

# Semiotics Analysis of Dynamics LPM Magazine Cover “Uber-Uber Manusia Silver” November 2020 Edition

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## Abstract

The cover of the LPM Dinamika magazine discusses the silver man phenomenon that occurs in Indonesia, the lack of a solution from the government that causes them to take to the streets, and the higher income required to become a silver man. The goal of this study was to figure out what the representamen, objects, and interpretants on the magazine cover meant. This study employs a descriptive qualitative method, with the cover of this magazine serving as the material for analyzing Charles Sanders Peirce's semiotics. The researchers chose the cover of the Silver Man magazine as material that is considered quite interesting and needs to be studied out of the many magazine covers studied. The two elements contained on the cover, namely visual elements in the form of images and text elements in the form of typography, show the results of this study, users of the sign on the cover of Uber-Uber Human Silver dynamics. Seven marks were discovered on the cover as a result of these two elements.

*Keywords:* cover, magazine, semiotic, silverman.

## 1. Introduction

Because of the nature of the media to disseminate information and is a tool that can influence, shape public opinion, or become a tool of social control, humans are always in touch through technological media, which aims to publish detailed information needed by the general public. The advancement of human life is followed by the advancement of life's necessities, the economy, and the population (Rohmah, 2020)

There have been reports in the media about silver people being chased by the Civil Service Police Unit (Satpol PP) until they are apprehended by Social Service (Dinsos) officers. Silver man or silver man in Medan City is frequently seen at various traffic lights and crowds; this social phenomenon has evolved into an alternative to meeting the daily needs of a variety of parties. This phenomenon is a dilemma in the community's social conditions; economic factors are the primary factor supporting needs; if further observed, this is an escape from people who have lost their jobs.

Furthermore, in the midst of the Covid-19 pandemic, many people are forced to be laid off (Termination of Work Rights) or reduce the number of employees. Other forms and methods of people attempting to live on the streets in order to obtain their daily necessities, this creative method requires individuals to be able to complete their daily needs. Silver humans are the same as people who have silver painted bodies and move their bodies like robots, turning left and right (Kencana, 2020)

These phonemes cannot be seen from a single perspective; they must be seen from multiple perspectives; their presence is the result of an inequitable and unequal system. The pronounced social inequalities, numb social conditions, and poor management of the urban economy have resulted in their displacement from a decent life and subsequent marginalization. This silver man portrait represents the impact of structural and cultural poverty, both of which must be addressed.

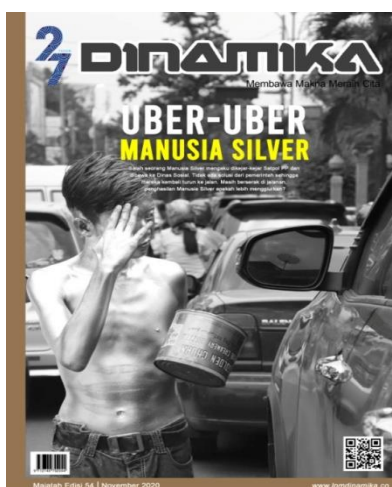
LPM Dinamika raised the theme of silver man or silverman in the city of Medan, North Sumatra, as the main reportage. As a result, the magazine's cover depicts the contents of its main report, titled “Uber-Uber Silver Man.” This magazine took silver in the best Sumatra magazine persma magazine category at the 2021 Student Print Media Award (ISPRIMA),

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an event that recognizes student press covers from all over Indonesia. It is the work of the Student Press Institute for the Dynamics of the State Islamic University of North Sumatra, which is a writing-focused student activity unit.



**Figure 1.** LPM Dynamics Uber-Uber Human Silver Magazine November 2020 Edition

Source : lpmdinamika.co magazine, (2020)

Based on the foregoing, the formulation of the problem in this study is, “What is the meaning of Charles Sanders Pierce's semiotic sign, namely representamen, objects, and interpretants, contained in the Uber-Uber Human Silver Dynamics magazine?”

