
A Thesis

Submitted to Letters and Humanity Faculty in Partial Fulfillment of The Requirement for The Degree of Strata One (S1)

RAHAMAWATI

ENGLISH LITERATURE DEPARTMENT

FACULTY OF ADAB AND HUMANITIES

STATE ISLAMIC UNIVERSITY SYARIF HIDAYATULLAH

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ABSTRACT


The objectives of the research are to get the meaning of signs on TIME magazine’s covers and to explain its semiosis processes. The units of analysis used in this research are ten covers magazine of TIME from the website (www.time.com). In analyzing the semiosis process, the researcher downloaded, printed, and classified the data. Furthermore, the classified data which contain signs consist of representamen, object and interpretant will be analyzed using the theory by Charles Sanders Peirce. The relationship between these three can deliver a clear meaning of a selected covers magazine. This relationship will create the process which Peirce calls as a semiosis process. This research focuses on analyzing icons and symbols on the cover magazine. The researcher found ten icons and ten symbols from the magazine covers. From those icons and symbols, the researcher got the meaning of TIME magazine cover, which presents Donald Trump. From the research finding, the researcher concluded that Donald Trump’s leadership tends to be negative dominant than positive. The negatives are frightening (picture 2 and 4), causing a lot of chaos and also disasters for America (picture 3 and 5). He also wants to get high respect from others (picture 6), decisive (picture 7), disappointing (picture 8), full of desire (picture 9) and tricky (picture 10). And the positives are a confident and brave leader (picture 1 and 7). The researcher also found that the pictures (icon) and the languages (symbol) helps the researcher gets the meaning of covers magazine.

Keywords: Semiotics, Donald Trump, TIME Magazine
APPROVAL

SEMIOSIS PROCESS ANALYSIS ON TIME MAGAZINE COVERS OF DONALD TRUMP EDITION FROM 2016 UNTIL 2019

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RAHMAWATI
11150260000091

Approved by:
Advisor
Alfi Syahriyani, M.Hum
19890424 201503 2 006
(Day/Date: Monday/August 26th, 2019)

Universitas Islam Negeri SYARIF HIDAYATULLAH JAKARTA
ENGLISH LITERATURE DEPARTMENT
FACULTY OF ADAB AND HUMANITIES
STATE ISLAMIC UNIVERSITY SYARIF HIDAYATULLAH
JAKARTA
2019 M/ 1440 M
LEGALIZATION

Name : Rahmawati
NIM : 1115026000091
Title : Semiosis Process Analysis on TIME Magazine Covers of Donald Trump Edition from 2016 until 2019

This thesis entitled above has been defended before the Letters and Humanities Faculty’s Examination Committee on September 6th, 2019. It has already been accepted as partial fulfillment of the requirements for the degree of strata one.

Examination Committee

1. Hasnul Insani Djohar, Ph.D. (Chair Person)
   NIP. 19640710 199303 1 006

2. M.Agus Suriadi, M.Hum. (Secretary)
   NIP. 19780801 201411 1 001

3. Alfi Syahriyani, M.Hum. (Advisor)
   NIP. 19890424 201503 2 006

4. Hilmi Akmal, M.Hum. (Examiner I)
   NIP. 19760918 200801 1 009

5. Pita Merdeka, M.A. (Examiner II)
   NIP. 19830117 201101 2 009

Jakarta, September 6th, 2019
DECLARATION

I hereby declare that the thesis entitled Representation of Donald Trump’s Leadership On Magazine Cover: Semiotics Analysis by Charles Sanders Pierce represents my original work and that I have used no other sources except as noted by citations. All data, tables, figures, and text citations which have been reproduced from any other sources have been explicitly acknowledged as such. I have read and understood the Ministry of National Education (MoNE) of Indonesia’ Decree No.17 Year 2010 regarding plagiarism in higher education, therefore I am responsible for any claims in the future regarding the originality of my thesis.

Jakarta, August 27th, 2019

Rahmawati
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The writer would like thank to Allah SWT for providing convenience in every difficulty, the lord of the world who is always giving guidance and mercy to finish this thesis. Shalawat and Salam always devoted to our prophet Muhammad SAW, peace be upon him.

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In this thesis, the writer realized that the thesis is still not perfect, and it had to be improved. Therefore, the writer is pleased to accept critics and suggestions from the readers. The writer hopes this thesis will be useful for other writers who will conduct similar research.

Jakarta, August 27th, 2019

The Writer
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CHAPTER I

INTRODUCTION

A. Background of the Study

Language is a social product which consists of the capability of speech, and also a collection of important agreements that have been used by the community, besides that language is used to permit individuals to exercise that capability (De Saussure 9). The language used by society is a language that has been understood and also has been agreed by each other. In addition, the language used to communicate is a tool for expressing ideas. Because language is an arrangement of signs that express thoughts, and it is practically identical to an arrangement of composing, the letter set of deaf-mutes, representative rituals, well-mannered recipes, military sign, and so forth (De Saussure 16).

Apart from being used as a tool to communicate and also to express ideas, language used as a tool to deliver a message, especially in advertisements. The advertising uses creativity, which transforms into goods, services, people, and messages to generate profits. The advertisement tries to attract attention from the public by changing social events and development into communication contents and forms, into pictures and stories (Nöth and Bishara 48). This research will examine pictures in the magazine cover, which classified as an advertisement. The publisher of the magazine usually uses attractive covers which contain implicit meanings on the topic presents in the magazine. Usually, the cover of the magazine has several signs that can produce meaning and can study through semiotics. Semiotics is not only related to the signs contained in everyday speech, but also semiotics is related to anything that has the meaning of 'something else.' Signs in semiotics can form through words, images, sounds, movements, and objects. Sign related to how meaning can form and how the meaning represents (Chandler 2).
In studying signs, two figures explain the theory of sign, such as Ferdinand de Saussure and Charles Sanders Peirce. Firstly, Ferdinand de Saussure explains that the sign consists of two important components, such as a signifier (significant) and a signified (signified) (Chandler 14). Saussure called these two parts as *semiology*, which is the science that examines signs as part of social life (Chandler 3).

Secondly, Charles Sanders Peirce said that the sign is a cognitive process called *semiosis*. The process of semiosis form through three stages, such as representamen, object, and interpretant. Representamen are signs that are first obtained by the sense. Object is the relationship between representamen and experience in the individual’s mind in interpreting signs. Interpretant is interpreting a sign by the thoughts of each individual (Hoed 8).

Refers to the words expressed by Peirce, the researcher interested in analyzing the signs on the cover of *TIME* magazine, which presents American President Donald Trump. *TIME* magazine is a weekly magazine which contains political news, time magazine also presents news related to business, health, people, entertainment, lifestyle, and also international news (*TIME, No Title*). In the covers of 2016, 2017, 2018, and 2019 edition of *TIME* magazine, there are various kinds of signs presented through the object contained in the cover. The researcher is interested in examining problems related to signs using theory by Pierce and focused on the cover, which presents Donald Trump. The presence of Donald Trump’s figure is also an interesting problem to study.

