

## MAGAZINE COVER SEMIOTICS ANALYSIS IN PRINTED MEDIA: ARTICLE REVIEW THROUGH ACADEMIC DATABASE

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### ABSTRACT

The front cover of a magazine has meaning that deserves to be analyzed more deeply and becomes one of the attractiveness factors that show the characteristics of a magazine so that readers can easily identify the magazine. In this article, the researcher presents a systematic review of articles on semiotic analysis of magazine covers contained in journal articles that have been published in the academic database. This study aims to enable readers to easily find, summarize, organize, and synthesize information about semiotic analysis of magazine covers in print media. This study follows a systematic article review method, the researcher has set 3 research questions and 75 scientific articles that answer these questions. Therefore, this study conducted a systematic review and synthesized empirical findings on semiotic analysis of magazine cover images through the academic databases of SAGE Journals, Taylor & Francis, and Wiley Journal from 2016 to 2021. The researcher found that the literature on this topic is broad and diverse with contributions from various disciplines and theoretical and methodological approaches. Based on the researcher's findings, the journals that publish the most are the Visual Communication Journal with 15 Research Articles and Social Semiotics with 14 Research Articles which are dominated by Western countries such as UK, Denmark, Italy, Sweden and USA. The dominant method applied is Semiotics from various models such as Semiotic Chandler's model, Semiotic Charles Sanders Pierce, and Social Semiotic. In this semiotic analysis, we study things that are related to signs. It is hoped that the results of this research can contribute to the study of communication science and provide references for researchers who can enrich the results of a study using the semiotic analysis method and can be used as insight and knowledge in understanding the meaning conveyed on the cover of a magazine.

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### 1. INTRODUCTION

In obtaining information on events and problems circulating in the community, print media remains the main choice for some people. To maintain the existence of print media must compete with electronic and online devices. One of them is maintaining the news value [1]. The higher the news value of an event, the higher the chance it will be published. And vice versa. In contrast to other types of mass media, both print media such as newspapers and magazines are periodical mass media that have their own characteristics and uniqueness in conveying information to their readers. [2]. The competition that exists in the midst of the proliferation of new media makes the content and messages conveyed by the print media more diverse, ranging from light news such as entertainment to political news that is packaged to attract consumers and readers. This competition is a motivation for newspaper editors to bring their creative ideas to the media. And as a result, each media present has a unique identity through the collaboration of ideas from editorial workers. [2]

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The front cover of a magazine usually has an image that represents the contents of the magazine. The image has the intent and meaning of the creator [3]. Everyone has the right to interpret the image according to his own idea. Basically, the cover or the front cover of a magazine is one of the charms of a magazine, and becomes a characteristic of the magazine so that readers can easily identify it [4]. From the description it can be seen that the figure is a sign (symbol) or visual language, whose existence is included in the category of non-verbal communication language, which is distinguished from verbal language in the form of writing or speech, the expression of ideas and messages addressed by authors and publishers to the public through symbols in the form of images, text, etc [5]. Semiotics is a scientific method or analytical method to study signs. Signs in order to know how the sign functions and produces a meaning [6]

This study was conducted to systematically review and integrate empirical findings on semiotic analysis of magazine cover images through academic databases from SAGE Journals, Taylor & Francis, and Wiley Journal starting from 2016 to 2021 [7]. Sage Publications is one of the leading independent publishing companies. founded in New York by Sara Miller McCune in 1965. Sage employs more than 1,500 people in Los Angeles, London, New Delhi, Singapore, Washington DC, and Boston [8]. Sage's publishing program includes more than 800 journals and 800 books. These reference works and electronic products discuss the fields of business, humanities, social sciences, science, technology and medicine [9]. Taylor & Francis Group is a British multinational company that publishes academic books and journals. The company is a division of Informa plc, a UK publishing and conference company [10]. The John Wiley Journal is an American multinational publishing company founded in 1807 with a focus on publishing instructional materials and academic publishing [11]. This company produces books, journals, magazines and encyclopedias, both printed and electronic as well as online products and services, as well as training materials and academic materials for undergraduate, postgraduate, and further education students [12].

## 2. METHOD

In this study, researchers searched for research articles from international journals that had been published through academic databases. The purpose of conducting a data search is to find out whether the type of research being conducted at this time has been researched before and can analyze research articles that have been previously published [13]. From the abstracts of published research journal articles, it can be found the purpose of the research, what methods were used, research findings, affiliation of the research, and the origin of the research so that from the references of existing articles it can enrich the research data that is currently being carried out.

Researchers conducted a search on 3 academic databases including Sage Journals, Taylor & Francis, and Wiley Journal to find scientific articles related to semiotic analysis of the cover image of a magazine. In each academic database, the researcher entered 3 keywords, namely printed media, magazine cover, and semiotic analysis which was carried out to facilitate the search for research articles. The search for references to reputable international journal articles is carried out at least in the last 5 (five) years to get the latest and updated results, starting from 2016 to 2021. Researchers also filter the academic subject database to be searched related to the type of research by selecting Communication & Media Studies in the Sage Journal, the subject of Communication Studies in the Taylor & Francis Journal, and the subject of Communication & Media in the Wiley Journals.