## 2. Literature Review

### 2.1. Communication

Communication is essential in human life and cannot be separated into different aspects because communication is vital to humans. Communication channels have power and influence in the community; communication entails the exchange of messages; communication seeks to bring about change, but it is not a tool for bringing about social change. Communication media play a role in legitimizing existing social structures (Nur, 2019)

Living in community groups is a survival adaptation that provides protection, cooperation, competition, and communication. Because, as a social being, an individual must rely on other people to meet their basic needs, which include information and interaction. Submission of information always develops in tandem with the need for individuals to obtain messages; social interaction develops as a result of a pattern of reciprocal and mutually beneficial interactions between individuals and individuals, individuals with groups, and groups with groups (Mulyana, 2004).

### 2.2. Magazine

Information about events or events that are happening or have occurred around us and abroad is packaged as attractively as possible and delivered to the general public via electronic mass media, online media, and print media. One of them is the distribution of news through print media such as magazines.

Magazines are journalistic products that have higher actuality values, provide readers with in-depth, concise information, more pictures or illustrations, are packaged in portable and easy-to-read forms, and have an exclusive appearance to pique readers' interest. Because the magazine cover is the first thing that the general public sees in a magazine, it must be designed as attractively as possible in order to pique their interest. (Kencana, 2020)

Magazines are considered print media, and the depth of the news is very high. This is due to the fact that the published news is thoroughly researched and emphasizes artistic elements. The magazine tries to deliver messages to the general public in very detailed, periodical publications containing information articles related to the magazine's fields of interest, and for an unlimited time in a regular and regular time, weekly, monthly to one year. Magazine as the first order and the driving force in determining the quality of magazine publishing media (Afrizal & Risdiana, 2022)

Magazine covers are said to be the spearhead of determining media quality, making it the most difficult challenge for publishers, because it must be able to contain an outline of news or headlines in its edition, because its presence can attract consumers.

### 2.3. The Silver Man

Silver man was born in Bandung in 2012, then moved to DKI Jakarta and Banten. Silver Man was previously a community with the theme of social service or fundraising for street children, orphans, and people in need, and was a part of the “Silver Care Community.” However, as time passed, the silver man grew and developed into a source of income and livelihood for the lower middle class (Wulur & Hoirunisa, 2019). Because his entire body is silver, he is known as the Silver Man.

Since the Covid-19 pandemic erupted in Indonesia, there has been a silver man, who is regarded as a form of begging in the millennial era. A contemporary beggar with the goal of having a compassionate benefactor as a sign of hoping for sympathy. This activity is becoming increasingly popular among people of all ages, from children to adults.

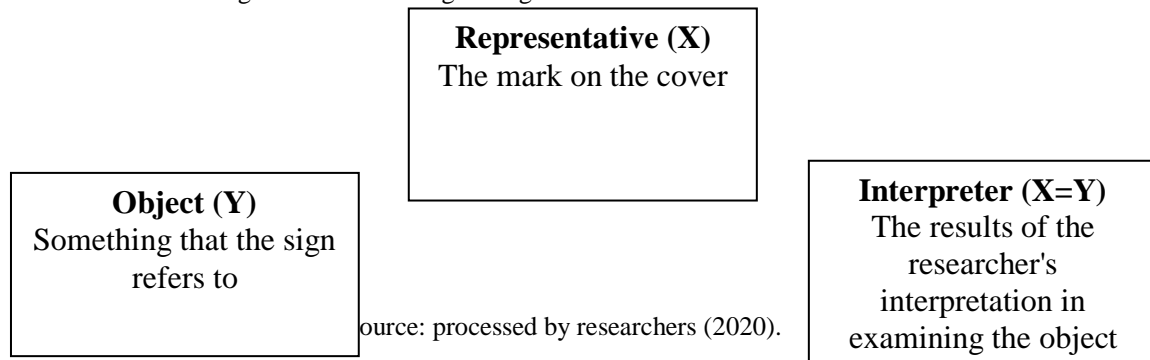
The silver man who frequently acts in the crowd turns out to use screen printing paint to color his body, which is quite alarming. Paints used with dangerous substances include textile dyes, vinyl chloride, and plastisol, according to Dr. Ismiralda Oke Putrant, a Dermatologist and Venereologist at Purwokerto Hospital. Colorants commonly used by humans, such as make-up and hair dye, can cause allergies, especially if the skin is sensitive, especially when ingredients not recommended by BPOM are used. Silver dyes contain paraphenylenediamine (PPD), a chemical that reacts with oxygen to produce color and can cause an allergic skin reaction. PPD is often combined with an oxidizer, which is a dye that can seep into the skin or hair and is frequently irritating to the skin. This dye is not suitable for use on human skin, let alone in the face (Susanto et al., 2021)