Donald Trump is the president of the United States who appointed since 2016. During his leadership, many policies caused various controversies in the community, exactly the policy for an illegal immigrant. Chacon said that after the campaign, and Donald Trump was elected to be president, the topic of immigrants was very interesting to discuss in American politics (Callister et al.). On April 6, Attorney
General Jeff announced a new policy of "zero tolerance" for people who cross illegally to the U.S from Mexico (Vick).

The cover of *TIME* magazine on July 2, 2018, represents a child from an immigrant people. She stood in front of Donald Trump with a crying expression. There are facts behind the cover of *TIME* magazine, which presents Donald Trump. The picture takes by John Moore, a Pulitzer Prize-winning photographer. He saw a little girl who looked like the border patrol agent and asked about her mother in McAllen, Texas (May). The *TIME* website said that there are around 2,000 immigrant children separated from their parents because they violate Donald Trump's policies. Based on the previous explanation, the researcher interested in analyzing the semiosis process of *TIME* Magazine’s cover, aims to know and reveal the meaning of it. It is because Donald Trump is a figure who discussed because of the policies he made after being elected as American president.

B. Focus of the Study

The research focused on some cover illustrations of 2016, 2017, 2018, and 2019 editions of *TIME* magazines which presents the American president, Donald Trump, such as the edition of July 25, 2016, August 22, 2016, March 20, 2017, January 22, 2018, April 23, 2018, June 18, 2018, July 2, 2018, October 29, 2018, March 4, 2019, and April 8, 2019. This research uses the semiosis process of icon and symbol by Charles Sanders Peirce.

C. Research Questions

Based on the background and the focus of the study, there are two questions which formulated:

1. How is the semiosis process which appears on the *TIME* magazine cover of Donald Trump edition?

2. What is the meaning of icon and symbol of each *TIME* magazine cover of Donald Trump edition?
D. The Objectives of the Research
The objectives of the research are:
1. To know the semiosis process in each cover magazine based on Peirce theory.
2. To know and reveal the meaning of TIME magazine covers of Donald Trump edition.

E. Significances of the Study
The significance of the study classifies into two parts:
1. Theoretically, this research is expected to enrich present research in semiotics.
2. Practically, this research is expected to make a magazine reader pay more attention to the signs which appear on the cover of the magazine. In addition, readers will have in-depth knowledge of the signs contained on the cover of the magazine through the semiosis process. Besides that, this research is expected to be a reference and also can be a positive contribution for other researchers who have similar research, especially related to semiotics.

F. Research Methodology
1. The Method of Research
This research will use a qualitative method. It aimed at understanding an individual or group's meaning based on social phenomena. In a qualitative method, data collected inductively, and the researcher interprets the data. It focuses on individual meanings, and the final written report is usually flexible (Creswell 4).

2. The Instrument of Research
In this research, the classified datum collected in a data card. It is used to mark the data that have found. After that, the data in the data card will examine by the researcher.

3. The Units of Analysis
The units of analysis used in this research are ten covers magazine of TIME magazine. Those are cover magazine from the
4. The Technique of Data Collection

The data for this research collected by the bibliography technique (document technique). In the Bibliography technique, data is collected using written materials such as books, newspapers, magazines, and others. The data that has collected is then classified and categorized so it can be used to solve research problems (Nawawi and Hadari 69).

The steps of data collection in this research are:

1) The data are downloaded from the website (http://time.com/vault/) and then printed them.
2) The data are identified by the researcher, such as choosing images that present Donald trump on the cover of the magazine.
3) After the data identified, the researcher will be justifying the data, which is appropriate with the aim of the research.
4) The researcher will reduce the data that is not necessary.
5) Give an identity to every data that has downloaded, such as the date of publication of the magazine.
6) After the data are collected and have an identity, it analyzed by the researcher.

5. The Technique of Data Analysis

The researcher will be determining and explaining the data, which classified as icon and symbol using the triangle of Peirce. After that, the researcher describes the meaning of the cover magazine from the interpretant. Based on the technique of data analysis, this research will use a qualitative method. According to Wasito, when the research used a qualitative method, the non-statistical analysis is proper to analyzed the data (Wasito 89).
CHAPTER II
THEORETICAL FRAMEWORK

A. Previous Research

This research is a semiotic study using the theory of Charles Sanders Peirce. Many researchers analyzed similar research which uses Peirce’s theory of semiotics. First, the research with title Peirce’s Semiotics Analysis of Icon and Symbol on Perfume Advertisement, 2015 by Audia Eriana. She used the theory of Charles Sanders Peirce to analyze 29 advertisements which present 29 brands. She conducted this research to find the meaning contained in the advertisement and analyzed how the semiosis process uses Pierce’s theory. First, the researcher analyzed the icon and symbol of the ad. Then, the researcher analyzed the object of the two semiosis processes. Finally, the researcher got interpreters, which gave a clearer meaning to the advertisements studied. The difference between Eriana and this research is in the object of research. Eriana used advertising, while this research uses the cover of TIME magazine, which presents Donald Trump (Eriana).

Second, the research with title ‘X’-ing Out Enemies: TIME Magazine, Visual Discourse, and The War in Iraq, 2010 by Richard K.Popp and Andrew L.Mendelson. This research analyzed the issue of visual discourse in the Iraq war news, Abu Musab al-Zarqawi, on the cover of TIME magazine. Moreover, K. Popp and Mendelson examined the sign of the head crossed using the red "X" by using the semiotic theory to find out how the history of the "X" sign developed. The "X" in the TIME magazine cover used as a symbol of the fall of Saddam Hussein in 2003 and Adolf Hitler in 1945. The differences between K.Popp and Mendelson and this research located in the issue and also the theory. K. Popp and Mendelson examine the issue of visual discourse and semiotics, while this research analyzes the semiosis process. The theories which are used by K. Popp and Mendelson are the visual discourse and the semiotics
by Roland Barthes, while this research uses the semiotic theory by Charles Sanders Peirce (Popp and Mendelson).

Third, the research with title *Understanding the Media/Terrorism Relationship: An Analysis of Ideology and The News in TIME Magazine*, 2010 by Erin Steuter. This research wants to prove that the ideology which is built by conservative terrorism scholars is wrong. They developed an ideology which said that the media is a propaganda tool for terrorists and also shows activities about terrorism. Steuter wanted to show that such a claim was wrong ideology. She used quantitative and qualitative data from the *TIME* magazine in 1986 to prove it. As a result, Steuter found that there are even ways in which ideology manifested in the terrorism news: semantics, language, headlines, social and historical context, treatment of objectives, trivialization, and amplification of violence. The differences between Steuter and this research lies in the issue and also the theories (Steuter).

