

# CHAPTER I

## INTRODUCTION

This chapter presents the introduction. It contains some subjects which explain about background of the study, research problem, objective of the study scope and limitation, significances of the study, and definition of the key terms.

### **A. Background of the Study**

Generally, teachers use textbooks in the teaching and learning process. In addition, textbooks also have an important role in the classroom. This is because they can determine students' success in learning English. So, textbooks become the main tool in the classroom. Therefore, it is necessary to study the cover of related textbooks.

According to Mukundan and Ali (2013) many studies have been conducted on the evaluation of textbooks, especially for English textbooks. It can investigate in two parts such as general attributes and learning content. Based on Sovic & Hus (2016) textbooks are one of the high school gadgets so it is very important to adapt them to the cognitive development of children at a certain age.

In addition, the English textbook covers that there are 3 researches analyses in this study. The researcher found semiotic sign on the covers of the textbook. It's not difficult in this era to take the sign of semiotic in the textbook covers because the technology has been rapidly developing. However, in textbook most writers and publishers do not find the category of semiotic signs.

Cover basically can be analyzed to find the meaning contained in it. According to Sutherland and Sylvester (2005), in addition to making the positive qualities of a brand or product easier to remember, images can also increase the probability that when we think of a brand, we will automatically think of those positive qualities. Images are created from visuals to understand the character's personality. Perception is created

from experience and values, both cultural and social in the environment. Perception is the image of a person that stimulates his personal experience in capturing the phenomena that occur.

Semiotics is the study of signs. It has to do with the way we represent our world to ourselves and to others. It is a human endeavor. Humans can communicate verbally and non-verbally. They use signs, sounds, symbols, or paralinguistic means to communicate messages. According to Mehawesh (2014) Semiotics is concerned with the production and interpretation of meaning. This is the main principle by which actions and objects performed with other signs are intended. The complex meaning relationship that can exist between one sign and another is a sign system.

In this case humans have a diversity of signs in various aspects of life, where linguistic sign becomes one of the most important. In this semiotic theory the function and usefulness of a sign is the centre of attention. The sign as a communication tool is very important in various conditions and can be used in various aspects of communication.

## **B. Research Problem**

Based on the research background above, the researcher states the research problem. Therefore, it is the research interest to focus on :

1. What types of signs are found on English textbook covers of Second Grade Junior High School Learners?
2. What is the most dominant type of sign on English textbook covers of Second Grade Junior High School Learners?

## **C. Objectives of the Study**

Based on the research problem the writer has objectives of this study is :

1. To find out the types of signs on English textbook covers of Second Grade Junior High School Learners.
2. To know the dominant type of sign on English textbook covers of Second Grade Junior High School Learners

#### **D. Scope and limitation of the Study**

The scope of this research is focuses on signs which are found on English textbook covers of Second Grade Junior High School Learners and know the most dominant type of sign on English textbook covers of Second Grade Junior High School Learners.

The limitation of this research is that the writer uses 4 English textbook covers of Second Grade Junior High School Learners in Indonesia entitled “*Through The World, Experiencing English, Bright an English, When English Rings a Bell*” which are published by different writers. The researcher analyses the semiotic in the textbooks with Charles Sanders Peirce’s theory.

#### **E. Significance of the Study**

When the research completed, the researcher hopes that this research can provide additional knowledge for readers about semiotic signs in the English textbook covers. In addition, readers also more understand about semiotic signs in the English textbook covers of Second Grade Junior High School Learners based on the Barthes theory. After readers have more understanding the semiotic signs in the English textbook covers they can apply them in their daily lives, either when seeing or reading other English Textbook cover.

#### **F. Definition of Key Terms**

To avoid misunderstanding, the researcher wants to provide some key terms that can help readers better understand the content, those are:

## 1. Semiotic

According to Sobur (2003), Semiotic is a science that analyses signs. The intended sign is the device that we use in an effort to find a way out of this world. Berger (in Sobur: 2003) said that semiotics pays attention to anything that can be taken as a marker that has an important meaning to replace something else.

## 2. Sign

Based on Danes (1999), Peirce called the sign a representamen and the concept that it encodes the object. He referred to the meaning that some people get from the sign of the interpretant.

## 3. English Textbook

A textbook is a teaching tool (material) which used for the study of a [subject](#). People use a textbook to learn [facts](#) and [methods](#) about a certain subject. Textbooks sometimes have questions to test the knowledge and understanding of the learner.

## 4. Cover book

According to Behshad and Ghaniabadi (2015) the important role of images in newspapers, magazines, current public relations material, advertisements and other type of books cannot be ignored. In addition, Wibawa (as cited by Nurdini, etc: 2018) Cover is one of the outer, part of the book consisting of the title of the book, the name of the author, the name of publisher, and the image that represents the contents. Book cover can be interpreted as the outermost part of the book or book skin consisting of the front and the back.

