

CHAPTER II

LITERATURE REVIEW

In this chapter, some theories related to the study are described. It includes explanation about semiotic analysis, the theory of Roland Barthes, concept of semiotic analysis, and also previous study.

A. Semiotic

Etymologically, the term semiotics is derived from a Greek word “*Semeion*” which means sign. The sign itself is said to be one which can be considered to represent something else on the basis of previously developed social conventions. Signs were originally perceived as referring to something else. Semiotics can be identified in terminological terms as a science that studies a wide range of objects, events, whole culture as a sign. Semiotics can be said to be a sign-related branch science, starting with the sign system, and the process applicable to the late 18th century use of the sign.

Semiotics is the study of signs, the analysis of signs and everything that relates to it, how it functions, how it relates to other signs, how it is supplied and interpreted by those that use it. Semiotic analysis of alternative structures, laws and norms provide meaning to these signals.

Since the 20th century, semiotics has grown into a serious area of study, beyond the study of body language, art styles, rhetorical discourse, visual communication, media, myth, story, literature, objects, signs, eye contact, clothing, advertising, food, ceremonies, in short, everything used, created or embraced by humans to make sense.

Semiotic analysis searches to find the meaning of the sign including things that are hidden behind a sign (text, advertisement, news). Because of its trait system very contextual and dependent on the user of the sign. Thought of the user sign is the result of the influence of various social constructs where the user the sign is located.

In addition Fiske (2002) stated that semiotic is the study of signs and meanings of sign systems, namely the science of signs. Study about how the symbol comes from some kind of work in the group that expresses meaning. Lecthe (2001) Semiotics is based on the principle of signs and markings. Then, according to Segers (2004) Semiotics is a discipline that analyses all forms of communication which occur by means of signs and are based on a sign system or code.

Based on several definitions above, the researcher can conclude that semiotics is a study of sign and/or a method to analyse a sign to get meaning for interpretation of sign.

B. Sign

Sign is something that means something else to others, or something that stands for anything other than that itself, like a metaphor. According to Charles Sanders Peirce "the world is full of signs, or is made exclusively of signs." Something which can be observed or rendered seen can be called a sign. Sign is something that for someone means something else, or something that represents something other than something itself, such as a metaphor. According to Charles Sanders Peirce "the universe is filled with signs, or is exclusively composed of signs". Everything that can be observed or can be made observable can be called a sign. Something in meaning can be in the form of ideas, thoughts, experiences (something experienced) or feelings, the sign is not limited to objects or things. If A is known and is known to represent B, then A is a sign. A is a traffic light that is bright red, so motorists are not allowed to cross the road; B.