PPD substances combined with skin oxidizers can cause skin cancer and contact dermatitis symptoms such as irritation, nodules, itching, sores, and sores, which are sensitive skin reactions. Rashes and blisters similar to Steve Johnson's syndrome occur as a result of the body's hypersensitivity reaction to drugs or infections; this disease is an emergency condition that requires immediate medical attention. (S. Wulandari & Siregar, 2020)

### 2.4. Charles Sanders Peirce

Semiotics, as defined by Charles Sanders Peirce, is concerned with the trichotomy relationship between signs in literary works. The trichotomy in question is the one between the representamen, the object, and the interpretant. (Sovia, 2020). An object is the representation of something in the form of icons, indexes, and symbols. The icon is a sign that, in the form of a scientific equation, connects the signifier and the signified. An index is a sign that exists in a way that is linked by a fixed relationship of reference characteristics. A symbol is a sign that is observed as an explanation. The representamen is the representation of the thing represented (X). Because a sign is a representation of something, it must also represent something, such as a representation of objects, figures, and so on known as object representation (Y). An interpretant (X = Y) is something that can be eaten by others or the meaning that is in someone's mind about the object that is referred to by a sign. Three main elements that present signification semiotics, namely Representamen (X), Object (Y), and Interpretant (X=Y). (Mu'arof, 2019)

Figure 2 The Meaning Triangle Model of Charles Sanders Peirce



### 3. Methodology

This study employs a descriptive qualitative approach to explain the phenomenon as thoroughly as possible through data collection, and the study's findings include data analysis that is telling, explaining, providing, analyzing, and interpreting (Mulyana. A & Irfan, 2020).

The researcher employs Charles Sanders Peirce's semiotic analysis method because Peirce's theory is thought to be the most appropriate for use in this study. The process of interpreting the magazine cover will be done by using the meaning of the sign in the image, which can be seen from the types of semiotic signs.

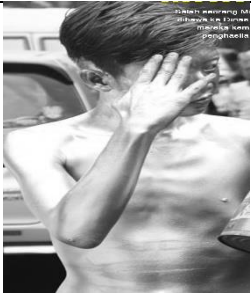


Purposive sampling techniques are used in data collection, which means that the technique of collecting data sources with certain considerations made on objects that are in accordance with the research objectives.


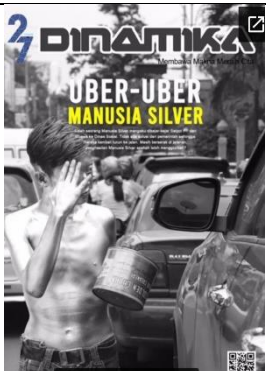
If they are related to research problems, key informants and informants are chosen based on the consideration of researchers with specific goals. Purposive sampling was used by the researcher to select one key informant, Hafiz Hasan Noor as the Photo and Video Editor from LPM Dinamika, to be used as a data source. In terms of informants, the researchers chose two people based on criteria: the first, a graphic design leader at LPM Dinamika, and the second, an Artistic Editor at LPM Dinamika. So it is hoped that strong and valid data for this research will be obtained from these three sources.

### 4. Result and Discussion

In this section, the researcher will describe the discussion of representamen, objects and interpretants in the November 2020 edition of the LPM Dynamics “Uber-Uber Human Silver” magazine.