B. Theoretical Framework
1. Definition of Semiotics

   In a simple term, semiotics can be said to be the study of the signs surrounding us. However, a detailed definition of semiotics does not only learn about the sign but learns something beyond the sign itself. According to Chandler, semiotics is a science which is related to signs not only in everyday conversation but also semiotics learns something which relies on something else. In semiotics, the sign can form of words, images, sounds, gestures or objects. Semiotic is a science which studies how signs can form and how these signs are presented in reality (Chandler 2).

   The presence theory of signs has existed since ancient times and so on throughout the history of philosophy. For the first time, semiotics as a branch of philosophy refers to John Locke (1690), in his work entitled Essay Concerning Human Understanding (Chandler 3). However, there are two main leaders in contemporary semiotics,
namely Ferdinand de Saussure (1857-1913), a linguist who came from Switzerland, and Charles Sanders Peirce (Peirce read purse) (1839–1914) a philosopher from America. They explain the semiotic theory in different ways based on the background of the knowledge they have (Chandler 2). In his study, Saussure argues that "semiology" is a science that studies the role of a sign based on social life, whereas Pierce argues that 'semeiotic' is a 'formal doctrine of signs, ' which refers to logic (Chandler 3).

2. Charles Sanders Peirce’s Semiotic

Charles Sanders Pierce suggests three main components in semiotics, namely Representamen, Object, and Interpretant. The first component of a sign proposed by Peirce is Representamen. It is something which depends on someone for something in some sense. Usually, Representamen refers to somebody and delivers an idea on a person which relevance to the sign (Peirce 99). For example, when a person sees a rose, it is a representamen that will appear first in a person's mind which relevance to the reference. The second component of a sign proposed by Peirce is an object. Since referring to Peirce's thinking, our knowledge of something is not always absolute. That is, the object in semiotics does not always identify something to the original form of the object but can refer to something else (Merrell 28). Pierce said that objects could interpret as a sign that refers to something else. Chandler said that an object is something which exceeds the reference of the sign itself (Chandler 29). It can conclude if the object in semiotic proposed by Pierce is a sign where the sign is present not only raises an interpretation that is equivalent to the sign itself, but a sign can refer to something beyond the referent. For example, when someone sees a rose, the original form of a rose itself can be said to be an Object. The third component of a sign proposed by Peirce is the Interpretant. He argues that Interpretant is how signs can be formed (Peirce 99). For example, when someone
hears or sees a rose, they will interpret it as a symbol of love, roses have thorns, and so on. Whereas Merrell argues that Interpretant is the meaning of a sign. It becomes a connector and also a mediator between Representament and also Object. The term mediator means that an Interpretant is related to each other with the other two sign components, such as Representamen and Object. These three components are very important components in a sign and are also interrelated with each other. If a sign wants to be a unity, there must be three component elements which mentioned by Peirce, such as Representamen, Object and Interpretant (Merrell 28).

Diagram 2.1 (Cobley and Jansz, 28)

In more detail, Peirce explained the three components in the book entitled Philosophical Writing of Peirce. He said:

“A sign, or representamen, is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representamen” (Peirce 99).
According to the previous explanation of three important components in a sign, Representamen, Objects, and Interpretants have an important role in a sign. In semiotics, the three components are a complement and connected. The three components mentioned by Peirce have their respective functions. The semiotics process in a sign can be determined and also explained clearly if the three-component exists.

In Merrell, provides an example of the three components proposed by Pierce. He gave an example of Representamen as the smoke that appeared over a silver-tipped spruce cluster in the Rocky Mountain National Park in Colorado. In this case, the forest guard will conclude a sign. After that, an Object will appear in the mind of the forest guard, and if there is smoke, a fire will appear, in this case, the fire will be an Object. Then there is a mediator between the Representamen, and also the Object called the Interpretant. It will unite the Objects and Representamen to form a concept of a dangerous situation that is happening, which will then produce an action (Merrell 34).

Peirce argued if the three components described earlier refers to trichotomies of signs. Then, each trichotomy of this sign is again classified by Peirce based on three parts. Peirce states if the sign divided into three parts trichotomy. The first division of trichotomy sign based on the sign itself refers to quality, facts and general law. The second division of the trichotomy sign based on the relationship of the sign to the object. The third division of trichotomy sign based on interpreters that present the possibilities, facts, and reasons for the signs (Peirce 101).

Based on the division of the first trichotomy sign, the sign classifies into three, namely:
1. Qualisign is the quality of a sign (Peirce 101). In this case, the quality relates to the sense or feeling developed in mind. For
example, the shade of maroon, the smell of attar, the sound of the whistle from a railway, the nature of the feeling love, etc. (Peirce 80).

2. Sinsign is the actual existence of a sign or sign that refers to reality (Peirce 101). For example, smoke is the Sinsign of fire. In this case, smoke is a sinsign because smoke is an actual existence of fire, which refers to reality (Stanford).

3. Legisign is a law contained in a sign. This law form by humans (Peirce 102). For example, traffic signs made by humans are a sign of priority (Stanford).

Based on the second trichotomy division, the sign classifies into three, namely:

1. Icon is the relationship of a sign with its object, where the object usually shows the nature of the character or belonging to the object itself. Thus, it can interpret that the object possessed by the icon has similarities to the sign (Peirce 102). For example, a photograph of Churchill is an icon of the original item (Merrell 31).

2. Index is a sign that refers to an object where the sign has properties that are affected by the object (Peirce 102). Merrell argues that index is a sign that has a relationship with an object through several causal relationships. For example, for firefighters, if they see smoke, it is an index of fire (Merrell 31).

3. Symbol is a relationship between a sign and an object based on a law which usually consists of general ideas. The law that applies in this case usually causes a symbol to be interpreted based on the object's reference (Peirce 102). For example, the V sign for peace, words, sentences, greek letters representing constants in math and science, a knowledge system of society examples of symbols include: term, equations and formulate (Hamel 193-194).
Based on the division of the third trichotomy sign, the sign classifies into three, namely:

1. Rheme is a possible sign from Interpretant that produces a possible sign that is qualitative. Rheme usually gives some information about the sign itself (Peirce 103). For example, there is a picture which presents a portrait, but the picture does not have a clue at all about the identity of the object, then a whole class of possible object will appear that will show various kinds of portrait objects that are similar to the object (Everaert-Desmedt). It can conclude that Rheme, in this case, is a possibility that will appear in a sign which can be interpreted differently depending on each interpretation. From the previous example, each person will show a variety of different portraits which match the images in their minds.

