

# **A SEMIOTIC ANALYSIS OF NOVEL COVERS “HARRY POTTER AND THE CHAMBER OF SECRETS ” BY J.K ROWLING : A SEMIOTIC APPROACH**

Juliandri Santika Putra  
1165030092

Faculty of Humanities, English Literature Department,  
State Islamic University of Sunan Gunung Djati Bandung  
Email : juliandri243@gmail.com

## **Abstract**

**Keywords: Novel Cover, Semiotic by Charles Sanders Pierce, Illustration (Symbol, Typography, and Color)**

Novels are one of the literary works that are in great demand by people. Novels have many genres and one of the popular genres is fantasy. Often someone is interested for reading/buying the novel because they see a very interesting Novel Cover. Therefore, the researcher is interested to analyze the cover of fantasy Novel entitled Harry Potter by J.K Rowling. This research uses qualitative method involves an interpretive and naturalistic approach attempting to make sense of, or to, interpret, phenomena in terms of meaning. The researcher adopted Semiotic theory by Charles Sanders Pierce (1905) about Representamen (Something which can be interpreted into something), Object (the sign represent), Interpretation (Response reaction to a sign), and the other additional theories about illustration (Signs/Symbol, Typography & Colors) to complete the Interpretation and Analysis of signs on Harry Potter and The Chamber of Secrets Novel Cover. That is series of Novel Cover that will be analyzed. From all covers that analyzed, the research can interpret that the signs and illustrations show about Fantasy that doesn't exist in a real life. The colors show a real impression in novel fantasy, and the dominant typography using unusual writing and some text looks bigger. It can make the impression about mystery, horror and fantasy. Therefore, the readers can be more interested to seeing and buying the Novels because signs, illustrations, typography and colors from the novel covers of Harry Potter by J.K Rowling give an interesting impression.

## **INTRODUCTION**

According to Wallace S. Baldinger (1960: 52), in journal (Kartini, Aditya, 2018: 32) illustration is drawing made to explain a specific and planned text, and they can witness for themselves the nature and movements of the story. The

illustration is a scene from the story, usually, the illustrated image can explain the character or the entire contents of the story. Illustrations content of the story become more interesting and clarify the characters and also the contents in the story to be imagined through the Illustrations content of the story become more interesting and clarify the characters and also the contents in the story to be imagined through the illustrations. Novel and illustrations are related to image characters in the stories.

Color is the reference used by the creators of the work to convey messages to users through colors, according to (Saes Joana, 2019) color is known to influence human behavior, through the interaction between color wavelengths and sensory stimuli in the environment, unconsciously influencing the human mind. so indirectly very interested in the presence of color to know the object in his eyes Color has a function to add value to work and add attraction so that it is interesting to see a work.

Characters, especially in a novel which express a concentration of life at a time of tension and concentration of life assertive (Semi, Atar, 1993: 15). The novel is a work of fiction that reveals aspects of humanity more intense and smoothly served. It is a work of fiction that reveals aspects of humanity more profound and smoothly served. and it is one of the collages short story to be the many paragraphs and is several parts, the first is front, content, the end of the story, after that there is a cover at the beginning to protect the novel and additional illustrations on the cover to beautify the novel and also protect it as a cover function the cover and cover illustration and the one of the most popular the text means fiction to the novel as having some illustration, the illustration is cover.

Cover it means "Put something on top of or in front of something to protect or conceal it" (Oxford Dictionary). Usually in speaking, the cover is a skin of the paper or you can call it the beauty of the book. It is creating to get some idea of the novel by an illustration to make it interesting for the first seen the novel. Covers are generally made with large sizes on paper to show the public, to made a good cover is with the choosing the better image or pictures that are suitable to be used as a good, and interesting to a novel cover. It is an ad with the selected colors of cover that match the novel cover contains. So, the researcher wants to analyze cover with the Semiotic approach.

Semiotic is defined as a sciences or method analyze signs to examine the signs. Basically semiotics is the study of codes, any system that allows us to look at certain entities as something meaningful. Semiotic can be assessed through a variety of approach, one of them is semiotic approach by Charles Sanders Pierce, where he states that we can only think with the medium sign (Chandler: 2002) in (Nuraisyah, 2016: 03) Pierce looked at their relationship in the semiotic triadic, that is representamen, an object, and interpretation. This can be explained in semiotics through the theory of Charles Sanders Pierce, which can be analyzed using material representation, object, and interpretation,

therefore semiotics has a very interesting science and can be learned by all students.

