

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Culture is about shared meanings. Representing or describing something through language is the aim to produce meaning within language. Language is one of the media in a culture to represent thoughts, ideas and feelings (Hall, 1997).

Mass media is a primary communication which produces the latest news of public entertainment and public news content to reach a large amount of mass audience in receiving a piece of information within beyond distances (Ells, 2018). Mass media can be distinguished into two types; electronic media and printed media. Electronic media is required an electric connection to deliver the message toward mass audiences, such as television, radio, cellphone, and the internet. Print media is a media contains written word material in papers, such as newspapers and magazines.

The origin word 'magazine' which consists of facts and fiction collections is carried from the Arabic word 'makhazin' or 'storehouse' (Dick, 2004). The earliest modern magazine was born in 1663 that occurred in Germany. A theologian and poet named Johann Rist from Germany published a periodical called *Erbauliche Monaths Unterredungen* or *Edifying Monthly Discussion*. The growth of a magazine spreads broadly to other countries as well. By the end of the 18th century, the magazine became popular and has published more than 100 magazines in the

United States of America and the magazine market around the world was double increased due to increased literacy. As a result, the magazines became more specialized and specifically created for lawyers, artists, musicians, and other professionals (Dick, 2004).

Nowadays, there are many types of magazines across the globe to entertain readers based on their interests. For instance, there are magazines that concern of lifestyle, music, and news. The categories of magazines are different and distinguished into men, women, boys, and girls' magazines based on their age preferences.

Magazine and newspaper are two different types of print media that have each form of distinctiveness. The distinctions between magazines and newspapers can be found through size and appearance, content, style, target audience, and design (Dick, 2004). Newspaper uses a simple font design with black and white color, a structured placement with a formal language style, and generally for public audiences. The size of a newspaper is bigger than a magazine and it can be folded. Newspaper reports current issues and news that is happening around the world with valid and authentic sources (Dick, 2004).

Meanwhile, the appearance of a magazine is a book type size that cannot be folded like a newspaper because the paper is not as thin as a newspaper. Most of the magazine's contents are not fully valid sources and related to entertainment, lifestyle, or sport with creative writing styles to entertain and to attract the readers. On the other hand, a magazine puts different types of fonts, various designs, and

colorful visual images and informal language to find it attractive and interesting to read for readers (Dick, 2004). Above all, a magazine is intended for specific audiences, such as fashion fans, sports fans, or music fans.

By embellishing magazine cover to entertain the readers, a picture is positioned on the magazine cover as the main object in referring the primary news within the context of the magazine. The appearance of famous people is usually used as the model on the front magazine cover. An eye-catching picture and text on the front magazine cover build the curiosity of the readers to read it and lead them to buy the magazine because of the appealing picture and the text (Dick, 2004). By seeing the picture, the reader can define the message of the picture by analyzing it with the headline text of the magazine that intends to deliver for readers.

The presences of celebrities on magazine covers frequently occur since celebrities have talents and sensations within them, then fame is emerged and widespread. A celebrity with great popularity who appears in the magazine will help the selling market of the magazine in gaining a large increase and demand from the audiences. Justin Bieber is one of the celebrities who grasp great popularity among celebrities with his talent and sensation and he has appeared in many magazines as a model on the front cover. Billboard, Rolling Stone, Teen Vogue, Seventeen, and Men's Health are several magazines that he has been featured on magazine covers. In nearly 10 years of stepping in the music industry, Justin has received many awards and nominations and his fame creates media to quest his daily routine for their contents.

Throughout his journey as a successful hitmaker in the American music industry, Justin breaks into Forbes magazine cover in 2012 and they acknowledge him as a venture capitalist. Justin has been invested as a stakeholder in some companies and Forbes was able to mention four verified companies of his investments. There are Tinchat, Stamped, Sojo Studios, and Spotify. After his first debut “My World”, he has sold \$15 million albums, earning \$150 million on 157 tour dates across 24 countries, the biography film, *Never Say Never*, drew \$30 million on the opening weekend and in total collected \$100 million at the box office. He released his fragrance called Someday last June and earned \$60 million in retail sales during the first six months on the market. Those flux of income helped Justin produce an estimated \$55 million over the past 12 months and \$108 million over the past two years.

