

Semiotic Analysis of the Cover of the Corruptor Jokes Book, a collection of short stories by Agus Noor

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Abstract

The book of Jokes on Corruption, a collection of short stories, is a book by Agus Noor, which was published in 2017. There are many other short stories that also have the same theme as the main short stories or short stories that have become icons and even become titles in short story collections. In research discussing the cover of a collection of joke short stories for corruptors, book covers are always iconic and also give the first impression on book readers. The icons created by the illustrator are also not arbitrary and have a meaning that makes a book perfect. Like the illustration of a doll that depicts corruptors who are caught, it turns out to be just a doll or the victim of a group of other corruptors. The method used in this research is to use a qualitative descriptive method with Charles Sanders Pierce's semiotic analysis approach, so signs in images can be classified with semiotics such as icons, indexes, and symbols, but in this study the focus is more on icons. The results of the research produce meanings that will be understood by many people who read them.
Keywords: Book covers, short stories, semiotics, Charles Sanders Pierce.

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Introduction

Book covers have a big role in visually determining whether readers are interested or not in continuing to open and read a book. Apart from the content factors in a book, the design of the book cover is also very influential in attracting readers and the success of a book (Rohmatillah & Oemar, 2019). Having a book cover that is very attractive to readers will of course have a big influence on publishers and authors. Because consumer interest also lies in the book cover to buy it. A good book cover is also like a perfect addition to a book. The illustration design on a book cover is not always haphazard, many illustrators take the contents of the book by doing a lot of research on the story, title, and also the suitability of the book's contents (Rohmatillah & Oemar, 2019). Designing a book cover is not something to be taken lightly, because it has a huge impact on a book.

The cover of the book that will be examined is a collection of short stories entitled jokes about corruptors by Agus Noor which was published in 2017. With a title that is quite eccentric and also interesting, it is a special attraction for readers to consider if they

don't hold it and are curious about the contents of the book. The author has published many books before, such as the anonymous barista, the most beautiful lips in the world, stories for lovers. Many of his works are in the form of theater scripts, short stories or prose that are satirical and also touch on the conditions in Indonesia at that time (Fajri, 2018). Because his previous works also discussed social criticism, it is not surprising that this work also has content that is not much different from the previous one. However, this work seems freer and more direct and does not cover things up and is different from other stories. Indeed, there are many literary works that discuss corruption that occurs in Indonesia, and almost every year literary works are published that address corruption or the state of society.

A book cover, apart from being a protector of the contents of a book so that it is safe and not damaged when stored or used by readers, also has more functions such as being a promising promotional material for book sales and also influencing reader interest (Safitri & Achmad, 2021). This is different from books in ancient times which had simple cover designs. But in this day and age, book covers also serve as information about a book so that consumers know and believe more about a book and buy that book product, indirectly the cover represents the contents of a book (Amran & Agus, n.d.).

Research on book covers or other things has indeed been done by many people. Such as semiotic research regarding the cover of Tempo magazine which is very often researched because it often raises a topic that is hot in society (Kardopas & Maharani, 2022). Likewise with the book cover which will represent the contents of the book and also the identity of a book. Because the illustrations on the book cover will provide visualization and also develop the reader's imagination. It is as if the reader's emotions will be invited into the story through their interpretation after seeing the illustrations on the book cover (Desintha, 2019). Of course, this sensation cannot be obtained by reading a book whose cover and contents do not match.

In research discussing the book cover of a collection of short stories joking about corruptors, the book cover is always iconic and also gives a first impression to book readers. The icons created by the illustrator are also not arbitrary and have a meaning that makes a book perfect, because the illustration itself is an idea or topic that is presented visually (Streit, 2018). Like the illustration of a doll that shows a corruptor who was caught, it turns out that he is just a doll or victim of a group of other corruptors. Because of the close relationship between the book cover and the contents of the book about jokes about corruptors, the author was interested in studying the book cover of a collection of short stories about jokes about corruptors by Agus Noor.

Method

Methods are tools for research in order to understand research. The research method is a scientific process intended to obtain real information based on facts as well as specific directions and interests (Nurfalah et al., 2021). This research uses a descriptive method because this research produces a description or explanation of the analysis. The analytical descriptive method is carried out by describing the facts which are then followed by analysis (Darmalia et al., 2017). The data that forms this research study is qualitative data, because the data presented is in the form of words and descriptions.