2. Dicent sign is a sign from Interpretant that refers to reality. Usually, the dicent sign describes a fact which interprets as a clue (Peirce 103). For example, there is a picture which shows a portrait of someone who has no identity so that the interpreter will conclude the possibility from the picture" (Everaert-Desmedt). In this case, a sign determines the interpreter's mind through understanding that focuses on the features or instructions used in marking an object (Stanford).

3. Argument is a sign of interpretant based on the law (Peirce 103). The argument focuses on the thinking of interpreters of conventional features that have a relationship with an object. In addition, Argument makes interpreters understand signs as part of the rules of knowledge and sign systems, and so on (Stanford). For example, the installation of sign "wet floor" on the market’s floor that had just clean, the sign was installed because the floor that had just clean was very slippery and could harm people who
passed the floor. So the sign "wet floor" is installed to remind other people not to cross the floor to avoid the accident.

In addition to trichotomy signs, Pierce also provides a category on signs called firstness, secondness, and thirdness. "It makes up Peirce’s categories by means of which semiotics - the process of signs of becoming signs - is qualified and cognized by way of semiotics - the process of rendering meaningful signs. Peirce developed the categories to account for the feeling, sensation, experience, and conceptualization of signs " (Merrell 32).

Pierce explained that the first sign category consists of the quality of a phenomenon. Then the second, the category of signs, consists of facts about a phenomenon. And the last is the third sign category consist of phenomena consisting of law (Peirce 77-78).

The following are further explanation of the category of signs proposed by Peirce:

1. Peirce said that Firstness is a mode of being consisting of subjects, where Firstness does not refer to anything other than the subject. In addition, Peirce said that Firstness is a possibility that appears in the mode of being (Peirce 76). Firstness consists of the quality of an event such as red, bitter, tedious, hard, heartrending, noble, and so on. Quality in firstness can also be colors and the musical sounds, form a well-understood system. Besides that, it does not have a perfect identity but only has a similarity to identity and independent (Peirce 77). Short says that firstness can be a feeling or a form of an object. He gives an example that when we hear the whistle of the train at night, without having to look at objects or objects, we can conclude that the sound might come from a train. In this case, we can bring up a train object in mind without having to look at the object that caused the sound (Short 75).
2. Secondness, according to the category of signs consisting of facts about a phenomenon. Peirce said that actuality is an event that has something to do with the state of the universe. He argues that actuality is something abstract and has no reason. Peirce gives an example for secondness, which is when someone puts his hand on his friend's shoulder and pushes his friend to the door to force the door open, so in this case, two awareness such as effort and resistance, both of which approach the pure sense of actuality. This event takes into account how both objects, in other words, secondness require other references outside the object (Peirce 75-76). Secondness refers to a causal relationship; besides that, the main idea of secondness is reality. Secondness demands resistance through recognition and not just the formation of a thought (Peirce 79). Another example of the explanation of secondness is when we hear the whistle of the train at night, the sound is very disturbing to the mind and also distracts. In this case, there is an effort and also resistance, which gives the perception that the very loud sound of the whistle comes from the train (Short 77).

3. Thirdness according to category consisting of phenomena consisting of law. Peirce said that thirdness is a mode of being which consists of facts that will determine a general character (Peirce 77). In this category, thirdness acts as a mediating between firstness and secondness. The main idea in thirdness is more difficult to be aware of and must be very careful analysis. In addition, a study of several ideas is needed to determine thirdness. In addition, thirdness also has an important role in philosophy or science (Peirce 80).

Merrell concluded that firstness is a possibility (a might be), secondness is actuality (what is), and thirdness is a potentiality, probability, or necessity (what could be, would be, or should be, given a certain set of conditions (Merrell 34). In addition, Merrell also
described the category of signs proposed by Peirce. He gives examples taken from everyday life. He illustrates that firstness is like in a poem that contains several lines as marks on a paper, which can indicate a 'possibility' for some reading somewhere and somewhen by some poetry lover. Furthermore, secondness is described as the actual reading and also the relationship between the mindset and also the readers' memories of the poem. The last is thirdness described as the interaction between the reader and the poem itself, which can produce certain meanings for himself.

<table>
<thead>
<tr>
<th>Trichotomy</th>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td>Of the Representamen</td>
<td>Of the relation to Object</td>
<td>Of relation to Interpretant</td>
</tr>
<tr>
<td>Firstness</td>
<td>Qualisign</td>
<td>Icon</td>
<td>Rheme</td>
</tr>
<tr>
<td>Secondness</td>
<td>Sinsign</td>
<td>Index</td>
<td>Dicent</td>
</tr>
<tr>
<td>Thirdness</td>
<td>Legisign</td>
<td>Symbol</td>
<td>Argument</td>
</tr>
</tbody>
</table>

Source: (Nöth 45)

In addition, in Peirce’s theory regarding the semiosis process, Peirce states that semiosis is an unlimited process. Semiosis can continue through interpretant, which can become new representamen, and so on (Hoed 9). However, this unlimited process can be limited. According to Eco’s (in Hoed, p.103), The meaning of sign depends on the "individual autonomy" (the ability to interpret) can defeat "supra-individual principles" (values and norms in a culture that dominate human behaviour). In conclusion, when individual autonomy is defeated and obey to supra-individual principles, the semiosis process can end especially interpretant (Hoed 103).
CHAPTER III
DATA ANALYSIS

A. Data Description

Based on the unit analysis, this research used to analyze ten selected covers magazine of TIME. Those covers take from the website of www.time.com. Finally, those all the covers magazines become the corpus of this research. The table below is the data which have obtained and will analyze in this research.

Table 3.1
The Cover of Time Magazine

<table>
<thead>
<tr>
<th>Title</th>
<th>Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Trump’s War on Washington</td>
<td>March 20, 2017</td>
</tr>
<tr>
<td>4. Year One</td>
<td>January 22, 2018</td>
</tr>
<tr>
<td>5. Stormy</td>
<td>April 23, 2018</td>
</tr>
<tr>
<td>6. King Me</td>
<td>June 18, 2018</td>
</tr>
<tr>
<td>7. Welcome to America</td>
<td>July 2, 2018</td>
</tr>
<tr>
<td>8. The Wave Maker</td>
<td>October 29, 2018</td>
</tr>
<tr>
<td>9. Knock, knock...</td>
<td>March 4, 2019</td>
</tr>
<tr>
<td>10. Just Singin’</td>
<td>April 8, 2019</td>
</tr>
</tbody>
</table>

In this chapter, the researcher used a qualitative method to analyze the data. The researcher giving the semiosis process then explains each datum to reveal the meaning. The semiosis process refers to Peirce’s Theory, such as trichotomy of sign focused on the second division (icon, index, and symbol). It refers to Nöth's statement that says that in analyzing the advertisement only focuses on icons and symbols. Icons are images in advertisements, index is cause and effect, and symbols are the
language, brand names, trademarks, and visual logos of the advertisement (Nöth 480). This study only analyzes the icons and symbols contained in advertisements, and index is not analyzed because it requires deep analysis.

