

Abstrak

Analisis Semiotika Terhadap Sampul Majalah Tempo Pada Kasus Reklamasi Teluk Jakarta

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Majalah Tempo tampak serius mengawal dan kritis terhadap kasus tersebut yang dibuktikan sejak tahun 2016, majalah Tempo sudah empat kali mengangkatnya, yakni pada edisi 11-17 April 2016, 23-29 Mei 2016, 20-26 Juni 2016 dan 3-9 Oktober 2016. Peneliti melihat adanya terdapat unsur-unsur komunikasi politik yang ditampilkan pada ilustrasi sampul majalah Tempo, di antaranya terkait komunikator dan kebijakan politiknya. Peneliti menggunakan analisis semiotika dari Peirce yang dikenal dengan teori *triangle meaning* atau segitiga makna, untuk mengetahui bagaimana makna *sign*, *object* dan *interpretant* yang terdapat di dalam sampul pada kasus tersebut. Dalam mengumpulkan data, peneliti menggunakan analisis dokumen. Hasil penelitian menunjukkan bahwa pada sampul pertama memuat soal adanya dugaan penyyuapan, sampul kedua memuat adanya dugaan pemungutan dana, sampul ketiga memuat adanya aliran dana dan keempat memuat adanya perantara komunikasi. Di mana soal-soal yang dimuat pada keempat sampul majalah Tempo tersebut berkaitan erat dengan kebijakan politik terkait proyek reklamasi Teluk Jakarta yang tidak sesuai dengan badan hukum.

Kata Kunci: *Semiotika, Kasus Reklamasi, Media Massa*

Abstract

Semiotica Analysis Tempo Magazine's cover on Teluk Jakarta Reclamation Case

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The identity of magazine is a cover. The cover has important role for attracting reader's attention. The illustration of magazine cover is kind of effective way to deliver critical message, so that the writer interested to research a Tempo Magazine' illustration about Teluk Jakarta Reclamation case. Tempo seriously looked after and criticized the case. It has been proved, Tempo has published four editions in 2016. There was on April 11-17, May 23-29, June 20-26 and October 3-9. On Those four editions, the writer see there were many political communication materials displayed on illustration. Those are the communicator and political policy. The writer use semiotica analysis by Charles Sanders Peirce, which is known with his triangle meaning theory. This theory is used to know the meaning of sign, object and interpretant on cover illustration of Tempo Magazine about reclamation case. To get many data, the writer uses document analysis as the main material and interview as the support data. The result of this research show up, in the first cover loaded about assesment of grease, in the second cover loaded about harvest of development fund, in the third cover loaded about flow of reclamation fund and fourthly about mediator of communication. Where all of Tempo's cover be related to priciples of political in reclamation project at Teluk Jakarta, there is no prescribed by the regulations.

Key word: Semiotic, Reclamation Case, Mass Media.