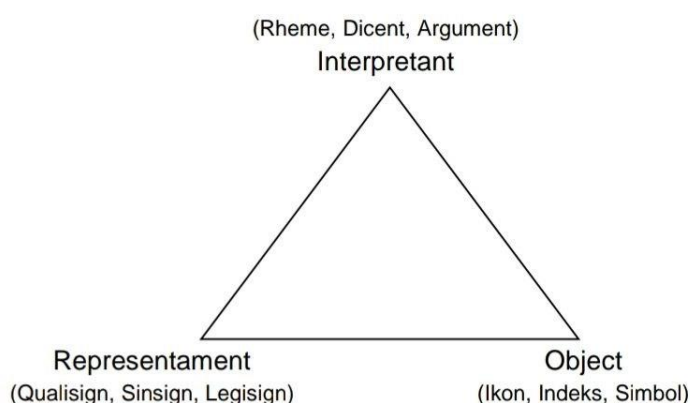
This research uses a qualitative descriptive research method which uses Charles Sanders Peirce's semiotic analysis by analyzing the visuals of the cover of the book *Lelucon Para Corruptor*. This research will also present data descriptively because this

research uses semiotic analysis. Semiotic analysis that emphasizes signs as icons, indices and symbols. By analyzing signs using Charles Sanders Peirce's semiotic model as a triangle theory of meaning, namely representation, object and interpretation. Signs will be classified into icons, indexes and symbols. Then it will go through several stages. First, classify signs by applying the triangle theory of meaning. Second, the data will be explained in more detail descriptively and linked to the contents of the book. Third, the results of the analysis will draw conclusions that produce meaning from the visualization of the book cover.

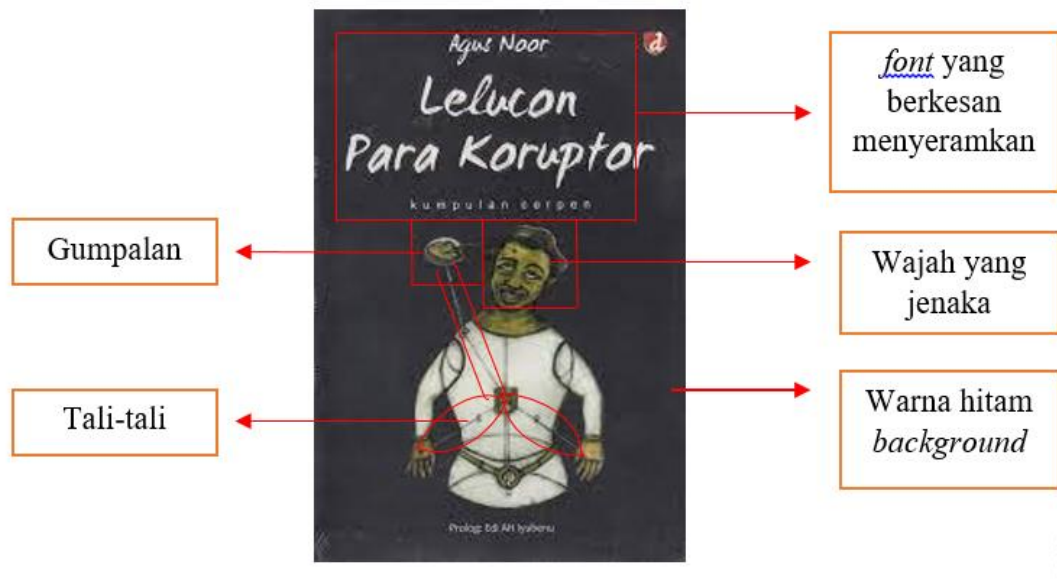
Results and Discussion

Results

Peirce understands that semiotics reveals three main concepts that are interrelated, then become a trichotomy and have a flow like a triangle (Hafiar et al., 2017). In this trichotomy there are interpretant, representament, and object. These three components are the basic basis for Peirce in understanding semiotics. Then in each component there is also another trichotomy division and has a flow like a triangle that is connected to each other. This pattern also continues to repeat itself to infinity and will continue to produce new divisions. As in the schematic image below



The image above is an illustration of how each component is related. Representament is a form of sign and there is also a trichotomy division in the form of qualisign which is a sign which refers to its nature, sinsign which refers to its appearance, legisign is a system for interpreting signs. An object is something that refers to a sign and the trichotomy division has an icon that is related to the object because there is a similarity, an index is a sign that has an event or existential connection with the object or a cause and effect relationship. A symbol is a sign that is arbitrary or conventional and has agreement with the user of the sign. Then finally, interpretant is a sign contained in a person. There is also a trichotomy division in the form of rheme which is the meaning of a sign which can still be interpreted, dicient which has a relationship between symbols and their interpretation, and argument which is a sign as a general (Kardopas & Maharani, 2022). However, this research focuses more on the icons, symbols and indexes on the cover of the book *Lelucon Para Corruptor* by Agus Noor.



Discussion

Icon

The icon is depicted as a doll with strings connecting its two hands and then continuing into a tube next to the doll's head containing lumps. There is also a string from the lumps that goes into the doll's head. Then, from the shape of the head, the doll has a face that looks cute with a wide smiling mouth and eyes that look upwards, the hair on the doll is also neat, and this doll has no legs, only half of the body. The doll icon on the cover of the book *Joke Para Corruptor* is like a depiction of a corrupt person, where if the corruptor is caught or has been discovered or caught, he is only a puppet who is sacrificed by a group of people who have interests. This is in accordance with the content of the short story which has the same title as the book, where there is a corruptor who sacrifices himself to cover up the facts in order to protect his superiors.