The journey of being a well-known singer among the music industry especially teenage girls, certain controversies gets into him and he must deal with it. According to Rolling Stone, in 2013, one of the controversies that Justin had to deal is a horrible scene that occurred in London when one paparazzi who aggressively pursued to take a photo of him. However, Justin felt exhausted regarding of fainting incident on his concert on the previous night. Then, he went into his vehicle to remain silent to the paparazzi. One of the paparazzi pestered and threw curse words to him to see Justin’s reaction in dealing with that kind of situation. Therefore, the paparazzi could get the best of him of being an ignoramus, get headline news of him, and let people notice him as a rebel boy. However, the controversy is not degrading his fame.

There are three researchers analyze magazine cover to fulfill their analyses. Ben Wasike conducted research *Jocks versus jockettes: An analysis of the visual portrayal of male and female cover models on sport magazines* in *Sports Illustrated* and *ESPN The Magazine* in 2017. This research focused on sexualization, camera angle, and nonverbal communication signs and their affection with gender. The results show that men are more likely to be portrayed in active poses and women are more likely to be portrayed smiling with positive camera angle shots.

Victora Velding conducted research *Depicting Femininity: Conflicting Messages in a 'Tween' Magazine* in *Girls' Life* magazine in 2014. This research focused on how to be a socially acceptable female. The results reveal a contradiction of femininity that tween girls may be accepting conflicting messages from the media that concerns of their expectations.

In 2015, Joy Jenkins and Edson C Tandoc Jr conducted research of Rolling Stone cover entitled *The Power of the Cover: Symbolic Contests Around the Boston Bombing Suspect's Rolling Stone Cover* magazine. This research focused on how online readers respond about the Boston bomber as the participant in the magazine cover and participated in journalism's interpretive community in the polarization decision of Rolling Stone's cover by contributing the meaning of the value and function of journalism. The results show the readers' comments regarding the controversial magazine cover are invoking journalistic roles and routines, referring to the history of Rolling Stone, and relating cultural meaning to the cover.

As demonstrated in the discussion above, the distinctions between this study and those previous studies are this study analyses the transformation of Justin Bieber on the front music magazine covers of Billboard and Rolling Stone from 2011 until 2015. Billboard has collaborated with Justin as the front magazine cover four times in 2011, 2012, 2013, and 2015. Meanwhile, Rolling Stone has counted three times in 2011, 2012, and 2014.

This study will conduct an analysis of the front magazine covers of Billboard and Rolling Stone where Justin Bieber as the participant of the magazine cover. The social semiotics approach by Gunther Kress and Theo Van Leeuwen consists of three metafunction: representational metafunction, interpersonal metafunction, and compositional metafunction are employed to analyze the visualization and textual of the magazine covers.

1.2 Research Question

Based on the background above, the research question of this study is: “**How do Billboard and Rolling Stone magazines represent Justin Bieber’s transformation based on the front magazine covers?**”

1.3 Purpose of the Study

The purpose of the study is to reveal the representation of Justin Bieber through his transformation on the front magazine covers of Billboard and Rolling Stone.

1.4 Scope of the Study

The study focuses on analyzing the representation of Justin Bieber based on front cover magazines by using the social semiotics approach by Gunther Kress and Theo Van Leeuwen for the visualization and the textual of the magazine covers.

1.5 Significance of the Study

By conduction this study, the writer expects this study to be beneficial for those who want to analyze magazine covers based on their representations. Moreover, the writer intends to bestow further references for the English Department's students who intend to take the same issue as their theses for future research.