

**CULTURAL REPRESENTATION IN THREE VARIOUS
COVER DESIGNS OF *HARRY POTTER AND THE
PHILOSOPHER'S STONE***



*Mencerdaskan dan
Memartabatkan Bangsa*

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**A Thesis Submitted in Partial Fulfillment of
the Requirement for the Degree of “*Sarjana Sastra*”**

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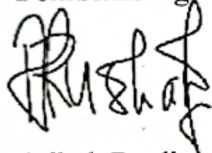
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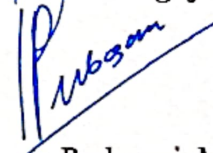
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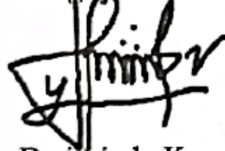
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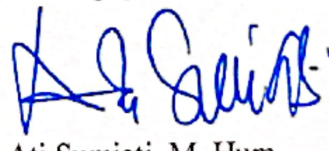
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ABSTRAK

Tresnadian Yudya Dhiwangkara, 2022. Representasi Budaya dalam Tiga Ragam Desain Sampul *Harry Potter dan Batu Bertuah*. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk melihat representasi budaya yang terkandung pada sampul buku *Harry Potter dan Batu Bertuah* dari tiga negara berbeda, yakni Britania Raya, Amerika Serikat, dan Indonesia, serta bagaimana budaya-budaya tersebut memengaruhi fokus-fokus yang direpresentasikan pada sampul tersebut. Dengan menggunakan teori semiotika budaya Yuri Lotman, penelitian ini menggunakan metode deskriptif-analitis untuk menganalisis teks visual dan verbal secara sinkronis dan diakronis berdasarkan konteks temporal untuk melihat hubungan antara budaya dengan setiap fokus yang ditampilkan pada setiap sampul. Hasil penelitian ini menunjukkan bahwa terdapat beberapa representasi budaya pada setiap sampul dari masing-masing negara yang hanya dapat dilihat jika fokus-fokus tersebut juga dianalisis dengan aspek diakronisnya. Ini terlihat ketika terdapat sebuah fokus yang hanya muncul di salah satu sampul saja dan tidak pada sampul lain karena tidak adanya keterikatan antara budaya dari negara tersebut dengan fokus yang direpresentasikan, sehingga sampul tersebut memilih untuk menampilkan fokus lain yang, ketika dianalisis, memang memiliki keterikatan budaya maupun sejarah dengan negara tersebut. Budaya-budaya ini direpresentasikan dan, secara tidak langsung, memengaruhi fokus-fokus yang ditampilkan pada sampul. Pengaruhnya dapat berbentuk cara suatu karakter digambarkan, perbedaan ukuran, kejelasan, lokasi, serta warna fokus tersebut, bahkan gaya ilustrasi dari desain itu. Selain itu, meskipun suatu fokus digambarkan di ketiga sampul, terdapat perbedaan pose dan hal ini dapat dikaitkan dengan budaya yang berlaku di negara tempat sampul diterbitkan.

Kata kunci: Representasi Budaya, Desain Sampul, *Harry Potter dan Batu Bertuah*

ABSTRACT

Tresnadian Yudya Dhiwangkara, 2022. Cultural Representation in Three Various Cover Designs of *Harry Potter and The Philosopher's Stone*. A Thesis: Jakarta, English Literature Study Program, Faculty of Languages and Arts, Universitas Negeri Jakarta.

This study aims to look at the cultural representations within the cover of *Harry Potter and the Philosopher's Stone* from three different countries, namely the United Kingdom, the United States, and Indonesia, and how these cultures of three countries influence the focuses represented on the cover. Using cultural semiotic theory by Yuri Lotman, this research uses a descriptive-analytical method to analyze the visual and verbal texts synchronically and diachronically on the basis of temporal context to see the relationship between the culture and the focuses displayed on each cover. This study indicates several cultural representations on each cover from each country that can only be seen if these focuses are also analyzed with their diachronic aspects. It could be seen when a focus only appears on one cover and not on the two other covers because there are no correlations between the focus it represents and the culture of that country, so the cover chooses to display other focuses which, when analyzed, do have cultural and historical correlations with the country. These cultures are represented and, to some extent, contributed to influence the focuses displayed on the cover. The influence could take the form of the way characters are portrayed, size comparison, visibility, location, and color of the focus, and the style of the illustration. Moreover, even though a focus is portrayed in all three of the covers, a different poses are occurred and can be attributed to the prevailing culture in the country where the covers are published.

Keywords: Cultural Representation, Cover Design, Harry Potter and The Philosopher's Stone

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Jakarta, January 2022

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