B. Data Analysis
   a. Semiotics Process of Icon and Symbol Analysis
      1. The Cover of Time Magazine July 25, 2016

The magazine cover above presents Donald Trump, who is sitting on a chair and facing to the white background which inscribes “the president January 20, 2017”. It uses white as the background color and also gives the "gut check" tagline on the right side. The story behind the cover was about Trump, who was campaigning in Roanoke, Virginia. In his campaign, Trump said that he would not take a nap while he had elected as president, and also he said that Hillary Clinton considered as "low energy.” It is said by Trump as his strategy in the campaign for his previous rival, Jeb Bush. The Cover magazine also contains the news about Trump, who insinuated and threatened Ted Cruz (lawyer and U.S Senator). It happens because he declared the refusal to vote for Trump (TIME, No Title).
   a. Semiosis Process of The Icon from Cover Magazine
From the cover magazine above, the researcher finds the Icon, which is presented through the white color as the background of the cover and also Donald Trump, who is sitting and facing it. White means dead, empty, flat, meager, bare, sterile. It lacks of power and shows warmth feeling (Kouwer 96). Furthermore, the white background is a depiction of the White House with a frame for the next elected president. Meanwhile, the depiction of Donald Trump who is facing to white background, it can be interpreted that he wants to face or occupy an empty government at the White House. The semiotics process on the cover of the magazine above consists of three components. First, the image which classifies as representamen (R), second, the representation such as empty and also Trump who is facing to the background classifies as an Objects (O) and the last relationship between the representamen and the object will produce an interpretant (I), as explained in the diagram below:

**Diagram 3.1**

b. Semiosis process of symbol from the cover magazine

On the cover of the magazine above, the researcher finds a symbol which presents through the "gut check" tagline. The word “gut check” has the meaning of "a test or assessment of courage,
character or determination” (Merriam-Webster Dictionary). It is in accordance with the existing context where Trump, as a presidential candidate, predicts that he would occupy the government. The tagline on the cover of the magazine above is representamen (R), while portrayals such as assessment of courage, character, or determination are objects (O), and the relationship between representamen and object will produce interpretant (I). As explained in the diagram below:

Diagram 3.2

Based on the analysis of the semiosis process of the icon, the symbol, and also the story behind this cover, a conclusion can draw regarding Donald Trump's leadership. On the cover of this magazine shows the assessment of Trump's courage in predicting his victory as president on January 20, 2017. In addition, Trump describes as ready to face and also occupy an empty government in America. It presents through Trump who is sitting and facing to the white background, which indicates if the background is a depiction of the White House because there is a frame of the next elected American president.
2. The Cover of Time Magazine August 22, 2016

![Time Magazine Cover](image)

The cover magazine above presents the face of Donald Trump, who portrays in a cartoon form. Donald Trump's face on the cover magazine above looks melting. In addition, it uses black as the background color and uses the "meltdown" tagline on the left. The story behind this cover was about Donald Trump, who was experiencing great difficulties before the election began. Trump experienced a lot of problems, such as a fight with top republicans, the parents of several Muslim American soldiers. Then, Trump invited Russian Hackers to find the missing Hillary Clinton's email. And the last, the problem of jokes about gun enthusiasts who can stop or kill his rivals using the gun, which caused a reduced voice of support for Trump at the polls (MacAfee).

a. Semiosis process of the Icon from the cover magazine

From the cover of the magazine above, the researcher finds the icon which presents through Donald Trump's face which looks melting, and also the background of the magazine uses black color. Black means lurking, creepy, and black as a color which describes all obscure forces, mysterious, unknown, and influential, which threatens us from the dark (Kouwer 91). The portrayal of Donald Trump's face which looks melting means Donald Trump's leadership depicts as experiencing a change in form or character.
The semiotics process on the cover of the magazine above consists of three components. First, the image which classifies as representamen (R), second, representation of frightening and also change classifies as an Object (O), and the last relationship between representamen and object will produce interpretant (I), as explained in the diagram below:

Diagram 3. 3

b. Semiosis process of symbol from the cover magazine

On the cover of the magazine above, the researcher finds a symbol which presents through the "meltdown" tagline. The word meltdown means a very fast collapse or failure, a very fast loss of emotional self-control (Merriam-Webster Dictionary). It based on what happened to Trump. Meltdown is like something that changes very fast and cannot be avoided or prevented. The tagline on the cover of the magazine above is representamen (R), while the depiction such as a very fast loss of emotional self-control is an object (O), and the relationship between representamen and object will produce an interpretant (I) As explained in the diagram below:
From the analysis of the semiosis process of the icon, the symbol, and also the story behind this cover, it can conclude if the cover of this magazine shows Donald Trump, who considers as a frightening leader because of the words and actions taken by him. In addition, the cover of the magazine above illustrates Trump, who experiences a very fast loss of control because of taking actions, which causes Trump to experience a very fast failure.

3. The Cover of Time Magazine March 20, 2017

The cover magazine above presents Donald Trump, who leans against the Washington monument and holds a cellphone. Behind Donald Trump is the white house, which is a government building in
America. There are grey clouds and the tagline "Trump's war in Washington" on the background of the magazine. The story behind this cover was about Trump's accusations against Barack Obama written via Twitter. The accusation includes Trump's suspicion of Obama, who 'tapped wires' in Trump Tower just before the victory (Calabresi).

a. Semiosis process of icon from the cover magazine

From the cover magazine above, the researcher finds the icon which is presented through grey clouds and also Donald Trump, who leans on the cracked Washington monument and holds the cellphone. Grey color means worry and anxiety (Kouwer 132). While cloudy clouds can interpret as a disaster. In that picture, Donald Trump is standing and holding the cellphone next to the cracked Washington monument. It can conclude that the tower is a symbol of Trump tower, which damages because of tapping by hackers, and Trump who holds the cellphone means he writes the status on twitter about accusations against Obama. The semiotics process on the cover of the magazine above consists of three components. First, the image contained in the cover of the magazine above is representamen (R), second, the depiction such as worry, disaster and damage are the object (O), and the last relationship between representamen and object produce interpretant (I), as explained in the diagram below:

Gray color background and also Donald Trump who is leaning and holding beside the cracked Washington monument (R)

Worry, disaster and damage (O)

The cover of Time magazine March 20, 2017 edition wants to give an overview of Donald Trump which experiences the damage of Trump Tower, it causes disaster and worry in the community due to the accusations which had been written via twitter to Obama (I)
b. Semiosis process of symbol from the cover magazine