Semiotic is a science or method to analyze signs. Then, all of the things in this world are signs, and although that are some things that have no intrinsic element means, they will be a sign if we invest to have the meaning by us. Hippocrates in Sebeok (2001) was the founder of western medical science, and who established semiotics as a branch of medicine for the study of symptoms, in effect, a semeion 'mark, sign' that stands for something other than self. From several, the definition above the research concludes that semiotics is a study about signs with theory by Pierce.

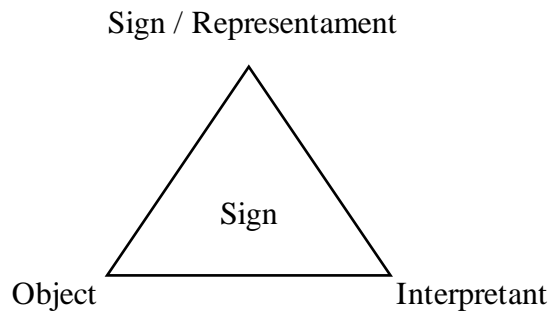
Pierce sign defines, in (Sobur, Alex, 2003, 2009, 2016, p. 41) as "something which stands to somebody for something in some respect or capacity". These signs may include sounds, words, and everything that could give guidance as a process of communication, like a house, shirt, and every symbol with meaning. The sign is many a lot meaning about anything, and many people have a sign of their own to indicate that he or she has a sign, for example, one's signature, which can indicate it is someone else's or our own. And another example is when the Semiotic was one of the founders of mathematics and astronomy or symbolic logic, and it was also deeply absorbed by the linguistic research sign his life.

This research used Pierce's semiotic theory to analyze the novel covers, Researchers are very interested in analyzing a cover of the fantasy novel Harry Potter. Because in everyday life we cannot see magic like that, and can only be illustrated through a picture or setting through a film and a novel story. Therefore, researchers are interested in analyzing a cover where there is no magic world that can be used as a symbol for the existence of an interesting fantasy novel from the cover. and the research using color theory and illustrations to analyze the intent and purpose of the author to make an interesting novel cover. Its object and but the previously used cover for an object. The researcher is trying to complete or extend the previous /research about Semiotic, with the title "A Semiotic Triadic Analysis of Novel Covers All Series Harry Potter By J.K Rowling".

## **THEORY**

Pierce sign defined, in (Sobur, Alex, 2003, 2009, 2016, p. 41) as "something which stands to somebody for something in some respect or capacity". These signs may include sounds, words, and everything that could give a guidance as a process of communication, like a house, shirt, and every symbol with meaning. And according to (Pierce, 1914) is generally regarded as a founder of philosophical pragmatism and with Saussure, of the modern semiotic. And also as the one of the founders of mathematics and astronomy or symbolic logic. And it was also deeply absorbed by the linguistic research through his life. Pierce divides the process of semiotic triadic relationship between a sign or

representament, an object and an interpretant. And this is a triangle diagram of Pierce.



Pierce held there are a able to that three are the basic semiotic the elements. The first is a sign or Representment (Qualisign, Sinsign, and legisign.) and the second is an object ( font, color, sign) the third is interpretant (argument). The three elements of Pierce triadic model are essential elements. The sign is an integral part of what is represented the (Object), and how they are to represented (Representment), and how the sign interpreted (Interpretant). In the meaning triangle it will explain how the meaning is shown by the sign when the sign will be used by the other people or to people in communication. And here it's the object becomes the main difference between Saussure's and Pierce's model since it only exist in Pierce's model since it only exist in Pierce's model. Another difference is the concept of interpretant. And actually has similar meaning to signified, but it 's a representation of sign in the interpretation's mind, and representment is the same as signifier (Chandler ,D , 2005, p. 32)

Pierce's talking the about the semiotics theory writer has taken the references from secondary sources that deal with the theory from Pierce's works. Although Pierce published his work more many of that pages, but he never published the book that related with his study.

Studies the signs become a serious field in literature and linguistics, the dyadic model offered by Ferdinand de Saussure, which is consists the theory of signifier and signified, and then Charles Sanders Pierce offers theory of a triadic model. (Golden, Joanne M. Golden and Annyce Gerber, 1994) said that central to the process of semiosis is the triadic relationship involving the sign,interpretant, and object.

Pierce started that theory of signs are independent to influence somebody in some respect or capacity. Therefore signs have a some characteristic to be the called as a sign (Ismawarni, 2006), that is :

1. Sign

Sign (representament), sign or representament is something to which can be interpreted into something. It is no necessary linguistic, symbolic, or artificial.

