

**SEMIOTIC ANALYSIS ON DESIGN OF PARAMORE
BAND ALBUM COVER**

UNDERGRADUATE THESIS

Submitted as a Partial fulfillment of Requirements
to Obtain *Sarjana Sastra* Degree English
Literature Department



By

PRAMESTI SAFIRA WULANDARI

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FACULTY OF LITERATURE, CULTURE, AND COMMUNICATION

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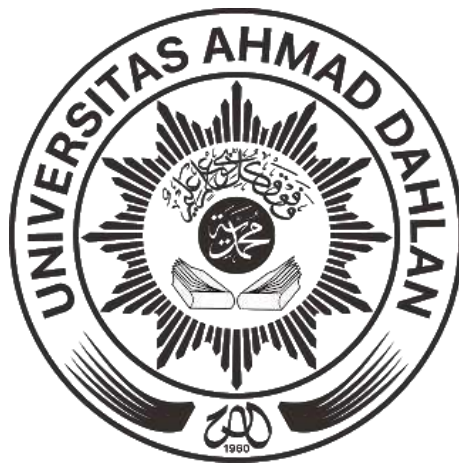
YOGYAKARTA

JULY 2024

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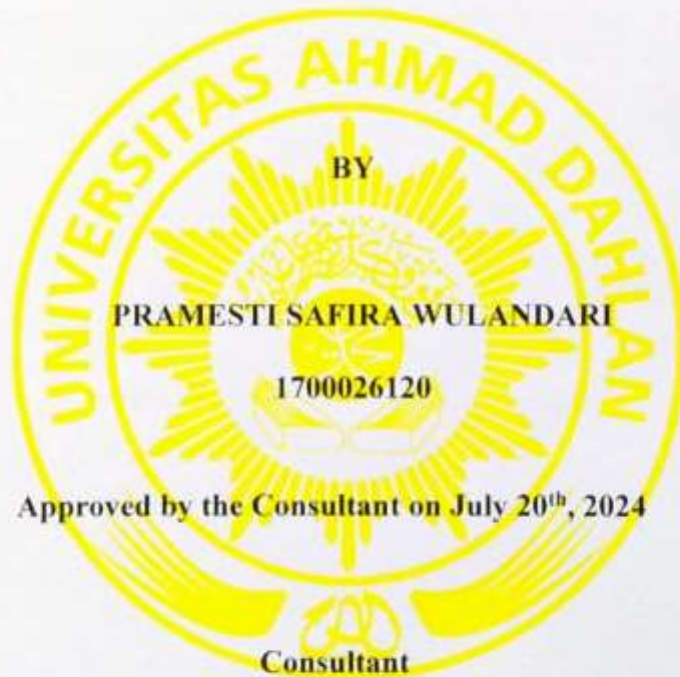
2024

APPROVAL PAGE

SEMIOTIC ANALYSIS ON DESIGN OF PARAMORE BAND MUSIC
ALBUM COVER

An Undergraduate Thesis

Submitted as a Partial Fulfillment of the Requirements to obtain
Sarjana Sastra Degree in English Literature Department Faculty
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RATIFICATION PAGE

**SEMIOTIC ANALYSIS ON DESIGN OF PARAMORE BAND MUSIC
ALBUM COVER**

An Undergraduate Thesis

BY

**PRAMESTI SAFIRA WULANDARI
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This Undergraduate Thesis has been examined on July 24th, 2024 and has been accepted as one of the requirements to obtain *Sarjana Sastra* Degree in English Literature Department Faculty of Literature, Culture, and Communication Universitas Ahmad Dahlan Yogyakarta

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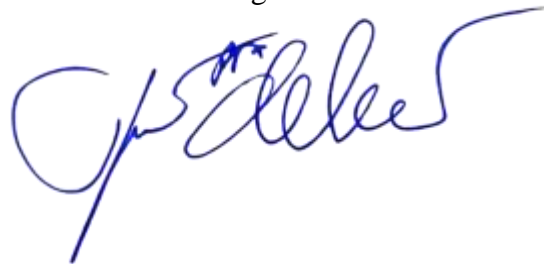
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Mengetahui,

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Dr. Ajar Pradika Ananta Tur, S.S., M.A.

ACKNOWLEDGEMENTS



Alhamdulillah rabbil 'alamin, firstly, the writer would like to express her highest gratitude to Allah SWT for the blessing, compassion, and opportunity in accomplishing this undergraduate thesis. Furthermore, this undergraduate thesis would not be accomplished without support, help, and motivation from my family and friends.

The writer would like to thank Mr. Dr. Ajar Pradika Ananta Tur, S.S., M.A., for being a patient counselor, for his times, advices, and suggestions in between accomplishing this undergraduate thesis.