From the cover magazine above, the researcher finds a symbol presents through the tagline "Trump's war in Washington". The word ‘war’ means a situation in which people or groups compete with or fight against each other (*Merriam-Webster Dictionary*). The word "war" refers to actions that cause a fight that would occur between Trump and Obama. The tagline on the cover of the magazine above is representamen (R), while the description like a fight against each other is an object (O), and the relationship between the representamen and the object will produce an interpretant (I). As explained in the diagram below:

![Diagram 3.6](image)

From the analysis of the semiosis process of the icon, the symbol and also the story behind this cover shows Donald Trump, who annoyed because of the Trump Tower damage by the hacker. Trump accused Barack Obama of this case, and Trump wrote the accusation through his status on Twitter, it raises a fight against each other. Besides Donald Trump's actions, are considered to cause a disaster and also worry in the community or government.
4. The Cover of Time Magazine January 22, 2018

The cover of the magazine above presents Donald Trump’s cartoon which describes as a fire on the head. In addition, the use of black choose as the background of the magazine cover, and there is also the tagline "year one" on the right. The story behind this cover was made during the anniversary of Trump's inauguration and also a response to Michael Wolff's explosive book "Fire and Fury." The depiction of this cover inspired by the book Fire and Fury and also the innovation looking back to the past year. The fire depicts on the cover was also inspired by Trump's statement in the Wolff's book entitled "Trump's statement that North Korea would be met with fire and fury like the world never imagine if Korea continued to the ballistic missile trials to Amerika (Begley). This sentence arises because North Korea conducted ballistic missile trials and also a nuclear program that would fire at the U.S. military base, which makes Trump anger.

a. Semiosis process of the icon from the cover magazine

From the cover magazine above, the researcher finds the icon which presents through the use of black as the background, Donald Trump’s head depicts like a fire. Black means lurking, creepy, and black can also be said to be a color that describes all obscure forces, mysterious, unknown, and influential that threatens us from the dark (Kouwer 91). The next icon presents through the
depiction of Donald Trump's head that is like fire. In this case, it can conclude that fire is a symbol of anger. The semiotics process on the cover of the magazine above consists of three components. First, the image which classifies as representamen (R), second, the depictions of frightening and also anger are an object (O), and the last relationship between representamen and object will produce interpretant (I), as explained in the diagram below:

Diagram 3. 7

b. Semiosis process of symbol from the cover magazine

From the cover magazine above, the researcher finds a symbol which presents through the tagline "year one." The word “year one,” in this case, refers to Donald Trump's leadership who had just one year after being elected as president. In this case, the tagline on the cover of the magazine above is representamen (R), while understanding such as the anniversary of Trump as a president is an object (O), and the relationship between representamen and object will produce interpretant (I). As explained in the diagram below:
From the analysis of the semiosis process of the icon, the symbol, and also the story behind this cover, it shows Donald Trump, who experiences anger against North Korea and threatens the country. In addition, Trump's leadership depict as frightening leadership in dealing with every problem because Trump will threaten anyone who challenges him.

5. The Cover of Time Magazine April 23, 2018

The cover of the magazine above presents Donald Trump, who was sitting in the middle of a storm, and some papers were flying because of being hit by a storm. The color background used on the magazine cover is blue, and there is a "stormy" tagline at the top. The story
behind this cover was about depictions of chaos that occur inside the White House. The endless news flood hit the White House, like a shooting scandal, chaos, which filled every news cycle (Gurney and Pine).

a. Semiosis process of the icon from the cover magazine

From the cover magazine above, the researcher finds the icon which presents through blue color as the background cover and also Donald Trump, who sits in the middle of a storm, and some papers fly because of being hit by the storm. Blue has the meaning boring, dull, indifferent, and goes back to the same characteristics: blue has little to say and disappoints those who expect to see something active, something rich (Kouwer 115). Next, the icon which presents through a storm which occurs in the middle of Donald Trump. It can conclude that it can be a symbol of disaster. The papers which fly are a description of the tasks neglected by the storm. The semiotics process on the cover of the magazine above consists of three components. First, the image contained in the cover of the magazine which classifies as representamen (R), second, the depictions such as disappoint and disaster are object (O), and the last relationship between representamen and object will produce interpretant (I), as explained in the diagram below:

Diagram 3. 9

The cover of Time magazine April 23, 2018 the edition wants to give an overview of Donald Trump's leadership which disappoint and cause lot of problems which result Trump's duties in government neglected (I)
b. Semiosis process of symbol from the cover magazine

From the cover magazine above, the researcher finds the symbol through the "stormy" tagline. The word “stormy” means full of anger, shouting, etc. (*Merriam-Webster Dictionary*). It refers to the story behind the cover, where the word "storm" is a depiction of a disaster which causes a lot of anger and also shouting. The tagline on the cover of the magazine above is representamen (R), while the depiction is like full of anger, shouting is an object (O), and the relationship between representamen and object will produce interpretant (I). As explained in the diagram below:

![Diagram 3.10](image)

From the analysis of the semiosis process of the icon, the symbol, and also the story behind this cover showed when Trump elected as president, the white house experiences a lot of problems. Scandal and chaos, which occurred in the government, cause disappointment among the people. In addition, the storm experienced by the White House causes the government’s work neglect because of the never-ending storm which occurs in the White House.
6. The Cover of Time Magazine June 18, 2018

The cover of the magazine above presents Donald Trump, who is facing a mirror which presents different reflection from the original. In the original appearance, Donald Trump uses neat clothes such as presidential clothing in general. Meanwhile, the reflection reflected by the mirror reveals the appearance of Donald Trump, who uses the king's clothing. It is related to the title displays in the magazine, "King Me." On the background of the magazine cover above, the use of grey is the most dominant color. The story behind this cover was about the political attack launched by the White House against Robert Mueller (lawyer and government official serves as the six directors of the Federal Bureau of Investigation), who wants to investigate Russia's interference in the 2016 presidential election (TIME, The Story Behind TIME's Trump "King Me" Cover).

a. Semiosis process of the Icon from the cover magazine

From the cover of the magazine above, the researcher finds the icon which presents through a sign on the background of a black and Donald Trump who dressing like a king. Grey color as the background of the cover magazine. Grey color means worry and anxiety (Kouwer 132). Meanwhile, the icon presents through Trump, who uses a robe that is usually used by the king, and
Trump uses the king’s crown. It raises a dashing impression and also the power which described through the character Donald Trump. The semiotics process on this cover of the magazine consists of three components. First, the image contained in the cover of the magazine which classifies as representamen (R), second, the representation such as anxiety, manly and also powerful belongs to the object (O), and the last relationship between representamen and object produce interpretant (I), as in the explanation of the diagram below:

The cover of TIME magazine presents Donald Trump who is in the mirror and describes it as the king in the mirror reflection, besides that the gray color is used as the background color of the magazine cover (R)

Worry, anxiety, manly and powerful (O)

The cover of Time magazine June 18, 2018 edition wants to give an overview of Donald Trump's leadership, such as manly and have a powerful, and also it wants to present Trump who feels worried about Mueller's investigation (I)

Diagram 3. 11

b. Semiosis process of the Symbol from the cover magazine

From the cover magazine above, the researcher finds a symbol presents through the tagline displayed in it, such as the word "king me." The word “king” means "a man who is highly respected and very successful or popular" (Merriam-Webster Dictionary). The word “king me” relates to Trump, who wants to treated like a king. The tagline "King Me" belongs to the category of representamen (R) while the representation of a highly
respected and very successful or popular is an object (O), and the relationship between the representamen and also the object will produce an interpretant (I) as explained in the diagram below:

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Diagram 3.12
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From the analysis of the semiosis process of the icon, the symbol, and also the story behind this cover, a conclusion can draw regarding Donald Trump's leadership. The cover of this magazine shows the fear experienced by Trump shows through political attacks on Mueller. In addition, Trump, who sees himself wearing a king's attire, is a symbol where he wants people surroundings him highly respect him, it reinforces by the "king me" tagline.

7. The Cover of Time Magazine July 2, 2018 Edition
The cover of the magazine above shows two people who are facing each other, the first is American President Donald Trump, who describes as an adult, and the second is the presence of a crying child in front of Donald Trump. The cover uses a red background, and there is the title "Welcome to America" at the top left of the magazine cover. The story behind this cover is about the two years old Honduran girl. She cried because her mother arrested in McAllen, Texas. The cover of this magazine wants to show the strength of the image of Donald Trump's policy that will separate children from their parents who arrested because of illegally entering American (TIME, The Story Behind TIME's Trump “Welcome to America” Cover).

a. Semiosis process of the Icon from the cover magazine

From the cover of the magazine above, the researcher finds the icon which presents through a sign of the red color background, the presence of Donald Trump and also a child who stands in front of him. Red means physical courage, strength, warmth, energy, basic survival, stimulation, masculinity, excitement, defiance, aggression, visual impact, and strain (Wright). The use of the red background on this magazine’s cover has a connection with Donald trump's leadership who is courageous and also firm in making all policies in his government. The next icon is Donald Trump and also the crying child who presents as the model in the cover of Time magazine above. A crying child represents of immigrants who are crying because of Trump's inhumane policies The semiotics process on the cover consists of three components. First, the image contained in the cover of the magazine which classifies as representamen (R), second, the representation such as courage, inhumane policy is an object (O), and the last is the relationship between representamen and object will produce an interpretant (I), as in the description of the diagram below:
b. Semiosis process of the Symbol from the cover magazine

From the cover magazine above, the researcher finds a symbol which presents through the tagline displayed on it, such as the word "welcome to America". The word “welcome” means "to greet (someone) in a warm and friendly manner, to receive or accept (something) with happiness or pleasure" (*Merriam-Webster Dictionary*). The word "Welcome" refers to Donald Trump's attitude, which allows someone to come or do something in America. The tagline "welcome to America" belongs to the category of representamen (R) while the representation of greet someone or to accept something with happiness and pleasure is an object (O), and the last relationship between the representamen and also the object will produce an interpretant (I) as explained in the diagram below:
From the analysis of the semiosis process of the icon, the symbol and also the story behind this cover, a conclusion can draw regarding Donald Trump's leadership. The cover of this magazine shows Donald Trump, who dares to respond to everyone who violates the policies he had made. Besides that, on this cover describes Donald Trump who greet anyone to live in America with pleasure but this response has negative impact for the immigrant. Furthermore, the cover describes Donald Trump's courage in overcoming people who violate his policies.

8. The Cover of Time Magazine October 29, 2018 Edition

Diagram 3. 14

The cover of Time magazine July 2, 2018 edition would like to give an overview of Donald Trump’s leadership, he greet anyone to live in America with pleasure but this response has negative impact for the immigrant (I)

“welcome to America”

to greet someone or to accept something with happiness and pleasure (O)
The cover of the magazine above presents Donald Trump, who runs because there is a wave which inscribes "I vote" behind him. The color background of the cover used blue color, besides that there is the tagline "the wave makers" on the right. The story behind this cover was about "how the anti-Trump resistance is organizing its outrage". Carolyn Eberly is a former chemist at the local library. She was the main talk because she was the person who forms the organization refusing to vote for Trump because she was disappointed with Trump (Alter).

a. Semiosis process of the icon from the cover magazine

From the cover magazine above, the researcher finds the icon which is presented through the use of blue as the background and also Donald Trump who runs because there is a wave behind him with the words "I vote". Blue means boring, dull, indifferent, go back to the same characteristics: blue has little to say and disappoints those who expect to see something active, something rich (Kouwer 115). The next icon which presents through Donald Trump who is running avoid the wave which inscribes "I vote". It can conclude that the wave is a description of people who have chosen Donald Trump; this is reinforced by the writing "I vote". The semiotics process on the cover of the magazine above consist of three components. First, the image contained in the cover of the magazine which is classified as representamen (R), second, the depictions such as disappoint from people who have chosen Trump is an object (O) and the last relationship between representamen and object will produce interpretant (I), as explained in the diagram below:
b. Semiosis process of symbol from the cover magazine

From the cover magazine above, the researcher finds a symbol which presents through the tagline "the wave makers". The word “wave” has the meaning to move your hand or something held in your hand in a repeated motion to signal or greet someone (Merriam-Webster Dictionary). It refers to movements carried out by Trump supporters; it occurred continuously as well as waves in the ocean. The tagline on the cover of the magazine above is representamen (R), while portrayals such as move something held in your hand are object (O), and the last relationship between representamen and object will produce interpretant (I). As explained in the diagram below:

Diagram 3. 15

Blue background and also the wave behind Trump (R)

Disappoint and also wave (O)

The cover of Time magazine October 29, 2018 edition wants to give an overview of Donald Trump's leadership which disappoints (I)

Diagram 3. 16

The wave maker (R)

move something in order to signal someone (O)

The cover of Time magazine October 29, 2018 edition wants to give an overview of Donald Trump who got a signal from his voters who made an anti-trump movement (I)
From the analysis of the semiosis process of the icon, the symbol and also the story behind this cover, it presents a description of how Trump voters are trying to give a warning to him and create an anti-trump organization movement. They feel disappointed overall Trump's actions which often cause a lot of controversies. However, in the cover of this magazine, Trump is described run away from the "waves" made by his voters.