After searching for research articles from the three academic databases, 40 research articles were found in the Sage Journal, 34 research articles in the Taylor and Francis Journal, and 1 research article in the Wiley Journal. The total research articles found in the three academic databases are 75 research articles. The article is filtered for relevance. Relevance is determined by examining each abstract to ensure the article is similar to the research conducted and that keywords were not matched by chance; every article that contains the use of the same keywords is considered relevant for review, download and save for reading.

From the research article data obtained through the academic database, it can be seen that there are several methods applied such as Semiotics of various types such as Semiotic Chandler's model, Semiotic Charles Sanders Pierce, and Social Semiotic, where in this semiotic analysis study things related to signs. . In addition to the semiotic analysis method, other methods are also used such as Visual analysis, Content analysis.

### 3. RELUST AND DISCUSSION

This review highlights much of the known scientific literature on semiotic analysis on magazine cover images. According to Torraco (2005), a literature review should provide new perspectives and ask questions that interest readers. The selection of literature reviewed in this article is proposed for further scientific discussion and refinement, with the ultimate goal of opening up investigations into the topic that started its scientific evolution. In this section, the researcher presents the results of a bibliographic search; The researcher did this by using tables as details of the research questions, and bibliographic references [14].

The research method is a step that is owned and carried out by researchers in order to collect information or data and conduct investigations on the data that has been obtained. From research article data obtained through several academic databases, it can be seen that the most dominant method applied is Semiotics of various types such as Semiotic Chandler's model, Semiotic Charles Sanders Pierce, and Social Semiotic, where in this semiotic analysis study things related to sign. In addition to the semiotic analysis method, other methods are also used such as Visual analysis, Content analysis.

| Metode Penelitian  | SAGE JOURNAL | TAYLOR AND FRANCIS JOURNAL | WILEY JOURNAL | Grand Total |
|--|--------------|----------------------------|---------------|-------------|
| Analisis Feminimisme   |              | 1                          |               | 1           |
| Analisis wacana jurnalisme   |              | 2                          |               | 2           |
| analysis grounded  | 1            |                            |               | 1           |
| comparative semiological analysis                                    |              | 1                          |               | 1           |
| comprehensive analysis   |              | 1                          |               | 1           |
| content analysis   | 3            | 2                          |               | 5           |
| critical discourse analysis  | 1            | 1                          |               | 2           |
| critical textual analysis  |              | 1                          |               | 1           |
| discourse analysis   |              | 2                          |               | 2           |
| Framing  |              | 1                          |               | 1           |
| Framing analysis   | 1            |                            |               | 1           |
| framing analysis & critical discourse analysis                       | 1            |                            |               | 1           |
| Historical Analysis  |              | 2                          |               | 2           |
| interdiscursive analysis   | 1            |                            |               | 1           |
| media discourse analysis   | 1            |                            |               | 1           |
| multimodal discourse analysis  | 1            |                            |               | 1           |
| pragmatic and multimodal analysis                                    | 1            |                            |               | 1           |
| qualitative analysis   | 1            | 1                          |               | 2           |
| Qualitative content analysis   | 1            |                            |               | 1           |
| Semiotic   | 10           | 11                         | 1             | 22          |
| Semiotic and content analysis  |              | 1                          |               | 1           |
| Semiotic Chandler's model  |              | 1                          |               | 1           |
| Semiotic Kress and Van Leeuwen's & critical discourse analysis (CDA) |              | 1                          |               | 1           |
| Semiotic Pierce  | 1            | 1                          |               | 2           |
| Site analysis  | 1            |                            |               | 1           |
| studi kasus analysis   | 2            |                            |               | 2           |
| Textual analysis   |              | 1                          |               | 1           |
| Textual and semiotic analysis  |              | 1                          |               | 1           |
| Visual analysis  | 6            | 2                          |               | 8           |
| visual content analysis  | 1            |                            |               | 1           |
| visual portrayal   | 1            |                            |               | 1           |
| Visual rhetoric  | 4            |                            |               | 4           |
| website analysis   | 1            |                            |               | 1           |
| <b>Grand Total</b>   | <b>40</b>    | <b>34</b>                  | <b>1</b>      | <b>75</b>   |

**Table 1. Research methods from database academic journal articles**

In the three academic databases, the journals that publish the most in sage journals are visual communication with a total of 15 research articles. In the Taylor and Francis academic database, the journal that publishes the most in this type of research is Social semiotics with 14 research articles and in the Wiley Journal academic database there is only 1 journal that publishes 1 research article [15].