**Table 1.** Representamen, objects and interpretants in the November 2020 edition of the LPM Dynamics “Uber-Uber Human Silver” magazine

| No | Representamen (Visual)  | Object             | Interpretation  |
|----|---|--------------------|---|
| 1  |  | silver man         | The silver man depicts the figure of a millennial beggar, who intensifies his actions in road traffic.  |
| 2  |  | Silver man salutes | The silver man respects the people he goes to to beg for sympathy.  |
| 3  |  | Used cans          | A silver man performs his action in the middle of a traffic jam, by carrying some kind of used vessel or can, and directing it at the windshield of a luxury car as a sign of hope of sympathy. |

| No | Representamen (Visual)  | Object                     | Interpretation   |
|----|---|----------------------------|--|
| 4  |  | Stopped luxury car         | The car that was stopped in traffic was waiting for a red light, and the silver man stepped up his action right beside the car.  |
| 5  |  | Black and white background | The black and white background is more lively to liven up the emotion of expression in capturing the object of the photo, able to convey the pure impression of the photo. |

Source : processed by researchers (2022)

#### 4.1. The meaning of icons, indexes and symbols in silver man


In this cover, the sign icon of the visual element of the image is a silver man, which performs a function according to an object. The image's index, which is conveyed through markers, depicts a silver-colored human figure who is intensifying his action, standing next to a luxury car while saluting with his right hand and carrying an old can or vessel in his left hand. The symbol is a marker used in the observed case, and it is interpreted as a silver man, which is not a pleasant choice, and its existence is a source of contention among various parties. The portrait of the silver man in Medan as the impact of poverty that must be changed, and not only controlling Satpol PP and guidance from the Social Service, but in the realm of government policy it is obligated to build economic equity, particularly for the lower middle class. Empowerment efforts are required to foster community economic creativity in the pursuit of income and a decent standard of living (S. Wulandari & Siregar, 2020).

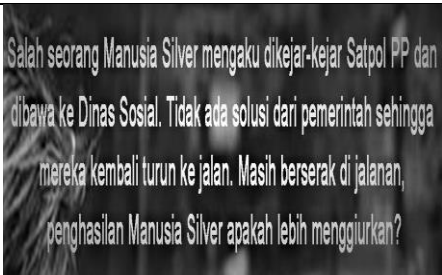
The rider respects the silver man symbol, and the silver man respects the rider by giving money. Because respect is an attitude that arises when we place others' positions in a proper or proper place. A used can is in the silver man's hand; the can is used to hold the money that people have given to the silver man. Not only are used cans thick, but so are other containers that can be used to store money, such as used plastic (Susanto et al., 2021).

#### 4.2. Text Based Marks

In this section, the sign of the text element contains 2 pieces that are used as material for analysis, the following is an explanation:

**Table 2.** Analysis of Text Elements (Typography)

| No | Representamen (Typography Text)   | Object                       | Interpreter   |
|----|---|------------------------------|---|
| 1  |  | Silver Man Uber-Uber Writing | Uber-Uber Human Silver is the title of the magazine for that edition which describes the pursuit of a silver man with Satpol PP officers. |

| No | Representamen (Typography Text)   | Object   | Interpreter  |
|----|---|--|--|
| 2  |  | One of the silver men wrote that they were being chased by Satpol PP and taken to the Social Service. There was no solution from the government so they returned to the streets. Still scattered on the road, silver man's income is more tempting?, | The article is information that Dinamika magazine wants to convey to the public as well as to attract the interest of the readers. |

Source : processed by researchers (2022)

#### 4.3. The Meaning Of Icons, Indexes And Symbols In The Headlines Of Dynamics Magazine



Figure 3. Magazine headlines

Source: Dynamics Magazine, (2020)

The headline, uber-uber silver man, is the icon. The index in the text is one of the main news contents in Dinamika magazine; the text is on the front cover. News of silver people being pursued and brought to the Social Service by Satpol PP.

The text's symbol depicts a silver man who is frequently pursued by the Satpol PP and taken to the Social Service, which has not emphasized that the government's solution is not right, so after the pursuit and arrest, the silver man returns to the streets to intensify his activities as a beggar. The dynamics describe this action as a never-ending silver human chase (Afrizal & Risdiana, 2022).

