

**A SEMIOTIC ANALYSIS OF NOVEL COVERS OF 'DIARY
OF A WIMPY VAMPIRE: BECAUSE THE UNDEAD HAVE
FEELINGS TOO' BY TIM COLLINS**

THESIS

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ABSTRACT

Rohmania, Dewi Nur. 2014. **A Semiotic Analysis of Novel Covers of ‘Diary of a Wimpy Vampire: because the undead have feelings too’ by Tim Collins.** Study Program of English, Department of Languages and Literatures, Faculty of Cultural Studies, Universitas Brawijaya, Malang. Supervisor: Fatimah; Co-Supervisor: Emy Sudarwati

Keywords: semiotics, sign, myth, novel cover, ‘Diary of a Wimpy Vampire: because the undead have feelings too’.

Novel cover contains some signs in the form of verbal and visual to give a clear message about the content of the novel that can be analyzed with semiotics approach. This study applies semiotic study based on Peirce’s typology of sign and Barthes’ mythology. Based on those reasons, this study aims at analyzing: (1) the signs found in both the original cover and the Indonesian version of the first series novel cover of ‘Diary of a Wimpy Vampire: because the undead have feelings too’ by Tim Collins, and (2) the myth built in the novel covers both the original cover and the Indonesian version of the first series novel cover.

This study is classified into qualitative research since it is intended to analyze visual and text form. The type of the study is document analysis since it uses novel covers as the source of the data.

The study reveals that the iconic signs are used more on the novel covers, both the original cover and Indonesian version than the symbolic and indexical signs. In the point of mythology, those two novel covers illustrate that the main vampire character in this novel is different from the vampire characters in the other vampire novels that are well known before. He has feelings like human being as he experiences love and sadness. The meanings of colors used in those two novel covers also support in building the meaning behind the signs appearing in the novel. It can be concluded that although there are many signs that are different in both covers, they still build the same myth that is even though the main character of this novel is a blood sucking and immortal, he still has the same feelings like human being in general. Moreover, the original cover also describes the content of the novel more implicitly than the Indonesian one.

Through this research, the researcher gives several suggestions for the next researchers to be more sensitive in recognizing the signs as every sign should be described in detail including their meaning and functions. Moreover, they should be objective in defining and interpreting signs. In addition, the researcher also suggests the next researchers use the application of mythology or different semiotics theories in the other novel cover series of ‘Diary of a Wimpy Vampire’ or other printed media such as album cover and magazine cover.

ABSTRAK

Rohmania, Dewi Nur. 2014. **Analisis Semiotik pada sampul novel ‘*Diary of a Wimpy Vampire: because the undead have feelings too*’ oleh Tim Collins.** Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya. Universitas Brawijaya, Malang. Pembimbing: (I) Fatimah (II) Emy Sudarwati

Kata Kunci: Semiotik, tanda, mitos, sampul novel, ‘*Diary of a Wimpy Vampire: because the undead have feelings too*’

Sampul novel mengandung tanda-tanda dalam bentuk teks dan gambar untuk memberi pesan yang jelas mengenai isi suatu novel yang dapat di analisis dengan pendekatan semiotik. Penelitian ini menggunakan pendekatan semiotik khususnya pendekatan tipologi tanda dari Peirce dan mitologi dari Barthes. Berdasarkan alasan tersebut, penelitian ini bertujuan untuk menganalisa: (1) Tanda-tanda yang ditemukan pada kedua sampul novel seri pertama versi asli dan versi Indonesia ‘*Diary of a Wimpy Vampire: because the undead have feelings too*’ oleh Tim Collins, dan (2) Mitos yang terbangun pada kedua sampul novel seri pertama versi asli dan versi Indonesia.

Penelitian ini digolongkan sebagai penelitian kualitatif karena tujuan dari penelitian ini adalah untuk menganalisa teks dan gambar. Jenis dari penelitian yang digunakan adalah analisa dokumen karena penelitian ini menggunakan sampul novel sebagai sumber data.

Penelitian ini menunjukkan bahwa tanda berbentuk ikon lebih banyak digunakan di kedua sampul novel versi asli dan versi Indonesia daripada tanda berbentuk simbol dan index. Pada pokok mitologi, kedua sampul novel menggambarkan bahwa tokoh utama vampir pada novel ini berbeda dengan tokoh-tokoh vampir yang ada di novel-novel tentang vampir yang lebih dahulu terkenal. Dia memiliki perasaan seperti manusia biasa contohnya perasaan cinta dan sedih. Arti warna pada kedua sampul novel juga mendukung pembentukan makna dibalik tanda-tanda yang terlihat pada novel. Ini dapat disimpulkan bahwa meskipun terdapat banyak tanda yang berbeda di kedua sampul, tanda-tanda tersebut tetap membangun mitos yang sama bahwa walaupun tokoh utama novel ini seorang penghisap darah dan makhluk abadi, dia masih memiliki perasaan layaknya manusia pada umumnya. Selain itu, sampul asli juga menggambarkan isi dari novel lebih tersirat dari pada sampul versi Indonesia.

Melalui penelitian ini, peneliti memberikan beberapa saran kepada peneliti selanjutnya agar memiliki sifat sensitif dalam mengenali tanda, setiap tanda dijelaskan secara terperinci termasuk arti dan fungsinya. Selain itu, peneliti sebaiknya memiliki sikap objektif dalam menjelaskan dan mengartikan tanda. Sebagai tambahan, peneliti juga menganjurkan kepada peneliti selanjutnya untuk menggunakan aplikasi mitologi atau teori semiotik yang berbeda untuk digunakan dalam meneliti sampul novel ‘*Diary of a Wimpy Vampire*’ seri berikutnya atau media cetak lainnya seperti sampul album dan sampul majalah.

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