

# ***PRAGMATIC ASPECT OF GODDES OF PANTURA BOOK COVER***

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## **ABSTRACT**

*Goddes of Pantura* is a photography book created by Arum Tresnaningtyas which discuss about dangdut music in the North-coast of Java. Cover works as an exciting main image representative to represent what it is inside—the book. *Goddes of Pantura* uses certain materials and colors to deliver its communication message. Using thinking principal, pragmatic graphic design is focused to risen up the sensitivity of a process through technique, materials, and media to be poured to the artpiece. This technique will answer how design process is, deliver a communication message and its perception, is not only about the final result of creating design, as what it presents on *Goddes of Pantura* book cover. This research is using qualitative method with Morris' semiotic approach. The result of this research will be served further in this writing.

Keywords: Cover, *Goddes of Pantura*, Pragmatic

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## **1. Introduction**

Cover is the outest part which not only used as a book cover that covering and protecting the content, but also has a function as the first part that give information and image that will be delivered from its contents. The *Goddes of Panturades of Pantura* book by Arum Tresnaningtyas which discusses dangdut music on the north coast of Java which also specifically discusses genre about singers and groups of musicians. That book has a cover design which use certain materials and techniques to produce a book cover that make a reader can feel the content just by seeing the book cover at the first time.

The cover becomes an important part of how a book's contents can be conveyed through an image when the book is first seen in the front by arranging how a design that is most suitable is applied to describe its contents, such as in the *Goddes of Pantura* book which

book by Arum Tresnaningtyas to find out how the technical aspects and material used in the book cover can convey images and messages of the contents of the book.

## **2. Literature Review**

### **2.1. Book Cover**

Cover as a “jacket” of the book is the outest part that have a function to informing and make a reader interesting which have to be designed as good as possible and being stand out than another books<sup>[1]</sup>. So, the cover must be able to define the contents of the book that is displayed to attract the attention of the reader.

## 2.2. Semiotika Morris

Semiotika is a science that discuss about sign, fuction of sign and the meaning <sup>[2]</sup>. By using semiotika approach there is a choosen of certain visual and aesthetic for delivering the message. Semiotika give a various messages depends on certain culture and context. In Semiotika there are 3 dimensions that used for communicate a visual, there are Sintactic, Semantic, and Pragmatic <sup>[3]</sup>. Semiothics as a sign that has meaning in a design also intends that the implementation of a particular form or color is not implemented arbitrarily, but through a sign associated with the intended meaning to convey a message.

## 2.3. Pragmatic Aspect

Pragmatic aspect in visual communication discuss about sign and the connection towards the translator, on this thing these are aspects which related with the technical and practical, size, used material, the using of color which being considered about the utility and the message, also take effect on the easiness, convenience and security of visual communication process. Pragmatic also discussing about the technical and practical, about how the process is produced to deliver a communication process which is closely related to the basic manual and technical design, so that a pragmatic aspect will create a designer for applying the media and techniques.

## 2.4. Cetak Saring

Cetak saring is also known as a screen printing or sablon is a technique or way of printing that in the process is by pressing ink through narrow gaps that are regularly on a silk screen as a print reference. Cetak saring techniques are used for surfaces that tend to be irregular such as t-shirts, plastic packaging, bottles, glass, aluminum and others <sup>[4]</sup>. The advantage of using cetak saring techniques is these techniques can be implemented through a variety of materials, and the ink layer that is affixed has its thickness, while the disadvantage of the technique is difficult to pursue certain details of a picture or design. The use of screen printing as the identity of a technical graphic as well as an introduction to how a design can be implemented through a very technical thing.

## 2.5. Kemasan Lentur

Kemasan Lentur is also referred to flexible packaging which is essentially used as used material to protect the product so can be easily packaged and more durable. It is have another function as a promotional media and information so that the contents can be easily recognized, known for their functions, and have advantages distinguish a product from other products <sup>[4]</sup>.