The writer is grateful to other parties who support the writer in accomplishing this undergraduate thesis. Herewith she would like to deliver her gratitude to:

1. Prof. Dr. Muchlas, M.T. as the Rector of Universitas Ahmad Dahlan.
2. Wajiran, S.S., M.A., Ph.D. as the Dean of Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan.
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5. All lecturers in English Literature Department of Universitas Ahmad Dahlan.
6. All employees in English Literature Department and Faculty of Literature, Culture, and Communication Universitas Ahmad Dahlan.
7. All employees of Universitas Ahmad Dahlan
8. All librarians around Universitas Ahmad Dahlan

Finally, the writer is aware that this undergraduate thesis is far from perfection. Therefore, any opinions and suggestions for the improvement of this undergraduate thesis are welcomed. The writer hopes this undergraduate thesis will give contribution and provide advantage for the reader and those who are interested in semiotics.

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Pramesti Safira Wulandari

MOTTO

“For indeed, with hardship (will be) ease

Indeed, with hardship (will be) ease”

(QS. As-Sharh: 5-6)

“Memento mori”

—*ghostgirl*, novel by Tonya Hurley

“You’re not the big fish in the pond no more

You are what they’re feedin’ on”

—*Ain’t It Fun*, song by Paramore

DEDICATION PAGE

This page is dedicated to some parties aside from the academicians who have been mentioned in the acknowledgements page. Herewith I would like to deliver my gratitude to:

1. My beloved parents who always have patience towards me, give me support and motivation.
2. My brother and my sister-in-law who give me support in their own ways.
3. My beloved family and friends.
4. All members of English Literature Department 2017, especially Linguistic Study, for your great advices and assistances.
5. Those who cannot be mentioned one by one

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ABSTRACT

Semiotic elements can be found in advertisements. Album arts, as part of advertisements media, have lack discussion in semiotics. This study aimed to identify and interpret meaning of verbal and visual signs within each digital album art of Paramore band's music albums through a semiotics analysis.

The primary data of this study were taken from the *Genius* website. The data were collected using observation protocol. The collected data then were analyzed qualitatively and descriptively to interpret the social and cultural phenomena depicted in the album arts. This study employed Roland Barthes' semiotic theory, particularly the order of signification concept, to discover the meanings within each digital album art. The analysis also incorporated supporting theories, namely Gillian Dyer's visual communication concept, Anna Wierzbicka's color terms, Leatrice Eiseman's color meanings, and Theo van Leeuwen's typography grammar.

The study discovered that the verbal and visual signs reveal meanings from each digital album art. The verbal and visual signs within album arts contained message and identity of the band. The semiotic elements discussion can be used as raw model for next studies. Besides, this study offered insights to the broader field of semiotics and mass communication, that may be applicable to other forms of advertisement and media.

Keywords: *Semiotic Analysis, Verbal and Visual Signs, Typography Grammar, Color Terms and Meaning, Album Arts.*

ANALISIS SEMIOTIK PADA DESAIN SAMPUL ALBUM MUSIK BAND PARAMORE

Oleh

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ABSTRAK

Unsur semiotik dapat ditemukan dalam iklan. Seni album, sebagai bagian dari media iklan, kurang dibahas secara semiotika. Penelitian ini bertujuan untuk mengidentifikasi dan menafsirkan makna tanda-tanda verbal dan visual dalam setiap seni album digital album musik band Paramore melalui analisis semiotika.

Data primer penelitian ini diambil dari website *Genius*. Pengumpulan data dilakukan dengan menggunakan protokol observasi. Data yang terkumpul kemudian dianalisis secara kualitatif dan deskriptif untuk menafsirkan fenomena sosial budaya yang tergambar dalam seni album. Penelitian ini menggunakan teori semiotika Roland Barthes, khususnya konsep tatanan makna, untuk menemukan makna-makna yang terdapat dalam setiap sampul album digital. Analisis ini juga memasukkan teori pendukung, yaitu konsep komunikasi visual Gillian Dyer, istilah warna Anna Wierzbicka, makna warna Leatrice Eiseman, dan tata bahasa tipografi Theo van Leeuwen.

Studi ini menemukan bahwa tanda-tanda verbal dan visual mengungkapkan makna dari setiap sampul album digital. Tanda-tanda verbal dan visual dalam seni album mengandung pesan dan identitas band. Pembahasan unsur-unsur semiotika dapat dijadikan model mentah untuk penelitian selanjutnya. Selain itu, penelitian ini menawarkan wawasan pada bidang semiotika dan komunikasi massa yang lebih luas, yang mungkin dapat diterapkan pada bentuk iklan dan media lainnya.

Kata Kunci: Analisis Semiotik, Tanda Verbal Dan Visual, Tata Bahasa Tipografi, Istilah dan Makna Warna, Sampul Allbum.