection with money belonging to the pilgrims who misused by others without the knowledge of its owner is the pilgrims, when seen on the cover of the magazine is shown with an illustration there is the figure of pilgrims wearing ihram cloth facing towards the rear. The sub headline stated "Suryadharma Ali" as if emphasizing that Suryadharma Ali is committed guiltiness and a phrase "Tempo get the details" assumes that Tempo had all the evidence regarding the relevance. If it is seen from typography, San Serif is chosen for the headlines and Sub headline; the letter does not have any feet / fins / serif on its tip. The purpose of using of this font is that the text becomes easy to read. The impression of firm, strong and sturdy can be seen from the use of bold font on the text stated on magazine cover. However, according to the writer, using Roman Serif font is going to show the impression of a strong, sturdy and firm better. There are any specific rules on using fonts and everyone is free to use any fonts as they desire, however generally there are some rules which can be used to reach more appropriate goal.

On the elements of color, green is used as the background to represent the color of the United Development Party (PPP); while the green shirt worn has the meaning to represent the religious ministry that he leads. Green is considered as the color related with religion, since the psychological meaning of green color is to give peace and coolness. Furthermore, yellow on "Suryadharma Ali" in this context has a psychological meaning that is dishonesty, cowardice and betrayal that leads to characteristic of Suryadaharma Ali which was associated with his cases. In addition, by using yellow on the text indirectly gives emphasis to the words. White is used as the text color on the cover of this edition. According to the writer, the use of white in this cover does not have any specific purposes, except to make writing easier to read since white color gives clarity effect over the dark background. In details, there is a red outline on the left and bottom side of the cover. Red gives the impression of a firm and courageous. Red color on the outline cover of Tempo magazine shows that Tempo has the power, especially on market competition among news magazines in Indonesia, its existence is proven now. Red also implies that Tempo wants to give the impression firmly in delivering news and brave towards any criticism. Red outline becomes the magazine's identity or differentiator

MYTH

Myth in the cover illustration of this edition relates to public belief that someone with strong religious background or better understanding of his religion will be a good model for others. Yet different in fact, Suryadharma Ali, as the one who believed as a good model involved in the corruption case of funds misappropriation of the pilgrimage.

While the myth of green colors found in this cover is about public perception which related with the identity of Islamic religion. It is caused by the amount of use of green in Islam. Though it is never mentioned anywhere that green to the color of its identity. Qur'an often mentions some other colors like white, black and yellow. Green color that often mentioned cannot be regarded as the color of Islam. But if the green is said to be the color that symbolizes religious or religion, it is fine because the green symbolizes peace and tranquility as well as religion.

IDEOLOGY

The writer found an ideology shown on the cover of the magazine Tempo “Robek Kocek Tamu Tuhan” is political hegemony. Ideology of hegemony on this cover is shown by the media power owned by Tempo magazine that leads its readers’ thought of someone’s image.

Tempo was published premiered on March 6, 1971 formed by several people, one of them is Goenawan Mohammad; the chief editor at the time was once regarded as one of the founders of Tempo. Currently Goenawan served in Tempo magazine as senior editor and also served as chief commissioner. Goenawan is a figure that can be said to be anti New Order. He and his colleagues formed a party called the National Mandate Party (PAN) aims to contribute more spirit and quality on improving of the parties which was damaged by the New Order regime. According to Goenawan, this party was established to oversee the pro-democracy movement against authoritarian rule. Based on that information, we can see the correlation between the content presented by Tempo, both in terms of news or its magazine cover with the direction of thoughts and the point of views of the founders and chairman of Tempo magazine.

Tempo magazine as the ruling party over the media in society certainly has the right to embed their ideology in its news review or magazine cover. The cover and news on Tempo tend to indicate some signs that aim to influence one's image. Signs that affect a person's image both on its cover or news in this magazine are considered as the form of intellectual and moral domination, as Gramsci called hegemony.