The cover of the magazine above presents Donald Trump, who is sitting in his room. Behind Trump, some people stand behind a window with yellow curtains with various expressions. The cover magazine presents a tagline “knock-knock” in the left side of the cover. The story behind this cover was about the election of presidential candidates in 2020. Many argue that there is no stronger opponent than Trump. Democrats say that Trump is a threat to American democracy. This cover shows possible challengers Donald Trump in the 2020 election watching Donald Trump through the office window (Moran, Donald Trump’s 2020 Challengers Peer Through Oval Office Window On New Time Cover).
a. Semiosis process of the Icon from the cover magazine

From the cover of the magazine above, the researcher finds an icon which presents through the color of curtains, a window behind Donald Trump and also the facial expressions of the people behind the window. Yellow means the color of base desires, from immoral pleasures (Kouwer 113). Furthermore, the icon which presents through a window behind Donald Trump shows various kinds of expressions from his challengers. The semiotics process on the cover of the magazine above consist of three components. First, the image contained in the cover of the magazine which classifies as representamen (R), second, the representation such as desire, immoral pleasure belongs to the object (O), and the last relationship between representamen and object will produce interpretant (I), as in the explanation of the diagram below:

```
The cover of TIME magazine presents Donald Trump who is in the office, behind Donald Trump there is a yellow curtain and also a window which shows various expressions of trump’s challengers (R)

Desire, immoral pleasure, various kinds of responses shown by the challengers (O)

The cover of Time March 4, 2018 edition wants to give an overview of Donald Trump's desire in 2020 election and also gives various kind of responses shown by the challengers (I)
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Diagram 3. 17

b. Semiosis process of the Symbol from the cover magazine

From the cover of the magazine above, the researcher finds a symbol which presents through the tagline displayed on the cover
of the magazine above, such as the word "knock-knock". The word “knock” has a meaning "to hit the door with the knuckles of your hand or with a hard object" to get people ‘s attention" (*Merriam-Webster Dictionary*). It refers to the context which appears on the cover of the magazine, and the word "knock-knock" is the same as when we visit a house, we knock on the door of the house to get the attention. The tagline "Knock Knock" belongs to the category of representamen (R) while the representation of hit something with knuckles of your hand in order to get attention classified as an Object (O), and the last relationship between the representamen and also the object will produce an interpretant (I) as explained in the diagram below:

![Diagram 3. 18](image)

From the analysis of the semiosis process of the icon, the symbol and also the story behind this cover, a conclusion can draw regarding Donald Trump’s leadership. The cover of this magazine shows regarding the election in 2020. Many challengers will follow the election in 2020, but none of them can compete with Donald Trump. The challengers also tried to get the attention of the public that they too deserved to advance as presidential candidates. Donald Trump and the possible challengers have the desire to compete for the presidency in the 2020 election.
The cover of the magazine above shows Donald Trump walking in the rain and using an umbrella with a cheerful expression. The cover of the magazine above uses grey clouds as the cover's background. At the top right, there is also a little bright cloud. Furthermore, there is a tagline “just singing the Trump reboot” on the left side. The story behind this cover is about the special advisory investigative conclusion Robert Mueller (lawyer and also government official who served as the sixth Director of the Federal Bureau of Investigation) who reportedly found no evidence of collusion between the Russian and Trump campaigns in 2016 (Moran, Donald Trump Is “Singin” In The Rain’ On Time Magazine’s New Cover).

a. Semiosis process of the Icon from the cover magazine

From the cover of the magazine above, the researcher finds the icon which presents through a sign of grey clouds and bright clouds in the upper right, rain, and also Donald Trump who walks in the rain using an umbrella with a cheerful expression. Grey color means worry and anxiety (Kouwer 132). Whereas the clouds can conclude as the depictions of cases which are still unclear and the bright clouds are the bright spots of the case. Meanwhile, the icon
which presents through rain falling in the white house area means an impression of sadness. The last icon which presents through Trump, who uses an umbrella with a cheerful expression. In this case, the umbrella is a protector used by Trump. The semiotics process on the cover of the magazine above consist of three components. First, the image contained in the cover of the magazine which classifies as representamen (R), second, the representation such as worry, sadness and protection are object (O), and the last relationship between representamen and object will produce interpretant (I), as in the explanation of the diagram below:

b. Semiosis process of the Symbol from the cover magazine

From the cover of the magazine above, the researcher finds a symbol which is presented through the tagline on the cover
magazine above, such as the word "just singin’ the Trump reboot". The word “sing” means "make a yell winning or whistling sound" (Merriam-Webster Dictionary). The word "just singing" refers to Trump's description of happiness towards the final of the accusations made against him. And the word “Reboot” means to start (something) anew: to refresh (something) by making a new start or creating a new version (Merriam-Webster Dictionary). The tagline "just singing the Trump reboot" belongs to the category of representamen (R) while the representation which presents through the tagline are to make a shrill winning or whistling sound, and making a new start or creating a new version are an object (O), and the last relationship between representamen and object will produce an interpretant (I) as explained in the diagram below:

Diagram 3. 20

From the analysis of the semiosis process of the icon, the symbol and also the story behind this cover, it can conclude if grey clouds indicate the case of collusion between America and Russia
is not yet clear. After Mueller reported the case, a bright spot concluded if the case was not proven. It made Mueller sad and also worried because the case he proposed was not proven. On the cover of this magazine, Trump describes as someone who is protected against the case and feels happy for his victory.
A. Conclusion

Based on the research questions, the researcher finds ten icons and also ten symbols obtained from ten TIME magazine covers refer to Peirce’s Theory. From those icons and symbols, the researcher got the meaning of TIME magazine cover, which presents Donald Trump. From the research finding, the researcher concluded that Donald Trump’s leadership tends to be negatives are dominant than positives. The negatives are frightening (picture 2 and 4), causing a lot of chaos and also disasters for America (picture 3 and 5). He also wants to get high respect from others (picture 6), decisive (picture 7), disappointing (picture 8), full of desire (picture 9) and tricky (picture 10). And the positives are a confident and brave leader (picture 1 and 7). The researcher also found that the pictures (icon) and the languages (symbol) helps the researcher gets the meaning of covers magazine.

Furthermore, analyzing the sign using Charles Sanders Peirce's theory can be used to understand the message contained in the advertisement, especially magazine covers. Consumers can understand aware of how the implied meaning presents through the sign contained in the advertisement.

B. Suggestion

The researcher realizes that there are still gaps in this research which should be improved. Therefore, the researcher would like to suggest other researchers who want to conduct similar research.

The other researchers can use semiotics analysis using approaches such as Ferdinand de Saussure or Roland Barthes approach. In addition,
the object of study is not only in the form of magazine covers, but there are also other types of advertisements which can be investigated, such as perfume advertisement, the billboard of events, and other kinds of advertisement.
WORKS CITED


TIME. *No Title*. www.substime.com.


