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**REPRESENTAMENT, OBJECT, AND INTERPRETANT ON NOVEL  
HARRY POTTER AND THE CHAMBER OF SECRETS****Juliandri Santika Putra**English Literature, Faculty of Adab and Humanities, UIN Sunan Gunung Djati  
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**ABSTRACT**

This study aimed to describe role of representament, object and interpretant in the cover of the novel Harry Potter And The Chamber of Secrets. This was a descriptive qualitative study. Data in the study were collected from the novel. It interprets that the signs and illustrations show fantasy which does not exist in real life. Colors which were discovered show the reality in the fantasy novel and the typography. The method uses to collect data was documentation with the following steps: (1) reading the novel, (2) interpreting the signs and colors displayed in the cover of the novel. In analyzing the data, the writer uses Peirce's theory of representation, object and interpretant for the main theory. The results of this study indicate that the signs, illustrations, typography and colors of the cover of the Harry Potter novel by J.K Rowling show the relationship between signs represented in one object, which has a strong and complementary character. The study concluded that the representation (sign) on the cover of the novel, while the object is the use of the image mark, such as place, cover title, publisher, player, and then Interpretation is the meaning about the sign.

**Keywords:** semiotic, symbol, typography, color**INTRODUCTION**

Semiotic (Sakinah & Aufa A., 2019) is characterized as a science or approach that analyses signs to look at the signs. Semiotics is essentially the study of codes, or any system that enables us to interpret particular entities as having meaning. Charles Sanders Pierce's semiotic approach, which holds that we can only conceive in terms of the medium sign, is one of the many ways that semiotic can be evaluated. Pierce examined their interaction within the semiotic triadic structure, which consists of representament,

object, and interpretation. (Chandler, n.d.). This is clarified in semiotics by Charles Sanders Peirce's theory, which may be examined through the use of material representation, object, and interpretation. As a result, semiotics is a very fascinating discipline that all students can learn. Semiotic (Sakinah & Annisa, 2020) is a discipline or process for examining signs.

Then, everything in this world is a symbol, and even though some things don't have inherent value, they nevertheless serve as signs if we invest in giving them significance. The study of symptoms, which are essentially a semeion, or mark or sign, that stands for something other than oneself, was first established by Hippocrates in Sebeok (Gorban, 2016). As stated in the statement above, the study of signs known as semiotics is founded on Peirce's theory. According to Peirce, a sign is "anything that stands for something to somebody in some way or capacity" (Kemuning & Sakinah, 2020). These signals could take the form of words, sounds, or anything else that could act as a cue during a dialogue, such a house, a shirt, or any other significant symbol. Numerous individuals use their own signs to identify themselves, thus the word "sign" has a wide range of connotations. One common sign is one's signature, which can be used to identify someone else's or our own work. Another instance is when the Semiotic was one of the creators of mathematics, astronomy, or symbolic logic and was also intensely captivated with the language studies that he was doing at the time.

Illustration is a graphic used to describe a particular and predetermined text so that the reader may see for themselves the nature and flow of the narrative (Wakefield, 2007). The graphic is a scene from the story, and it typically explains a character or the plot in its entirety. Characters and plot details are made clearer and the story's content is easier to imagine thanks to the illustrations. The illustrations make the story's content more intriguing and make the characters and other elements that are supposed to be visualized through the illustrations clearer. The image characters in the stories are tied to novels and artwork. One approach to describe characters is through color. Color is the reference used by the creators of the work to convey messages to users through colors, color is known to influence human behavior, through the interaction between color wavelengths and sensory stimuli in the environment, unconsciously influencing the human mind. So indirectly very interested in the presence of color to know the object in his eyes Color has a function to add value to work and add attraction so that it is interesting to see a work (Joana, 2019).

Characters, especially those in a book that express a strong focus of life during a moment of conflict (Aniek Rizka, R. Myrna Nur Sakinah, 2019). The book is a work of fiction that vividly and skillfully serves to show qualities of mankind. It is a fictional work that explores deeper and more skillfully executed facets of humanity. It is one of the collages short story to be the many paragraphs and is several parts, the first is front, content, the end of the story, after that there is a cover at the beginning to protect the novel and additional illustrations on the cover to beautify the novel and also protect it as a cover function the cover and cover illustration and the one of the most

popular the text means fiction to the novel as having some illustration, the illustration is cover .

