

ABSTRACT

In November 2015, for the first time the National Geographic redaction did not use photographs or illustration on the cover of magazine. This is so differentiate from the previous edition. National Geographic magazine is the one of printed mass media participated criticize the climate change through the magazine's cover.

This research was intended to determine the meaning of the cover by analyzing the visual elements on magazine's cover that consist of colour, text and typography.

In this research study using the qualitative methods supported by constructivism paradigm that uses semiotic analysis of Roland Barthes. According to Roland Barthes, there are several stages in analyzing sign such as denotation, connotation and myth to the stage of ideology.

This result obtained that every visual elements that are used in magazine's cover has own meaning. The meaning of cover shows the criticism from National Geographic about issue of climate change, typography on headline and subheadline is the one expression of National Geographic to his concern in climate change, then yellow is dominant in cover edition November 2015 that represent the identity of National Geographic. In addition, this study showed the myth that yellow in Indonesia society is considered as the color of mourning and ideology on the cover of Geographic National magazine related by agency or chief editor of the magazine.

Keywords : Cover, magazine, semotic, Roland Barthes.