## 2. Object

Object is the something in the sign to represent. The sign is something to beyond to which it the refer (Chandler ,D , 2005, p. 29) that the theory pierce's object as the "semiotics object" for that is to which the sign relates, and the semiotic object can never be identical to something 'real' object. Since according to Pierce theory, our knowledge is never absolute. And our knowledge can not be more than an appoximation to 'real' world exactly as better, or it is, is becoming.

### 1) Relationship among Representament (R)

The further number of authors elaborate Pierce's ideas in his triadic model of semiotics. Based on it is representamen, Peirce divides signs into three, called Qualisign, Sinsign, and Legisign said by (Sobur, Alex, 2003, 2009, 2016, p. 41)

- a) A Qualisign is a in the sign. It cannot actually act as the sign of the cover and the sweet cover. It cannot actually act as a sign until it embodied such the style or font.
- b) A sinsign is a event, actual with the sign. For example, in the cover novel is always have a font to make interesting, it means can be the situation of the novel
- c) A Legisign is a the law of sign, or can be find a law that is in a sign. In this law is usually established by the authors and it has been agreed to media, such as the traffic lights.

### 2) Relationship between Object (O) with kind of Representament (R)

Based on it is the object, may the sign be termed an icon, index, and symbol, that is related by pearce in (Vera, 2014) :

- a) The icon is a sign refers to object it denotes merely by characters of owned or by virtue, and it possesses, just the same, whether any such object exists or not.

Example : A picture of president in 2019 Jokowi, that it is means the picture is an icon of president Jokowi

- b) The index is a sign refers to object it denotes by to virtue being really affected to by that object.

Example : Flame is an index of water

- c) The symbol Is a sign refers to object it denotes by virtue law, usually an association of general ideas, operates to cause symbol to be interpreted as reffering an that object.

Example : Logo for the community, National Flags

### 3) Relationship between Interpretant (I) with kind of Representament (R)

For this the theory, Pierce's devices the relation between interpretant (I) and the Representamen (R) they are have three kinds :

- a) Rheme and same : Representament that is have probability to be interpreted by the interpreters.

- b) Sign or Decisign : that is Representament has became the real fact and have to the certain meaning.
- c) Argument : is the representament that has a connection with that rule of certain presupotion.

From the many explanation about the sign as theory semiotic structure, that it can be used ate the basic of the combination to each other. To make it the finish it's better to look at the table :

Thrichotomies Categoriez	Representament	Relation to the Object	Relation to the interpretant
Quality	Qualisign	Icon	Rheme
The real fact	Sinsign	Index	Dicent
Rule	Legisign	Symbol	Argument

- The Theory by Pierce's have three categories they are necessary and sufficient to account for all human of experience. Pierce explains that sign may be can classified as in icon, an index, or symbol, there are relation with it's dinamical Object. Icon ( such a Picture, Image, Model or Diagram) is a sign it self demonstrates the qualities of it's dynamical object. An Index or seme (such clock, fuel gauge, thermometer, and medical symptom) a sign which demonstrates of dynamical object. Last symbol (such Thropy, medal, receipt, word, phrase, and sentence) is a sign of interpreted to be related reference to dynamical object. That is a second Trichotomy of the sign. An the icon correspond of category of first. Index corresponds to category second, and the third, symbol corresponds. Color

Color is one of natural phenomena to can be developed and investigated further, Color scientifically is a the impression have a gain from the eyes of the light reflected by the objects, the shades as red, blue, yellow, and green. Color is one of form light reflected to human eye from object, and cause the color cones in the retina action, which is allow the one set of color an objects viewed so alter human preception.

#### 4). Color

According colors (Dharmaprawira, S, W.A, 2002) associated personality of human life and with the nature :

- A. Red : Strength, Passion, Love Danger, Attractive, Bold
- B. Red Orange : Passionate, Intense, Rapid, Passion, Power
- C. Saffron : Happines, Open, Joy, Respect
- D. Green Light : Grow, Jealousy, Envy, Fresh, Break, Quiet
- E. Yellow : Bright, Happy, Traitor, Coward.
- F. Green Blue : Relaxed, Quiet, Calm, Trust, Loyal
- G. Yellow Green : Young, Friendship, New, Warm
- H. Blue : Peaceful, Soft, Depression, Respectable, Passive, Loyal

- I. Blue and Purple : Spiritual, Gloom, Humble, Simple
- J. Gray : Quiet
- K. Black : Strong, Sorrow, Death, Expertise
- L. White : Hope, Innocent, Pure, Clear, Forgiveness
- M. Brown : Warm, Calm, Togetherness, Natural.
- N. Purple : Powerfull, Mystery, Formal, Grandeur.