Cover it means "Put something on top of or in front of something to protect or conceal it" (Damayanti, 2013). The cover is typically referred to as the book's beauty or the skin of the paper on which it is printed. To make the novel attractive to those who are reading it for the first time, an illustration is being used to give readers a sense of the book. A good cover is made by selecting a better image or images that are suitable to be utilized as a good, and intriguing, to a novel cover. Covers are typically made with huge sizes on paper to show the public. It is an advertisement with chosen cover colors that go with the content of the novel cover. The researcher so intends to analyze covers using a semiotic framework.

This research employed Pierce's semiotic theory to analyze the novel covers. Because magic isn't something we can see in real life, it can only be shown in an image, setting, movie, or book. The absence of a magic world on a cover, which can be interpreted as a symbol for the existence of an intriguing fantasy novel, has drawn the attention of scholars. Using the study of color theory and images to examine the author's intentions and goals in creating an eye-catching novel cover. Its object and but the object's cover that was previously used. The researcher is trying to complete or extend the previous /research about Semiotic, with the title " An Analysis of Representant, Object, and Interpretant on Novel Covers "Harry Potter and The Chamber Of Secrets " By J.K Rowling : A Semiotic Approach".

## LITERATURE REVIEW

Pierce signs are described as "anything which stands for something to somebody in some aspect or capacity" in (Alex Sobur, 2003, 2009, 2016, p. 41). These signals could take the form of words, sounds, or anything else that could act as a cue during a dialogue, such a house, a shirt, or another object having a deeper meaning. It is often considered as the father of modern semiotics, together with Saussure, and philosophical pragmatism. Additionally, he is regarded as one of the pioneers of symbolic logic, mathematics, and astronomy. And throughout his life, his language research was also a major focus. Pierce divides the process of semiotic triadic relationship between a sign or representant, an object and an interpretant. And this is a triangle diagram of Pierce

According to Pierce (Sakinah, Alfiqri, 2020), there are three fundamental semiotic aspects. A sign or representation is the first type (Qualisign, Sinsign, and legisign), followed by an object (font, color, sign), and an interpreter is the third type (argument). The Pierce triadic model's three components are crucial components. The sign has a crucial role in how the object is represented, how they are to be portrayed, and how the sign is perceived (Interpretant). The meaning triangle explains how a sign conveys its intended meaning when it is utilized by another person or group of people to communicate.

Here it's the object becomes the main difference between Saussure's and Pierce's model since it only exists in Pierce's model since it only exists in

Pierce's model. Another difference is the concept of interpretant. And actually, has similar meaning to signified, but it is a representation of sign in the interpretation's mind, and representment is the same as signifier. The author of Pierce's *Talking About Semiotics Theory* used citations from secondary sources that discuss the theory from Pierce's writings. Pierce published more of his work than ever before, although he never did publish the book that was related to his research. Pierce (Kamila et al., 2021) pioneered the idea that signs can have an impact on someone in many ways. Signs must therefore possess a certain quality, such as a sign, object, or representation, in order to be referred to as such.

Sign (representament), sign or representament is something to which can be interpreted into something. It is no necessary linguistic, symbolic, or artificial. Object is the something in the sign to represent. The sign is something to beyond to which it the refer (Chandler ,D , 2005, p. 29) that the theory pierce's object as the "semiotics object" for that is to which the sign relates, and the semiotic object can never be identical to something 'real' object. Since according to Pierce theory, our knowledge is never absolute. Our knowledge can never be more than a rough approximation of the "actual" world as it is becoming or getting better (Ardiansyah). Numerous authors build on the relationship between representations (R) in their descriptions of Pierce's triadic semiotics model. Peirce separates signs into three categories based on their representamen: qualisign, sinsign, and legisign (Fauzan, 2020). In the symbol is the qualifier. It cannot serve as a symbol for the sweet cover and the cover itself. When it adopts that style or typeface, it can then be used as a sign. An event actually occurs with the sinsign. For instance, the font on a novel's cover is always meant to make the text attractive; this suggests that the circumstances described in the text may be possible. A law that is in a sign is known as a legisign and is a law of signs. Typically, this law is created by the authors and accepted by the media, like traffic lights.

Relationship between Object (O) with kind of Representament (R) Based on it is the object, may the sign be termed an icon, index, and symbol, that is related by pierce in (Vera, 2014). A photograph of President Jokowi in 2019 indicates that the image is an icon of President Jokowi since the icon is a sign that refers to an object that it denotes only by virtue of being owned or by character that it contains. The index is a sign that represents an object by virtue of actually being influenced by it, such as how flame is an indicator of water. The symbol is a sign that refers to the thing it signifies by virtue of the law; typically, an association of broad ideas works to make the symbol be understood as referring to that thing, like a community logo or national flags.

