

ABSTRACT

Fiction novel is a popular choice to be read by the reader that loves stories with detailed plot and character. According to Jarred Fanning's infographic on 2012, eight from then most-selling books for the last fifty years are fiction novels. The genre it offers also varied, starting from crime fiction, fantasy, horror, mystery or detective, romance, science-fiction, and thriller/suspense. Sometimes fiction novels experience a change on their covers, one of the cause is the novel getting translated and published to another country. One of fiction novels that released in Indonesia on 2014 is *The Screaming Staircase*, or in Indonesian version called *Undakan Menjerit*. The novel cover of The Screaming Staircase has different visualisations between the British version and the Indonesian version that is specially-made for the novel's circulation in Indonesia. This special cover is designed and illustrated by Indonesian designer that has an obviously different cultural background and mindset from where the country where novel was originally made (United Kingdom). This research was done to discover the relation of the sign's construction on the The Screaming Staircase Indonesias novel's cover, which will be used next to comprehend the meaning behind its visualisation.

The theories that were used in the analysis are the theory about visual communication design's elements on the novel's cover, Charles Sanders Peirce's icon, index, and symbol sign classification's theory, and also the two-steps signification theory that is denotation step and connotation step by Roland Barthes. For further comprehension, the theory of codes and intertextuality are also used to see the signs' combination and the relation between texts. The method used for data-gathering is documentation study and observation while the method used for data-analysing is semiotic analysis with visual text approach.

This research was lead to the discoveries of the signs' relation and the meaning of the Indonesian novel's cover's visualisation. Icon, index, and symbol sign can be found within the visual elements of the cover (typography, colour,

illustration, layout, text) and reinforces each other. The meaning from the visualisation is a prominence on the supernatural and mystery aspect on the cover that becomes the very image of the *Lockwood & Co.* book series in Indonesia.

The Screaming Staircase novel is the first book of the series, therefore first impression that it shows is essential for the novel series's image-building in the future. The prominence of those aspects was done to connect the cultural plurality in Indonesia and to anticipate the Indonesian's still-low interest in reading. Aside from that, the cover was designed to create a formal and a quality reading impression that appeals not just Indonesian people as wide but also the more mature audiences.

Keywords: Visual analysis, novel's cover, sign and meaning.