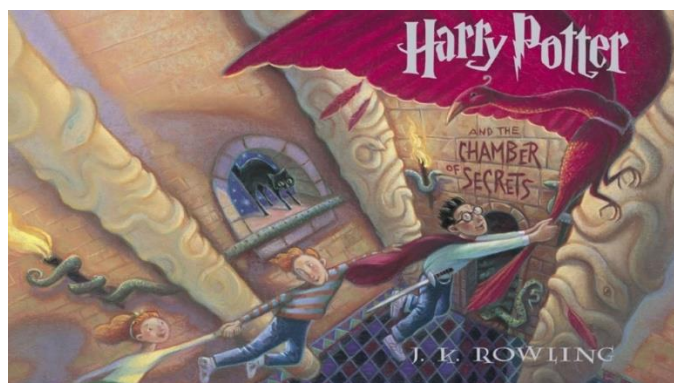
## **METHOD**

Research design is the most important aspect conducting a research because elaborates the method of the research and other important instrument. This research employed qualitative descriptive method. This method describe clear about social phenomena as they occurtunally and take place in natural setting without many attemps to manipulate the situation under study (Dorney, 2007 : 38). In this case, the research analyzed fantasy which presented in novel cover based on research by theory pierce. The research will to find novel cover “Harry Potter and The Chamber of Secrets” by J.K Rowling.

## **FINDINGS AND DISCUSSIONS**

The following data are the result of the representament and object found in Harry Potterand the Chamber of Secrets. Representament is usually used a sign in the cover, a representation is something that enters nto a relation witin an object, the second component of the sign (Cobley, 2001:28 and object is something beyond the sign to which is refers.

The title of novel cover is “Harry Potter and The Chamber of Secrets” release at July 2<sup>nd</sup> 1998 distance 1 years from the first release, and the authors by J.K Rowling. The authors of the novel is also same same the authors of the first novel, it is Harry Potter and The Sorcerer’s Stone that is J.K Rowling. In Harry Potter and The Chamber of Secrets the research found 3 representament. The data of representament and object in Harry Potter and The Chamber of Secrets are presented in the follows.

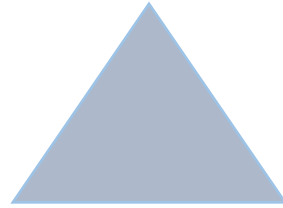


### **1. Title**

#### **Representament / Sign**

(Harry Potter and The Chamber of Secrets)

**Object**



**Interpretation**

(The main title)

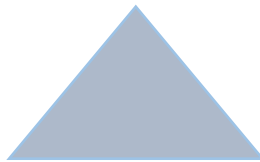
(This cover showed that is main title)

The first representament is “Harry Potter and the Chamber of Secrets” (R) that text refers to the title of the novel. It is a second novel of novel “Harry Potter” of six series. Also tell about someone in the movie have a amazing power that is “Harry Potter”. The text “Harry Potter” bold and clear one in this poster show that this is the main title and obviously want to be the main focus of the novel cover, making the novel cover showing familiar with this cover, and it can be interesting to readers about novel cover “Harry Potter” to read it. making the title of the cover novel stand out and attract the attention of the reader to show that reading a novel can be interesting by looking at the cover first. therefore in a title will explain the characteristics of the novel to show the part of the story described in the title, and this novel Harry Potter and Chamber of Secrets is the second part of the whole Harry Potter story.

## 2. Players

**Representament/Sign**

(Harry Potter, Hermione, and Ron Weasley)



**Object**

**Interpretation**

(The players of cover)

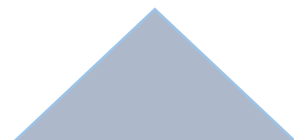
(Showed players in cover)

Base of data, the second of analysis novel cover series of “Harry Potter and The Chamber of Secrets in the first cover, research found players in representament, the representaments are “Harry Potter, Hermione, and Ron Weasley”. (R) the novel cover refers to the players of the cover (O) and then interpretation (I) it is in the novel cover showed the players in the novel story.

## 3. Place

**Representament / Sign**

(Castle)





### Object

(Hogwarts School)





### Interpretation



(Students Learning Magic)

The research of data the interpretation above, the third representament is Castle (R) the cover refers to the place to learning of magic (O) and interpretation it is kingdom building study of magic. It is such as icon of an unusual school (I) the Hogwarts as a school of magic, and many students want to learning magical school for themselves as well as knowledge.

1. The Signs (illustrations, typography, symbol and colors) Represent to Novel Cover of Harry Potter






The analysis was carried out on the illustration, there is typography, Symbol, and Color of the novel cover Harry Potter and The Chamber of Secrets.