Material that have been used on flexible packaging approximately 75 percent are film-based plastic made from Polyethylene (PE), Low Desity Polyethylene (LDPE), and Biaxially Orientated Polyethylene (BOPP). By using these material, the packaging have flexible character and semi-trasnparant. By using these materials, the packaging has flexible and semi-transparent properties. Plastic-based flexible material is a material that has strength and durability as a protective part of its contents.

## 2.6. Binding

Binding is a technique by using yarn which sewn on the side part of the book <sup>[5]</sup>. The use of book binding is a technique of collecting papers to be booked as a finishing to produce certain book products. The use of the Binding technique gives a certain aesthetic impression to a book besides the main purpose of strengthening a book by that technique. The use of binding also has its own impression and strength because the sewing technique of the paper layer of the book pages gives a more dynamic impression.

## 3. Research Methods

This research is a descriptive analytical research about Pragmatic aspect on book cover of Goddes of Panturades of Pantura by Arum Tresnaningtyas which used as the case study. The method of data collection is a qualitative method to obtain data on contained aspects in the cover of the book. Using data collection through reference to the study of literature to obtain theories from experts then conducted observations to examine how the results of a theoretical study that are mutually relevant to the phenomena in the study and data obtained.

## 4. Results and Discussions

The Goddesses of Pantura photography book by Arum Tresnaningtyas contains a portrait of the life of the genre of dangdut music that developed on the north coast of Java, by presenting various stories that happened about the sparkling dangdut music entertainment. The book provides a real view of what happened to the development of dangdut music on the north coast of Java.

### 4.1 Book Cover Material Analysis



Book Cover Material Goddesses of Pantura  
Source : Ayuningtyas Ramadhani, 2019

The Goddesses of Pantura book cover uses a polyfilm type as the material in the form of a flexible packaging material that is elastic and non-rigid material properties, and also has a thickness that is quite thick in the range of approximately 2mm. The use of polyfilm material as a cover of the book has the characteristics of material that is quite transparent or translucent, so when looking at the main cover, the reader can see directly the contents of the book. The use of these materials due to the characteristics of cover that is not rigid and flexible makes the book easier to grasp, but the material still does not forget the main function as a cover which is protecting the contents of the book, because of the thickness and type of this material that has strong characteristics, not easily fragile or damaged, so the contents of the book can still be protected.

### 4.2 Book Cover Color Analysis



Book Cover Color Goddesses of Pantura

Sumber : Ayuningtyas Ramadhani, 2019

The color that used on cover Goddesses of Pantura book is one type color that originally from the color of the used material. By using a pink color, cover Goddesses of Pantura book has a pretty striking visual with the use of these colors as a very dominant cover color. The pink color provides a strong identity for the Goddesses of Pantura book, because the pink color gives an image that is closely related to feminine, romantic or conveying intimate images. Pink also perceives a thing that is sentimental, exciting or encouraging because the color is a fairly bright color.

### 4.3 Material Analysis of Book Cover Title



Material Analysis of Book Cover Material Goddesses of Pantura  
Source : Ayuningtyas Ramadhani, 2019

On the book title part at cover Goddesses of Pantura book, the book title displayed by a special material in the form of gold-colored glitter which affixed to the printing process of the title of the book. The use of glitter at the book title give a glamour impression that evoke an atmosphere full of sparkling and luxury.

#### 4.4 Print Technique Analysis of The Book Cover Title



Print Technique Analysis of The Book Cover Goddes of Pantura  
Source : Ayuningtias Ramadhani, 2019

The book title that reads Goddes of Pantura was printed using screen printing or sablon techniques. The use of screen printing techniques by applying ink on silk screen to be placed on the surface of polyfilm type material that has the characteristics of plastic material and flexible. This technique is applied aimed at adjusting the technique that will be used in the book cover that have plastic material, so that by using this technique the print will be more attached and united with the book cover material. The use of this technique also aims to maintain color quality and print durability in the title section of the book.

