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STAIN KEDIRI

SOCIAL SEMIOTIC ANALYSIS ON CULTURAL EVENT BROCHURE

THESIS

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2016

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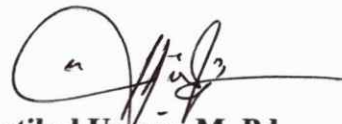
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Demikian agar maklum dan atas kesedian Bapak dan Ibu kami ucapkan banyak terima kasih.

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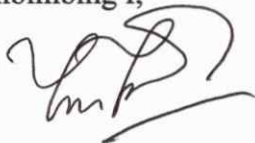
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MOTTO

#I have no special talents. I am
only passionately curious (Albert
Einstein)#

DEDICATION

This thesis is dedicated to:

1. My respectable Father and Mother, Faqih Sugeng and Siti Fatimah, thanks for your love, your support, your patience, your prayer and your affection in my life.
2. My beloved big brother, Dedi Purnama, who is always there for me and always make me happy.
3. My beloved friends, Oca Winda F.S, Nailul H., Rohmat Agung, and all my friends in class D that always help me.
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5. All teachers in my life. I realize that without you all I'm nothing
6. All of my friends, I will always remember our memories and experiences.

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1. Dr. Nur Chamid, M.M., as the chief of STAIN Kediri
2. Dr. Toyyibah, S.S., M. Pd. and Chotibul Umam, M. Pd. as my advisors who always give me constructive criticisms which have helped me to conduct this study perfectly and guided me throughout the entire process.
3. My parents and families for their encouragement and praying
4. My friends in English Department of STAIN Kediri, and
5. My best friends who help me whenever I need.

Finally, I realize that this thesis still needs constructive criticisms and suggestions from the readers in order to make it perfect and hopefully it can be useful for the readers, especially for the development of English.

Kediri, July 2016
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ABSTRACT

KHATIMAH, USFATUN. 2016. "*Social Semiotic Analysis of Cultural Event Brochure*". Thesis, English Department, Faculty of Education State College For Islamic Studies (STAIN) Kediri. Advisors: (1.) Dr. Toyyibah, S.S., M. Pd. (2.) Chotibul Umam, M. Pd.

Key words: social semiotics, cultural event brochure and ideology

The objective of this research is to find out the representation of signs in Indonesian cultural event brochures. The researcher wants to show a semiotics analysis of visual signs and the representation of ideology on Indonesian cultural event brochures. The research design that is used in this study is multimodal analysis design, where the researcher describes the signs on brochures and there is not absolute answer in this analysis. It means that the researcher collects the Indonesian cultural event brochures which are going to be analyzed, then analyze them. And the last interprets them in description. There are 12 Indonesian cultural event brochures. The researcher interested in analysing them because there are some visual signs in deep meaning which are delivered to readers. In analysing those Indonesian cultural event brochures, the researcher finds some traditional visual signs. Those are traditional dancer in five brochures, wayang in three brochures, people wear classic traditional clothes in one brochure and people wear contemporary traditional clothes in three brochures. Besides that, the researcher finds some angles, colors and unique ideology on Indonesian cultural event brochures.

The result shows that visual signs on Indonesian cultural event brochure are unique and have historically meaning. Indonesian cultural event brochure has two visual signs. They are cultural words (eg. *carnival*, *festival* and *cultural night*) and cultural images (eg. temple, wayang, traditional music instrument and traditional dancer). Cultural event that happened in Indonesia shows Indonesian culture in unity. It was represented by flag. And one of Indonesia flag color is red. It represents the color of blood, brave and passion.

This research has shown how ideology and meaning are represented on Indonesian cultural event brochures. Ideology and meaning that are most frequently found in Indonesian cultural event brochures are woman traditional dancers (*Jaipong*, *Legong*, and *Condhong*) and wayang characters (*Baladewa*, *Rahwana* and *Hanoman*). Traditional dance shows a story in the past about a kingdom. So, it is a cultural symbol in a province in Indonesia. It becomes cultural show and cultural icon in the place. Wayang show not only entertain viewers but also give message and moral value.

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