No.	Representamen	Object	Interpretation
1.		- The Fire	a.) Fire can be used to Lightning b.) and has a symbol of courage
2.		- The Phoenix	a.) As Dumbledore's pet b.) Symbol of the Sun. The sun rises, 'dies' and is reborn, so does the Phoenix. c.) The tail that can carry are Harry Potter, Hermione, and Ron weasley takes flight
3.		-The Black Cat	a.) Black cat always identified with the arrival of the demons or ghosts. b.) black cat also has magic power
4.		- Typography - Title of Cover	a.) The logo is located two thirds above with the White color b.) This typographical interprets dramatization

			of lightning flashes the elements of horror and tension in the cover message. c.) This font looks like a magical writer.
5.		- Typography - Series of Novel Cover Harry Potter	a.) The font showed the Second series this cover b.) Series title under the logo is written on the wall in blood c.) Series the novel cover
6.		- Snake Wall	a.) Inside the wall is a snake. b.)The snake symbol means evil.

## 2. The Color in Novel Covers Harry Potter and The Chamber of Secrets

The presentation about all colors in the novel cover of Harry Potter and The Chamber of Secrets, and related used colors in the cover and represent the colors. On the cover of the novel Harry Potter and The Chamber of Secrets there are dominant colors which are identified into several main colors which are described as follows;

Color	Interpretation
	Light Yellow color. It is a color that is extrovert and playful, and color is found in the cover illustration of the Harry Potter and The Sorcerers Stone novel as in the castle building as the background illustration for the novel covers.
	The red color is danger, attractive, and strength. It found in the title of the novel with the words "Harry Potter" which almost fills the top background of the cover.
	Light Blue aura is calm and relax, They are good to find out the way to relax.
	Black is Strong, sorrow, death, expertise, official.
	White color is clear, happy, hope. white can also give a beautiful impression for a cover.

From the color analysis of the novel cover, it can be concluded that the use of color as a novel cover for the Harry Potter and The Chamber of

Secrets used Dark and Red colors or tends to be pale and also magic effect colors to show the impression of mystery, magic, and horror. which will be described later on the content of the novel.

## CONCLUSION

The Researcher conduct analysis using Semiotics theory by Charles Sanders Pierce. The analysis itself was conducted to answer questions who concerning Pierce's triadic relationship about signs, meanings of symbols with addition theory about Illustrations, typography and color to represent the cover novels. The results of the analysis can be concluded as follows:

The first, based on pierce's theory, the representation (sign) on the cover of the novel, while the object is the use of the image mark, such as place, cover title, publisher, player, and then Interpretation is the meaning about the sign. This shows that the signs want to provide information to the reader about the appearance and the outer cover of it to make it interesting.

The second, the results of data analysis shows that is Harry Potter and The Chamber of Secrets that have been analyzed. And the researcher can make a result adopted semiotic theory by Pierce (signs) with addition theory about illustrations, colors and typography that this Cover Novels shows a fantasy sign. which can be seen from the healing Phoenix Bird, Flying Broom that plays a role in the cover image cannot be found in a real life. The cover is added with various colors of each cover, like red, gold, lime, yellow, black, white, and brown. All the existing colors add a real impression in novel fantasy and make the cover more attractive and more lively. In typography the researcher can make a result that the dominant using unusual writing and from all covers more text looks bigger. It can make the mystery, horror and fantasy impression. so the Cover Novels of Harry Potter can make the readers to be interested to seeing and buying the Novel. Therefore, Fantasy novel and Cover itself have a relationship because there are signs that are aired to convey the story in general.

## REFERENCES

- Chandler ,D . (2005). *Semiotic for Beginner*. London: Rotledge.
- Chandler, D. (2007). *Semiotics: The Basic Second Edition* . New York: Taylor & Francis.
- Nuraisyah, S. S. (2016). A Semiotic Analysis on Posters of Harry Potter Movies. Bandung: UIN SGD Bandung.
- Pierce, C. S. (1914). *Philosopy of Sign (essays in comparative semiotics)*. India: University Press.
- Sebeok, T. (2001). *An Introduction to Semiotics, second edition* . London: University of Toronto Press.

Semi, Atar. (1993). *Metode Penelitian Sastra*. Bandung: Angkasa.

Sobur, A. (2003). *Semiotika Komunikasi*. Bandung: PT Remaja Rosydakarya.

Sobur, Alex. (2003, 2009, 2016). *Semiotika Komunikasi*. Bandung: PT. Remaja Rosydakarya.

Sumardjo. (1986). *Apresiasi Kesustraan*. Jakarta: PT. Gramedia.

Tarigan, Henry Guntur. (1987). *Pengajaran Linguistik*. Bandung : Angkasa.