The hands have ropes as if their actions have been regulated and set by the puppeteer who is playing them. These ropes are connected to a tube which is positioned next to the head and also connects into the head. The contents of the tube are usually described as the contents of the head or brain in general, but this time it is not like that, as if the contents of the corruptor's head are not brains, but like lumpy dirt, with this it can show that in the corruptor's mind he has also covered in ugliness by the mastermind who has indoctrinated him. A humorous face which usually always appears smiling in front of people, as well as eyes that look upwards which shows a high desire or goal to be achieved.

The hair is neat like that of officials who mostly have a neat appearance and on this doll the hair is parted to the left, where the left is associated with a societal stigma which is synonymous with bad things or things that are not good in accordance with corruptors who are clearly doing something wrong. not good. White clothes are a representation of the image of officials' clothes, where most of the clothes are often highlighted as if the white color shows that they are clean and good on the outside. Also, this doll doesn't have legs, so it can't run away from this and is always bound, either by a conspiracy or by the punishment it will receive, so it can only obey.

Indeks

The index this time is the title written on the cover of this book. Jokes of the Corruptors, with a rather scary font, but covered in white, neutralizes the scary impression of the font. This is like the corrupt world which looks nice and clean, but behind it there are scary and complicated things. Such as the punishments he will receive, whether it be punishment in society or punishment in accordance with established laws.

It's different if the font uses red which clearly has a horror impression, but with a font that is like scribbles usually used in horror films and combined with white which doesn't make it stand out like corruptors whose lives are very different from the lives of lower class people and looks like he has authority, but if he is discovered to be corrupt, everything just disappears and everyone wants to punish him with the most severe punishment possible, which is certainly very scary for punishing corruptors. It is as if there is no apology for acts of corruption that have harmed society, the nation and the state and also made it less advanced. Also, the amount of corruption is usually not small and is very large, starting from hundreds of millions, billions, even trillions. Of course the amount is not small and can bring prosperity to many people if it is used correctly, but if it has been corrupted it certainly does not provide benefits, so there is no apology for the perpetrators of corruption and it is very scary if they are caught.

Simbol

The symbol on the book cover is on a dark black background, where mostly black shows a gloomy color and full of evil as well as the other side of the normal world. The representation of black society symbolizes gloom, ugliness, sadness and the darkness of the night, where nighttime is the time to commit crimes. Like the world of corruptors which is very different from the world of government in general which looks very majestic and good in the eyes of the people. However, behind that, the cover of this book seems to invite you to a world that is rarely known to people and another side of corruption that many people have not heard of.

There are many literary works that highlight corruption in Indonesia, which has long been a disease in the government and society. Of course, this book is a form of expression of the author's concerns about corruption which is rampant in various aspects and as if this has become commonplace and is even said to be a tradition, of course it would be very sad if corruption, which is of course a big crime and has become a tradition, as if they were tired of the corruption that would not disappear and instead just became more prevalent. Indirectly, it also shows that the justice found in this country is still weak for corruptors and tends to be privileged (Tayibnaxis, 2019).

The title of the book is taken from one of the short story titles in it and is also in the spotlight where corruptors or people who commit corruption definitely feel ashamed and will definitely receive punishment according to the law as well as insults from the public, sometimes making jokes, which is usually done in when you are happy. However, this is done by corruptors who will receive punishment instead of feeling sad, instead they make jokes that show that they are happy, as if the word punishment is not a hard thing to undergo, and the author does this by showing humor to reveal rottenness, lameness, negligence, and the evil done by corruptors (Amsori, 2020). Because the punishment served by corruptors is different from people who have committed the same crimes who are thrown in prison. Even though it is stated that they are both in prison, the facilities they receive are definitely different from ordinary people. There is also a special

cell for serving out the prison period. Of course, this means that corruptors do not feel burdened in serving their sentences as if they were just changing beds. If this continues to be done and ignored, it is not surprising that many officials resort to corruption and the punishments that should be made to deter them and not do the same thing do not work like that.

Conclusion

The book cover of the book *Joke Para Corruptor*, a collection of short stories by Agus Noor, has a striking icon, namely a doll icon which is a depiction of corruptors, which is an illustration of the title as well as the content of the story created by the author. The problem of corruption in Indonesia still cannot be completely eradicated, this can be seen from the large number of corruption cases that occur every year. The large number of literary works or books that raise the issue of corruption in Indonesia also represent the sad condition of Indonesia which is deteriorating not for the general public, but only for a few people who prioritize one-sided interests. The intriguing title also gives an idea of how rampant the world of corruption is and has even become a tradition in Indonesia to this day.

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