Starting from the Presidential election of Republic of Indonesia in 2014, an intense competition to support each of the whiz become President and Vice President made the two camps compete and attack each other in many ways, including the dirty ones. One of the ways is to propagate some negative news of the candidates for President and Vice President who are supported by the opponent. The mass media has a great influence in establishing the thinking and the society’s point of view.

At the election of the President and Vice President in 2014, Goenawan Mohamad overtly supports the side of Joko Widodo and Jusuf Kalla. His support is motivated in relation with Prabowo who once banned Tempo; moreover, Goenawan sees that Prabowo is also a tragedy figure behind the kidnapping of 13 human rights activists and hunted 28 activists in 1998. Besides, Prabowo is considered to revive the Indonesian government as well as the era of New Order regime of Suharto by applying authoritarian and cracking down on people freedom. Therefore Goenawan, the one with anti New Order, supports Jokowi for President. Moreover Goenawan Mohamad was also disappointed by the party he had founded with his colleagues that support and be part of the coalition parties supporting Prabowo side. After the National Mandate Party (PAN) declared its support for Prabowo as a candidate for President, Goenawan then decided to quit from his party, PAN, because he thinks that the party has been off the track from the initial purpose and only concerned with mere power.

The determination of Suryadharma Ali who supported Prabowo in the Presidential election in 2014 seems to be an opportunity for the opposite side to drop the image Suryadharma Ali and indirectly damage the image of Prabowo as the candidate for President so that it could affect his vote on the Presidential election. Many mass media are excited about the establishment of Suryadharma Ali as a suspect in a corruption case, so is Tempo magazine. TEMPO presents its magazine cover with the illustration of smiling Suryadharma Ali who was knitting fabric strands money from pilgrims, as if it illustrates that Suryadharma Ali is the person in charge of the corruption cases. Smile on his face can be interpreted as satisfaction or pleasure to what he did. Moreover the title of Headline and sub headline tend to be provocative and the words "Tempo Magazine got the details" show as if the Tempo has evidence that Suryadharma Ali was the mastermind behind the case, while at that time the news is unclear. According to the writer, it is intended to "kill" character Suryadharma Ali and indirectly damage the image of a Presidential candidate, Prabowo, at the time.

The writer assumes that the element chosen in the making of Tempo magazine cover "Robek Kocek Tamu Tuhan" is based on an ideology believed by Tempo magazine. That belief led to a mindset owned by creators; an individual or a team. This mindset then form the subconscious which then influence in the choice of visual elements in Tempo magazine cover edition of "Robek Kocek Tamu Tuhan". Eventually, all the visual elements that found on the cover of Tempo "Robek Kocek Tamu Tuhan" is a hegemony ideology of the owner TEMPO magazine.

CONCLUSION

Based on this analysis, the writer concludes that the cover of Tempo "Robek Kocek Tamu Tuhan" wants to show the real character of Suryadharma Ali by describing the detailed face of Suryadharma Ali which is not overstated or reduced in its magazine cover. Through physiognomy then it is found some traits to be delivered. The character is also proved by some related cases. The cover illustrator describes Suryadharma Ali is greedy for wealth as seen on the illustration of his smile which indicating he is pleased with what he is doing. The shirt and glasses illustrate that he is an educated person and wearing a noble rocky ring on his left hand is part of his habit and it relates with Islam that forbids men to wear gold ring. Myth in the cover illustration of this edition relates to public belief that someone with strong religious background or better understanding of his religion will be a good model for others. Yet different in fact, Suryadharma Ali, as the one who believed as a good model involved in the corruption case of funds misappropriation of the pilgrimage.

It might represent Indonesian's lack of trust to their leaders and thinks that all leaders While the ideology that appears on the cover is political hegemony. have deal with corruption. The political background of Tempo magazine founder related with his political life in government would affect the news review on Tempo.

Green is considered as the color related with religion, since the psychological meaning of green color is to give peace and coolness. Furthermore, yellow on "Suryadharma Ali" in this context has a psychological meaning that is dishonesty, cowardice and betrayal that leads to characteristic of Suryadharma Ali which was associated with his cases. Yellow on these texts also emphasizes on that word; that is the emphasis on Suryadharma Ali.