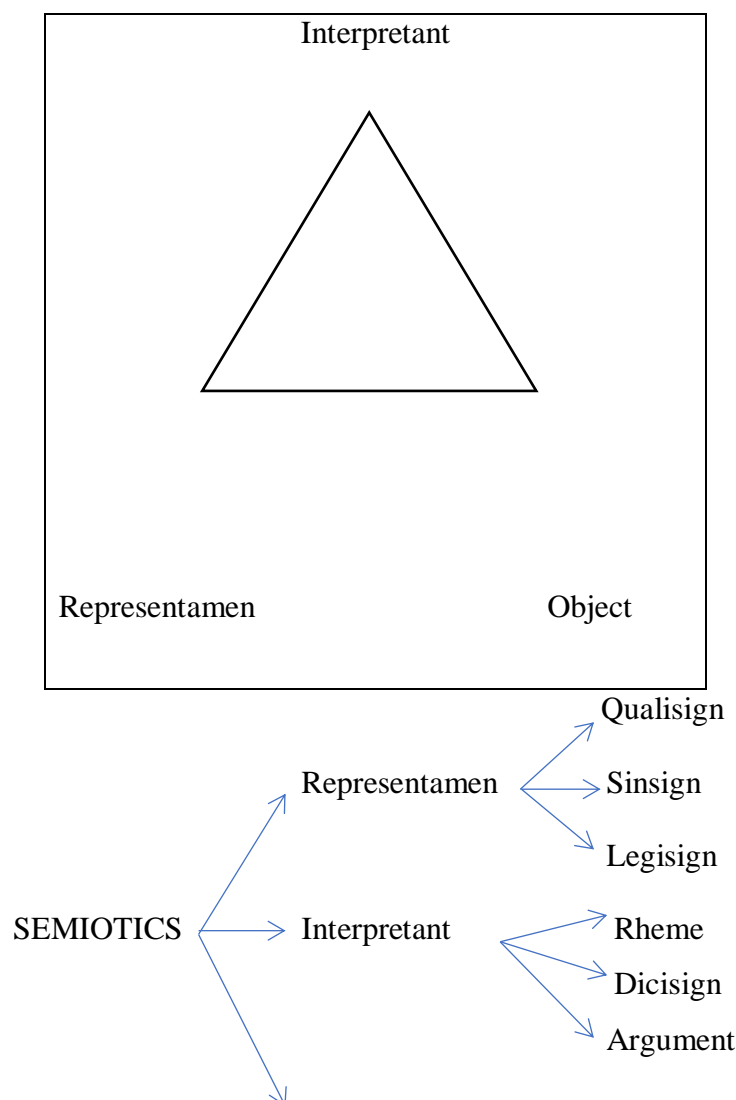
C. Charles Sanders Peirce's Theory

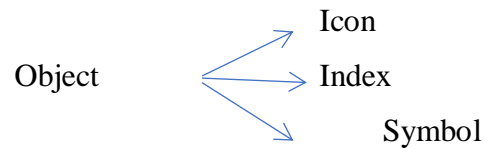
Charles Sanders Peirce is an American Philosopher. He was born in Massachussets, United States of American on 10th September 1839, and died in Milford,

Pennsylvania on 19th April 1914. Pierce gives the definition of the semiotic as a sign of something and it is understood by someone or has meaning to someone.

Pierce in Sobur (2016) defines sign as something which stands to somebody for something in some respect or capacity. These signs may include sounds, words and everything that could give guidance as a process of communication like a house, shirt and even symbol with meaning. Charles Sanders Pierce gives a definition of representamen as the sign itself, the object is the thing which is referred and the interpretant is the product from the connection between interpretant and object.

As a pragmatic philosopher and logician, Charles Sanders Pierce in his semiotics theory in Daniel Chandler (2007) offered a triadic (three part) model consisting of :





1. **Representamen** : The form which the sign takes (not necessarily material, though usually interpreted as such) called by some theorists the ‘sign-vehicle’.

a. Based on Representamen

Peirce emphasized that there are three basic characteristics in sign representations, namely:

- a) Qualisign is a quality which in the sign. It cannot actually act as a sign until it is embodied; but the embodiment has nothing to do with its character as a sign. For example, for example red or as a trait that stands alone before being associated with something else (before representing something other than colour).
- b) Sinsign is an actual existent thing or event which is a sign, for example smoke as a sign for fire. Signs will always have a vehicle which takes the form of existential facts; the causal relationship between fire and smoke allows smoke to function as a marker of fire. In essence, each sign will use a vehicle based on an existential connection with its object.
- c) Legisign/ legal sign/rule (from legal and sign) is a norm contained in a sign or something that will be considered a sign based on generally accepted regulations, either legally created or accidentally formed by itself in culture. For example traffic sign that indicate things that may or may not be done by humans when driving.

2. **Interpretant** : Not an interpreter but rather the sense made of the sign.

a. Based on Interpretant

Pierce divided sign into rheme, dicent sign or dicisign, and arguments:

- a) Rheme, is sign that may the people to interpret that based on choice. For example: someone that his or her eyes are red, it can rifer that she or he is crying or getting sore eyes or waking up.
- b) Dicient sign or dicisign, is sign according by the fact. For example: if a street often occurs the accident so on the bank street will be set the traffic light that refers many accidents there.
- c) Argument, is sign that gives the reason about something immediately.

3. **An Object** : Something beyond the sign to which it refers (a referent).

a. Based on Object

Signs can be divided into three categories, namely icons, symbols and indexes. Overview of the three categories of signs can be seen in the table below.