Relationship between Interpretant (I) with kind of representament (R) For this the theory, Pierce's devices the relation between interpretant (I) and the Representamen (R) they are have three kinds: (a) rheme and same: representament that is have probability to be interpreted by the interpreters; (b) sign or decisign: representament has become the real fact and have to the certain meaning; and (c) argument: the representament that has a connection with that rule of certain presupotion. From the many explanation about the sign as theory semiotic structure, that it can be used ate the basic of the

combination to each other (Table 1). The Theory by Pierce's have three categories they are necessary and sufficient to account for all human of experience. Pierce (Ghazi & Saidat, 2019) explains that sign may be can classified as in icon, an index, or symbol, there are relation with it's dinamical object. An icon, such as a picture, image, model, or diagram, is a sign that by itself exhibits the characteristics of the dynamic item it represents. An index or seme is a sign that illustrates a dynamical item, such as a clock, fuel gauge, thermometer, or medical symptom. The last symbol, which can be a word, phrase, award, receipt, or sentence, is intended to be regarded as a reference to a dynamic item. That is the sign's second trichotomy. The emblem represents the first category. The second category and third symbol are corresponding to the index.

**Table 1. Semiotic Theory**

<b>Trichotomies/ Categories</b>	<b>Representament</b>	<b>Associated with the Object</b>	<b>Associated with the Interpretant</b>
Quality	Qualisign	Icon	Rheme
The real fact	Sinsign	Index	Dicent
Rule	Legisign	Symbol	Argument

Color is one of form light reflected to human eye from object, and cause the color cones in the retina action, which is allow the one set of color objects viewed so alter human perception. According to Marhendra (2019) colors are associated with personality of human life and with the nature (Table 2).

**Table 2. Association between Colors and Personality of Human Life (Marhendra, 2019)**

<b>Color</b>	<b>Personality of Human Life</b>
Red	Strength, Passion, Love Danger, Attractive, Bold
Red Orange	Passionate, Intense, Rapid, Passion, Power
Saffron	Happines, Open, Joy, Respect
Green Light	Grow, Jealousy, Envy, Fresh, Break, Quiet
Yellow	Bright, Happy, Traitor, Coward.
Green Blue	Relaxed, Quiet, Calm, Trust, Loyal
Yellow Green	Young, Friendship, New, Warm
Blue	Peaceful, Soft, Depression, Respectable, Passive, Loyal
Blue and Purple	Spiritual, Gloom, Humble, Simple
Gray	Quiet
Black	Sorrow, Death, Expertise
White	Hope, Innocent, Pure, Clear, Forgiveness
Brown	Warm, Calm, Togetherness, Natural.
Purple	Powerfull, Mystery, Formal, Grandeur.

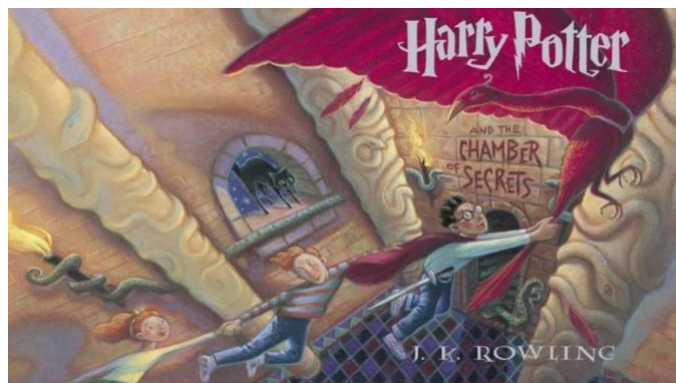
## METHOD

Research design is the most important aspect conducting a research because elaborates the method of the research and other important instrument. This study employed qualitative descriptive method. In order to disclose how a target audience behaves and perceives a certain topic, a qualitative research methodology was created (Agusta, 2014).