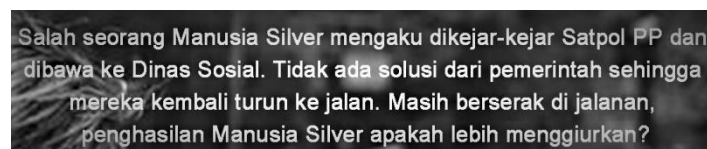


Figure 4. Sub-Title of Dynamics Magazine

Source: Majalah Dinamika, (2020)

This text's icon is a brief narration in which a silver man admits to being pursued by Satpol PP and taken to the Social Service. They returned to the streets because the government offered no solution. Is the silver man's income more appealing?, written in small white font, is still scattered on the street (D. Wulandari & Fauziah, 2019).

The index is a magazine news topic, and the news discusses the silver man who has recently appeared in various places, particularly at the red light intersection. In Pinang Baris, the Civil Service Police Unit (Satpol PP) was frequently pursued by Medan City Social Service (Dinsos) officers.

The symbol in the text depicts being a silver man as something appealing, earning enough money rather than staying at home, until the control strategy is implemented, which is felt to be insufficient, causing it to return to the streets. They believe that being a silver man is a fairly profitable activity because they can earn a minimum of IDR 200 thousand per day rather than staying at home and being unable to find work (Afrizal & Risdiana, 2022).

#### 4.4. Magazine Cover Color

**Table 3.** Colors for the cover of LPM Dynamics Uber-Uber Human magazine Silver

| No | Colour Name  | Color Properties | Description   |
|----|--------------|------------------|---|
| 1  | Black        | Mysterious       | It means power, formality, elegance, mystery and evil. In graphic design ideal black with accents or text in an edgy concept design or exclusive design, aims to convey a feel of mystery or sophistication.                              |
| 2  | White        | Holy             | This color gives the impression of freedom and peace, in graphic design white is often the background to highlight other colors in larger designs. The white color is often displayed in a simple and aesthetic design.                   |
| 3  | Light yellow | Warm             | Warm and bright colors like the sun often represent energy, hope, happiness, youth, joy and optimism. In graphic design, yellow symbolizes softness and serenity, while dark yellow or golden yellow means elegant and antique.           |
| 4  | Dark brown   | Simple           | Chocolate gives the impression of natural, simple and comfort. But this color also gives masculine and dashing. In graphic design, dark brown is usually used as a background, because it can give the impression of luxury and elegance. |

#### 5. Conclusion

The following are the findings based on the results of research and discussion on the analysis of the cover of the magazine entitled “Uber-Uber Human Silver” November 2020 edition, which is in accordance with the formulation of the problem:

- 1) Users of signs on the Uber-Uber cover Human The two elements on the cover, namely visual elements in the form of images and text elements in the form of typography, demonstrate silver dynamics. Seven marks were discovered on the cover as a result of these two elements. Others include:
  - a. Visual Components (Image)
 

The visual elements have resulted in four elements. The first sign is an image of a silver man saluting, the second is an image of a silver man carrying used vessels or cans, the fourth is an image of a silver man carrying used vessels or cans, the five black and white or monochromatic backgrounds that can convey the impression of purity.
  - b. Text Elements
 

On this element, there are two signs: one with the text “uber-uber silver man” and another with the text “one of the silver men admits being chased by Satpol PP and taken to the Social Service.” They returned to the streets because the government offered no solution. Still on the road, is the silver man's income more appealing?
- 2) Based on the five signs obtained from the cover, it can be concluded that the signs on the cover of the Uber-Uber Human Silver edition of Dinamika magazine depict a portrait of silver man in Medan city as the impact of poverty, which of course must be changed, and not only to control the Satpol PP and guidance from the Social Service, but in the realm of government policy it is obligated to build. Empowerment efforts are required to foster community economic creativity in the pursuit of income and a decent standard of living. This portrait of silver man is the result of structural and cultural poverty, which must be addressed so that silver man does not have to live on the streets.

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