A SEMIOTIC ANALYSIS OF POLITICAL CARTOON OF IRAN NUCLEAR PROGRAM

THESIS

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ABSTRACT

Safalia, Fitria. 2014. **A Semiotic Analysis of Political Cartoon of Iran Nuclear Profram.**Study Program of English Language and Literature, Faculty of Cultural Study, Universitas Brawijaya. Supervisor: Iis Nur Rodliyah, Co- Supervisor: Ida Puji Lestari.

Keywords: Semiotic, political cartoon, sign, icon, symbol, index, connotation

In our society, information, ideas, or opinions can be delivered through news. The existence of news is very important in spreading information through the public since many events happen everyday and bring effects to the society. Nowadays, news is not only delivered through the words but also delivered through pictures and cartoons. In this study, the writer uses political cartoon as the object. The political cartoon was analyzed by using Semiotics study. There are five political cartoons that were analyzed in this study. All of the political cartoons taken were have topic about Iran nuclear program. This study has two problems to be solved: (1) What are semiotic signs that can be found on the political cartoons of Iran nuclear program?, and (2) What are the connotations built in political cartoons of Iran nuclear program?. Based on those problems, the writer formulates the objective of this study as follows: (1) To find out the semiotics signs of political cartoons of Iran nuclear program, and (2) To identify the connotation built in political cartoons of Iran nuclear program.

This study uses qualitative approach by document analysis because the study focuses on identifying sign, interpreting connotation build which found in political cartoon of Iran nuclear program. The writer collected the data by looking at the verbal and visual sign contained. This study applies typology of sign's theory proposed by Pierce and also Barthes connotation theory.

The study reveals that iconic signs are mostly used in these political cartoons. The writer found that there were 97 signs found in total consisting of 40 icons, 27 indexes and 30 symbols. The connotation can be made by relating all the sign employed in the political cartoons. The signs can also be related to the cultural value and social convention. Each sign has a very important role to build up expected additional idea of the political cartoons. It has function to make clear, support and strengthen up a message which the cartoonist tried to convey.

The writer suggests that the next researchers conduct a study on semiotics by using another form of objects, for example poster, comic, advertisement, or movie poster. The next researchers are also suggested to use some other theories to gain better understanding about semiotics.

ABSTRAK

Safalia, Fitria. 2014. **Analisis Semiotika pada Kartun Politik tentang Program Nuklir Iran**. Program studi Sastra dan Bahasa Inggris, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Iis Nur Rodliyah (II) Ida Puji Lestari.

Kata Kunci: Semiotika, kartun politik, tanda, ikon, simbol, indeks, konotasi

Di dalam kehidupan kita, informasi, ide, atau pendapat dapat disampaikan melalui berita. Keberadaan berita sangat penting dalam menyampaikan informasi kepada publik melihat banyak kejadian terjadi setiap hari dan memberi dampak kepada masyarakat. Dewasa ini, berita tidak hanya disampaikan melalui tulisan tetapi juga melalui gambar dan kartun. Dalam penelitian ini, penulis menggunakan kartun politik sebagai objek penelitian. Semua kartun politik akan dianalisa menggunakan pendekatan semiotika. Terdapat lima kartun politik yang akan dianalisa dalam studi ini. Semua kartun politik mengangkat topik tentang program nuklir Iran. Dalam studi ini terdapat dua permasalahan yang akan dijawab oleh penulis. Permasalahan tersebut adalah: (1) Tanda semiotika apa yang terdapat pada kartun politik tentang program nuklir Iran, dan (2) Konotasi apa yang bisa dibuat dari kartun politik tentang program nuklir Iran. Berdasarkan rumusan masalah diatas, penulis mempunyai tujuan penelitian, diantaranya: (1) Untuk menemukan tanda semiotika yang terdapat pada kartun politik tentang program nuklir Iran, dan (2) Untuk mengidentifikasi konotasi yang bisa dibuat dari kartun politik tentang program nuklir Iran.

Penelitian ini menggunakan metode kualitatif dengan analisa dokumen karena hasil dari penelitian ini berfokus pada identifikasi tanda dan interpretasi makna konotasi didalam kartun politik tentang program nuklir Iran. Penulis mengumpulkan data dengan melihat tanda-tanda verbal dan visual yang terdapat dalam kartun politik tentang program nuklir Iran. Dalam menganalisis data, penulis menggunakan teori tipe-tipe tanda yang diusulkan Peirce dan juga teori makna konotatif yang diusulkan Barthes.

Hasil studi menunjukkan, kartun-kartun politik ini kebanyakan menggunakan jenis tanda semiotik ikon. Penulis menemukan bahwa terdapat 40 ikon, 27 indeks dan 30 simbol dari 97 total keseluruhan tanda. Tiap tanda mempunyai peran penting dalam membangun interpretasi yang diharapkan dan bisa juga dengan mengaitkannya dengan nilai budaya atau kesepakatan sosial yang ada. Tanda- tanda mempunyai fungsi untuk memperjelas, mendukung dan memperkuat suatu pesan yang ingin disampaikan oleh kartunis.

Penulis menyarankan peneliti selanjutnya agar memakai objek dalam bentuk yang berbeda sebagai objek penelitian, baik poster, komik, iklan, atau poster film. Peneliti selanjutnya juga disarankan untuk menambahkan teori-teori semiotika lain untuk mendapatkan pemahaman lebih tentang semiotika.

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