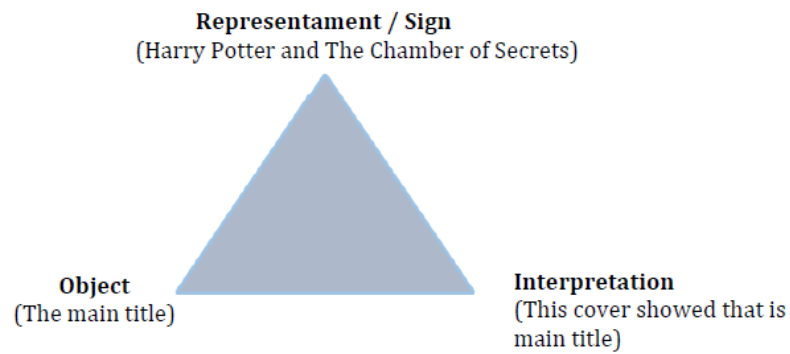
This method describe clear about social phenomena as they occur naturally and take place in natural setting without many attempts to manipulate the situation under study (Nilamsari, 2014). In this case, the research analyzed fantasy which presented in novel cover based on research by theory pierce. This research will find the cover of the novel "Harry Potter and The Chamber of Secrets" by J. K. Rowling. There were several steps in analyzing the data as follows: (1) Tracing the main object to be analyzed through the novel. (2) reading novels. (3). Some results show that the signs, illustrations, typography and colors of the cover of the Harry Potter novel by J.K. Rowling become the basic object of research to complete the analysis of this research.

## FINDINGS AND DISCUSSIONS

The results of the representament and object were found in Harry Potter and the Chamber of Secrets. The representation is typically employed as a sign on the cover. A representation is something that engages in a relationship with an object, and the object that the representation refers to is something else entirely. The title of novel cover is "Harry Potter and The Chamber of Secrets" release at July 2<sup>nd</sup> 1998 distance 1 years from the first release, and the authors by J.K Rowling. The authors of the novel is also same same the authors of the first novel, it is Harry Potter and The Sorcerer's Stone that is J.K Rowling. In Harry Potter and The Chamber of Secrets the research found 3 representament. The data of representament and object in Harry Potter and The Chamber of Secrets are presented (Figure 1 & 2).



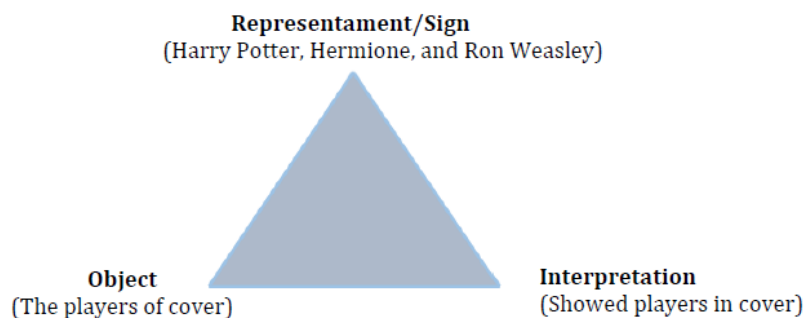
**Figure 1. Cover of the Novel**



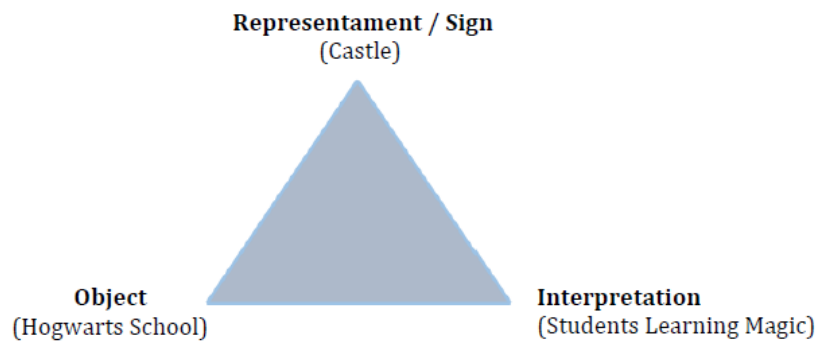
**Figure 2. Association between Object and Interpretation**

The first representament is “Harry Potter and the Chamber of Secrets” (R) that text refers to the title of the novel. It is a second novel of novel “Harry Potter” of six series. Also tell about someone in the movie have a amazing power that is “Harry Potter”. The text “Harry Potter” bold and clear one in this poster show that this is the main title and obviously want to be the main focus of the novel cover, making the novel cover showing familiar with this cover, and it can be interesting to readers about novel cover “Harry Potter” to read it. making the title of the cover novel stand out and attract the attention of the reader to show that reading a novel can be interesting by looking at the cover first. therefore in a title will explain the characteristics of the novel to show the part of the story described in the title, and this novel Harry Potter and Chamber of Secrets is the second part of the whole Harry Potter story.

