

# ANALISIS SEMIOTIKA ROLAND BARTHES PADA SAMPUL MAJALAH TEMPO EDISI TANGGAL 29 MARET-25 APRIL 2021

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## ABSTACT

The cover is representative of the contents of a magazine. So the selection of elements must be considered in order to be packaged as attractive and unique as possible. The cover of Tempo magazine's March 29 – April 25, 2021 editions raises the latest issue which contains several signs with deep meanings that are interesting to study. This study uses the theory of semiotics in accordance with the scalpel to interpret the sign in the cover illustration of this magazine. Roland Barthes' semiotics is considered to make it easier for researchers to reveal the meaning of denotation, connotation and myth which is then compiled descriptively with the constructivism paradigm. From the first edition, this cover illustrates the occurrence of disputes over rice import policies carried out by the government without thinking about the fate of farmers. The second edition describes the police officers in charge of maintaining state security only playing games in the face of terrorism so that the acts of terror are rampant, especially among young people. Meanwhile, the third edition describes the politician of the PDI-P party, Budiman Sudjatmiko, carried away by the long dream of building an Indonesian-style silicon valley with the name Bukit Algotima. The idea is considered just a fantasy that he built himself because the area is not adequate. The results of this study indicate that Tempo magazine is brave in conveying information that contains criticism of the government for abuse of power. Tempo often experiences controversy in the publications of its magazine, but it does not make him afraid and still maintains its slogan "easy to read and necessary".

***Keywords : Magazine Cover, Semiotics, Tempo, Meaning***