#### 4.5 The Color of The Book Cover Title Analysis



The Color of The Book Cover Title of Book Cover Goddes of Pantura  
Source : Ayuningtias Ramadhani, 2019

Using a yellow color as the color of the book title of Goddes of Pantura book, this color is combined and adjusted to the color of the book cover to give the impression of harmony, composition and aesthetics so that the use of color can convey a good visuals. Besides that, the use of yellow color can also convey the image of pleasure, happiness which is also a great energy, but on the other hand yellow color also convey a sign of sadness and a sign of caution. This image can be

conveyed depending on the reader's perception and context of meaning.

#### 4.6 Book Binding Analysis



Book Binding Cover Goddes of Pantura  
Source : Ayuningtias Ramadhani, 2019

The Goddes of Pantura book uses a binding technique. The binding that used in the book uses yellow elastic rubber thread. The technique of binding the book by sewing one time directly and binds the center of the contents of the book and then tied up to the ends of the two books, the binding techniques that used is unlike normal sewing bindings, thus giving a more dynamic image and free movement when the book page is opened. The use of yellow elastic rubber thread as bindings is also adjusted to the composition and aesthetics contained in the cover so that it is looked visually good when the reader sees the book.

#### 4.7 Pragmatic Aspect Analysis

Pragmatic Aspect	Design and Appearance	Book's Image and Message Delivery
Book Cover Material	Uses a polyfilm type as the material in the form of a flexible packaging material that is elastic and non-rigid material properties	By using these materials the image and message convey the characteristics of the discussion of the contents of the book material that is dynamic, flexible is adapted to all circles in accordance with the discussion of Goddes of Pantura book that discusses about the dangdut singer of the north Java coast which is very dynamic in

		music genre, very easy to adjust to the situation and the music touches all walks of life.
The Color of Book Cover	By using the pink color, the cover Goddess of Pantura book have a quite contrast visual	Submission of these colors to give a romantic impression or convey intimate images. A pretty contrasting pink color also adjusts to the discussion of a book that discusses the sparkling of the pantura dangdut orchestra which represented in a striking pink color
Book Cover Title Material	The title of the book is displayed using special material in the form of gold-colored glitter which is affixed to the printing process of that book title	The use of glitter in the title of the book, to strengthen the identity of the discussion of a book that discusses dangdut music in the north coast of Java to strengthen the glamorous image, entertainment that is quite absorbing and brilliant, which is represented by the use of this glitter
Print Technique Book Cover Title	Printed using screen printing or sablon techniques by applying ink to silk screen to be placed on the surface of a polyfilm type material	Screen printing (sablon) techniques are used to represent the strength and confidence of the moral message from the aspect of discussion of the book
The Color of Book Cover	Using yellow as the color of the Goddess of Pantura book	Yellow to convey the image of pleasure, happiness that is also a great

Title	title, this color is combined and adjusted with the color of the book cover and adjusted to the delivery of the message image	energy from a discussion about the sparkling of an entertainment orchestra and dangdut singer on the north coast of Java, but the image is also in line with the interpretation of yellow as a sign of bitterness from singers and the development of the music genre, so that the delivery of messages from the book is represented by the use of yellow as the title color on the book cover
Book Binding	Uses a binding technique. The binding that used in the book uses yellow elastic rubber thread.	The technique that been used is an exposed bindings and the process of opening a page that quite freely aimed at conveying messages and images about the discussion of very dynamic dangdut music

After reviewing the pragmatic aspects through the table described above, the pragmatic aspects studied through theory and its direct relation to the implementation of the Goddess of Pantura book cover show that how a certain technical and media used through a particular design is very image the contents of the book are so powerful.

## 5. Conclusion

Aspect that there is on the cover of “Goddess of Pantura” book delivered an image and message about content of the book by the use of (mater) and technique that been used in every part of that book cover. It aims to strengthen the process of designing how a media and technique becomes a vital aspect which is also part of a design to be able to convey a message and image to a book using its pragmatic aspects, in the main part when the reader first sees a book display. So that we can understand that a selection of technical and material design is an important thing that must be considered so that the image of a book's contents can be stronger, informed and become interesting for a book as a whole. This research is a study of scientific aspects in a reference to the process of understanding and learning how aspects are contained and affect a cover to convey the image in a book.

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