Sign	Icon	Index	Symbol
Characterized by	Similarity	Cause-effect	Convention
Example	Large pictures and sculptures. Photo of Reagan	Smoke/fire Symptoms/Illness	Signal word
Process	Seem	Guessed	Learned

Table 2.1. Source: Alex Sobur, 2003 Communication Semiotics

a) Icon

Icon is sign that have similarity and even physically resemble something they represent. A sign as an icon has a simple meaning to communicate A so it is represented by a picture A. A portrait painting that resembles a person is an icon of that person.

b) Symbol

The meaning of a symbol is a sign that represents something based on conventions, whether intentionally or unintentionally, for example the Satay building represents Bandung. As stated by Hoet "A sign can also be a symbol

if the relationship between the sign and what it represents is based on an agreement / convention, for example a gonjong-roofed house represents Minang Kabau, (an idea based on an agreement that exists in society." (Hoet, 1999).

c) Index

An index is a sign that represents something based on contiguity which is usually formed from experiences such as gray clouds, a sign of impending rain.

There are best known as thricotomy of Pierce's theory. The thricotomy can be visualized in this triangle :

Pierce as quoted by Noth (1992) argues that "triple connection of sign, thing signified, cognition produce in the mind". On the same page Pierce also said that "Nothing is a sign unless it is interpreted as a sign". It is very clear that semiotics is a semiosis or a process because it includes three elements together, namely the sign. The things they represent (objects) and interpretants are conditions that occur in a person's mind when they catch the sign. These three elements have a relationship with the sign because there are similarities, then the closeness of existence and conventionally formed.

A sign or representament is the first element which stands in such as genuine triadic relation to the second element, called its object as to be capable of determining the third element, called its interpretant, to assume the same triadic relation to its object in which it stands itself to the same object. A number of authors further elaborate Pierce's ideas in his triadic model of semiotics.

D. Textbook covers

According to Biljana & Jagoda, Textbooks are undoubtedly the most popular teaching materials used in foreign language classes. Therefore, it is very important textbooks include non-essential languages and cultures and they are appropriate to the needs of students, cultural background and the level of linguistic skills. Therefore, it is very important to help teachers choose the textbook that is most appropriate for their class.

According to Ajideh & Panahi (2016), textbook is source of cultural materials, target culture materials, and international materials. The first of these is material of the source culture. This is based upon the culture as content of the learner. In Iran's case, that involves using materials based on Iranian society, Iranian culture. English for learner textbooks are mainly on their own culture in Islamic countries.

E. Previous Study

The researcher finds out some researchers which a similarity with this study which they analyse a semiotic analysis on English textbook cover of second grade English young learners. For the first is Esty Ma'rifatul Faridhah (2019), Semiotic Analysis on English for Young Learners Textbook Covers. Department of English Language Education, Faculty of Tarbiyah. State Islamic Institute of (IAIN) Kediri.

She analysed 5 textbook cover of grade 1 and used Pierce's theory of sign. The English textbook covers that analysed are "*grow with English, Fun with English, Let's talk English, English for real communication, and English for young learners*" which are different published. She identified the types of sign on English textbook covers then she classified the sign appropriately and presented the result of the researches what is dominant from the types of sign on English textbook covers.

The second is Anja Sovic and Hus (2016) they analyse the semiotic analysis of textbooks for young learners. They analyse Playway to English, Magic Adventure,

Cookie and Friends. They also showed that these textbooks need some corrections according to child's cognitive development and their visual perception.

The result of the study shows that, a human being is a creature who has a need to express itself through symbols. However, if children cannot decode the symbols, illustration becomes senseless for them. Second, decoding symbols is learned and needs special attention. Teachers and learning material play big role in helping pupils to recognize and decode symbols. Third, motion devices in illustrations cause more activity in our brain and consequently get more attention than illustrations with them.

From the previous study above, the researcher determines to research a semiotic analysis on English textbook cover of second grade English young learners. The researcher uses the Charles Sanders Peirce's theory of sign equally with them to analyse the semiotic on English textbook covers of second grade English young learners.