Based on the data, the second of analysis novel cover series of “Harry Potter and The Chamber of Secrets in the first cover, research found players in representament, the representaments are “Harry Potter, Hermione, and Ron Weasley”. In (R) the novel cover refers to the players of the cover (O) and then interpretation (I) it is in the novel cover showed the players in the novel story (Figure 3).






**Figure 3. Association between Object and Interpretation**






**Figure 4. Association between Object and Interpretation**

The third representament is Castle (R) the cover refers to the place to learning of magic (O) and interpretation it is kingdom building study of magic (Figure 4). It is such as icon of an unusual school (I) the Hogwarts as a school of magic, and many students want to learning magical school for themselves as well as knowledge (Figure 4). The Signs (illustrations, typography, symbol and colors) Represent to Novel Cover of Harry Potter. The analysis was carried out on the illustration, there is typography, Symbol, and Color of the novel cover Harry Potter and The Chamber of Secrets (Table 3).

**Table 3. Data Presentation**

No.	Representamen	Object	Interpretation
1.		The Fire	a.) Fire can be used to Lightning
2.		The Phoenix	b.) and has a symbol of Courage a.) As Dumbledore’s pet b.) Symbol of the Sun. The sun rises, 'dies' and is reborn, so does the Phoenix.
3.		The Black Cat	a.) identified arrival of the demons or ghosts.  b.) black cat also has magic power

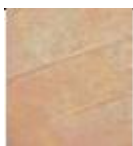






4.		<p>-Typography</p> <p>-Title of Cover</p>	<p>a.) The logo is located two thirds above with the White color</p> <p>b.) This typographical interprets dramatization of lightning flashes the elements of horror and tension in the cover message.</p> <p>c.) This font looks like a magical writer.</p>
5.		<p>- Typography</p> <p>-Series of Novel Cover Harry Potter</p>	<p>a.) The font showed the Second series this cover Series title under the logo is written on the wall in blood Series the novel cover</p>
6.		<p>- Snake Wall</p> <p>- Snake Wall</p>	<p>a.) Inside the wall is a snake.</p> <p>b.) The snake means evil.</p>

The presentation about all colors in the novel cover of Harry Potter and The Chamber of Secrets, and related used colors in the cover and represent the colors. On the cover of the novel Harry Potter and The Chamber of Secrets there are dominant colors which are identified into several main colors (Table 3).

From the color analysis of the novel cover, it can be concluded that the use of color as a novel cover for the Harry Potter and The Chamber of Secrets used Dark and Red colors or tends to be pale and also magic effect colors to show the impression of mystery, magic, and horror. which will be described later on the content of the novel.

**Table 3 Presentation about All Colors in the novel Cover**

Color	Interpretation
	<p>Light Yellow color. It is a color that is extrovert and playful, and the color is found in the cover illustration of the Harry Potter and The Sorcerers Stone novel as in the castle building as the background illustration for the novel covers.</p>

	The red color is danger, attractive, and strength. It found in the title of the novel with the words "Harry Potter" which almost fills the top background of the cover.
	Light Blue aura is calm and relax, They are good to find out the way to relax.
	Black is Strong, sorrow, death, expertise, official.
	White color is clear, happy, hope. white can also give a beautiful impression for a cover.

## CONCLUSIONS

The study used theory by Charles Sanders Peirce. The analysis itself was conducted to answer questions who concerning Peirce's triadic relationship about signs, meanings of symbols with addition theory about Illustrations, typography and color to represent the cover novels. There are conclusions in the study. The first, based on peirce's theory, the representation (sign) on the cover of the novel, while the object is the use of the image mark, such as place, cover title, publisher, player, and then Interpretation is the meaning about the sign. This shows that the signs want to provide information to the reader about the appearance and the outer cover of it to make it interesting. The second, the results of data analysis shows that is Harry Potter and The Chamber of Secrets that have been analyzed. Therefore, the study made a result adopted semiotic theory by Peirce (signs) with addition theory about illustrations, colors and typography that this Cover Novels shows a fantasy sign which can be seen from the healing Phoenix Bird, Flying Broom that plays a role in the cover image cannot be found in a real life. The cover is added with various colors of each cover, like red, gold, lime, yellow, black, white, and brown. All the existing colors add a real impression in novel fantasy and make the cover more attractive and livelier. In typography generated a result that the dominant using unusual writing and from all covers more text looks bigger. It can make the mystery, horror and fantasy impression. The cover Novels of Harry Potter can make the readers to be interested to seeing and buying the Novel. Therefore, fantasy novel and cover itself have a relationship because there are signs that are aired to convey the story in general.

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