| Journal                                     | SAGE JOURNAL | TAYLOR AND FRANCIS JOURNAL | WILEY JOURNAL | Grand Total |
|---|--------------|----------------------------|---------------|-------------|
| Communicatio                                |              | 1                          |               | 1           |
| Communication and Critical/Cultural Studies |              | 2                          |               | 2           |
| Communication, Culture & Critique           |              |                            | 1             | 1           |
| Crime, Media, Culture                       | 1            |                            |               | 1           |
| Critical Studies in Media Communication     |              | 2                          |               | 2           |
| Digital Journalism                          |              | 3                          |               | 3           |
| Digital Journalism,                         |              | 1                          |               | 1           |
| Discourse & Communication                   | 5            |                            |               | 5           |
| Feminist Media Studies                      |              | 5                          |               | 5           |
| Global Media and Communication              | 1            |                            |               | 1           |
| Javnost - The Public                        |              | 1                          |               | 1           |
| Journal of Creative Communications          | 1            |                            |               | 1           |
| Journal of Visual Culture                   | 2            |                            |               | 2           |
| Journalism                                  | 8            |                            |               | 8           |
| Media History                               |              | 2                          |               | 2           |
| Media, War & Conflict                       | 2            |                            |               | 2           |
| New Media & Society                         | 2            |                            |               | 2           |
| Quarterly Journal of Speech                 |              | 1                          |               | 1           |
| Review of Communication                     |              | 1                          |               | 1           |
| SAGE Open                                   | 1            |                            |               | 1           |
| Social Semiotics                            |              | 14                         |               | 14          |
| Technical Communication Quarterly           |              | 1                          |               | 1           |
| Television & New Media                      | 2            |                            |               | 2           |
| Visual Communication                        | 15           |                            |               | 15          |
| <b>Grand Total</b>                          | <b>40</b>    | <b>34</b>                  | <b>1</b>      | <b>75</b>   |

**Table 2. Data for publication journals in each academic database**

In this type of research, there have been many publications of research articles by various countries in each continent. In the academic sage journal database, the origin of the continent that publishes the most is from the European continent as many as 18 research articles are dominated by the UK, Denmark, Italy and others. In the Taylor and Francis Journal academic database, the European continent still publishes the most with a total of 13 research articles dominated by Sweden, the UK, and others. Furthermore, the Wiley Journal academic database from continents only publishes from the European continent by the UK.

| BENUA              | SAGE JOURNAL | TAYLOR AND FRANCIS JOURNAL | WILEY JOURNAL | Grand Total |
|--------------------|--------------|----------------------------|---------------|-------------|
| Afrika             | 2            | 1                          |               | 3           |
| Amerika            | 10           | 12                         |               | 22          |
| Asia               | 5            | 3                          |               | 8           |
| Asia & Australia   | 1            | 1                          |               | 2           |
| Asia & Eropa       |              | 1                          |               | 1           |
| Australia          | 2            | 3                          |               | 5           |
| Australia & Eropa  | 1            |                            |               | 1           |
| Eropa              | 18           | 13                         | 1             | 32          |
| Eropa & Amerika    | 1            |                            |               | 1           |
| <b>Grand Total</b> | <b>40</b>    | <b>34</b>                  | <b>1</b>      | <b>75</b>   |

**Table 3. Origin of continent where journal articles are published in each academic database**

#### 4. CONCLUSION

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Researchers assess the cover of the magazine by looking at the meaning it has and deserves to be analyzed more deeply. For this reason, data from published research articles are needed to provide references and enrich the results of a study. This study conducted a systematic review and empirical findings on semiotic analysis of magazine cover images through the academic databases of SAGE Journals, Taylor & Francis, and Wiley Journal from 2016 to 2021. This research was conducted with the aim that readers can easily understand the meaning of the message contained on the cover. in front of a magazine. The most dominant method applied is Semiotics of various types such as Semiotic Chandler's model, Semiotic Charles Sanders Pierce, and Social Semiotic, which in this semiotic analysis studies things related to signs. In addition to the semiotic analysis method, other methods are also used such as Visual analysis, Content analysis. The journals that publish the most are visual communication journals with a total of 15 research articles and Social semiotics with 14 research articles. In this type of research, there have been many publications of research articles by various countries in each continent. The origin of the continent that publishes the most from the entire academic database is from the European continent as many as 32 research articles are dominated by the UK, Denmark, Italy, Sweden, and others. This was followed by the Americas with a total of 22 research articles dominated by the USA.

Literature analysis in research is needed to critically evaluate published research to avoid the same mistakes in conducting research. The limitation in this article review is that practical research has not been carried out related to this type of research so that the data from the analysis of journal articles from the academic database has not been fully utilized. The results of this study are expected to be a reference for research in communication studies and a reference for students in conducting research using the semiotic analysis method, and can be used as insight and knowledge to understand the meaning conveyed on the cover of a magazine. This research is also expected to provide ideas for companies or magazine illustrators in designing covers to be more creative in packaging visual messages and making the messages easy to understand.

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