

CHAPTER I

INTRODUCTION

This chapter contains the introduction of the research. It consists of a background of research, statement of problems, research objectives, research significances, definitions of key terms, and organization of the paper.

1.1 Background of Research

A cover is something that protects, hide or shelter another thing, while a cover book is a thing which protecting or covering used to bind together the pages of a book. The purpose of the cover is to describe what is in the book accurately or to tee up the readers, so the book has a maximum impact on the reader. According to Drew and Sternberger (2005:8) stated that the cover is a first book communication to its reader. A lot of book use cover as its identity or a sign about its content. Various kinds of books could identify through the cover, as well as a novel, a sort of book that contains the story whether it is about fiction or non-fiction.

Cover contains a message that the author tries to deliver to the readers by its design, its text or tagline, and its illustration or picture. According to Drew and Sternberger (2005), stated that the cover is the image which is supposed to represent the content. It always represents the theme, character, mood, or genre, also the design structure of a cover text and picture. The text includes title, author, publisher, sub-title and additional text. Picture includes illustration, color, lines, and aesthetic value. Therefore, a cover is a sign that implicitly or explicitly shown to express the content of the book. There are three pieces of cover, such as front

cover, spine, and back cover.

The front cover is a front of the book contains the texts or graphics to identify the very beginning of the book. It includes title, author with the illustration. On the inside of the cover page, it extending to facing page is the front endpaper or referred to as FEP. The spine is the vertical edge of a book, in the United States and the United Kingdom, the text on the spine is usually run vertically from top to bottom. In Europe, the vertical version of the needle is run from the bottom up. It contains four elements as follows the author, editor or compiler; title; publisher; and publisher logo. The back cover is the end of the paper; it should match the front cover either plain, pattern or image. As well as a cover of a novel, all the elements are same. The title on novels' cover is in large letters, the author name, tagline, and symbol of the publisher in the corner. The back cover of a novel also called lower cover; it contains text or teaser that gives a hint of the story attractively, a picture of the author and a summary.

By the time, cover has increasingly become an important component of a book. It is not only to cover and to protect the pages of a book, but also to become an advertising strategy used by the author or the publisher. A cover is the most effective tools to attract and to communicate with the readers. Jones (2007) stated that three factors influenced the reader selection of a book, such as the cover, the title, and the cover flap. Alongside with it, the most influential factor is the cover book itself. Cover now gives detailed hints about the style, genre, and subject of the book to attract sales attention.

To attract readers, buyers or novel industries, the cover of a novel must be able to convey the meaning of a content of the story. A good novel cover

should be able to deliver its message and meaning to the readers by its elements. The meaning might be seen whether it is from the text or the illustration and the readers would interpret the message in their mind. According to Kress and Leeuwen (2006:17) that the fact, an individual's literacy is judged on the extent to which that individual can treat reading as a purely visual form of communication. To achieve this purpose, the readers must understand the meaning or message of the cover and the structure of the cover itself.

The discussion of this research is to find whether the readers understand about the novel back cover, or, as well as the meaning and the message. By using readers' response theory, the writer tries to analyze the reader understanding about the structures and the messages in the back covers of a novel.

Reader response is the literary criticism that ignores both the author and the content; it based on reader experience while reading a particular work. It is a theory of the reader as the one who leads the existence of the work and completes its meaning through interpretation. Blackburn (2008:308) stated that a reader response theory holds the meaning that does not reside in the text. The text function is only as a canvas that the reader projects whatever his or her reactions may be. Readers' response gives the reader freedom to express their thought through interpretation.

The primary focus falls on the reading process than the author or the text. The reader has a role in completing the text of a work and giving a new identity through the experiences of the reading process. According to Fish in Raj journal of *Text and Meaning in Stanely Fish's Reader-Response Criticism* (2013) said that reader response theory anticipates key role to reading as an activity which weaves

meaning in a text through an actively interpretive procedure. It means that Fish emphasizes the character of the reading by capturing the event of a text-only through a glance and takes the result as a whole. In this research, the writer would like to use reader response to analyze several cover books to know what is on the reader's mind and their understanding of the meaning of a cover book.

The cover and back cover used to attract the reader to buy and to read the novel. It provides a bit of information that may make the reader interested to find out more about the novel. The cover and back cover is like an advertisement that published first before the content of the book, whether it published online or offline. The writer using reader response to analyze the readers' understanding about the novel back cover by spreading the questionnaire about several novel covers that have been chosen to some respondents, to know how the reader interpretation about the back cover of a novel.

To do more relevant research, there is a previous study that has been found by the writer before conduct this research. The last study has a similar topic discussion but different objects about reader response. The research entitled *Reader's Interpretation on Dialogues between Tintin and Snowy in Berge's Comic Book the Adventure of Tintin: Tintin in America* written by Tati Hadiyanti in the State Islamic University Sunan Gunung Djati in Bandung in 2012. The analysis is about the strategies and the difficulties of the reader interpret the text in the comic. The topic discussion is about the strategies used to interpret by the reader, the problem and the solution to the strategies that have been used. The result shows that the 12 (twelve) respondents use two strategies in applying the dialogue of Tintin comic book. The respondents have the same difficulties in finding the

appropriate vocabularies and meanings based on the reader response theory. It found that respondents use several solutions, such as reading the dictionary, reading the other books, and guessing the meaning based on the context and picture of the comic.

Alongside with the previous study, there is also another thesis that discusses the same subject. The research entitled *Young Adult Book Cover Analysis* written by Kathleen C. O'Connell in the University of North Carolina Wilmington in 2010. It is about a visual rhetoric analysis on a selection of seventy young adult books between the years 2003 and 2009 according to the Young Adult Library Association. The topic of this thesis is about the cover art that has become a trend. One of the trends included the human body was fragmented on book cover illustrations. The result shows that it has a positive and negative impact on young adult. The writer found that it could be a dangerous system in terms of symbolic imagery by strengthening the idea that the body is beautiful and culturally valued. It could confront that the body is an object and can be manipulated by the artist and viewer.

As linguistic research, this research has an object that related to readers' perspective, the writer analyzes about several covers in some novels that reach New York Times Fiction Best Sellers in the year of 2017. The New York Times is an American newspaper based on New York, it was found in 1851, and it has won 125 Pulitzer Prizes. The Times or so-called NYT is ranked 17th in the world by circulation and 2nd in the U.S. This newspaper has worldwide readers and influences. The respondent of this analysis is several students of English Literature at 8th semester in State Islamic University of Sunan Gunung Djati

Bandung that has been studied about reader response. The selection of respondents based on several consideration such as their understanding about book, novel, especially book covers and novel covers.

It is important to analyze and discuss the hidden information and the meaning of a back cover of a novel. Also it would be interesting to know what is in the reader interpretation about the meaning and the correlation between the text written on a back cover. This research aims to analyze the reader interpretations of a back cover of several novels that have been published using reader response. The analysis involves several respondents that have been fulfilled the questionnaire about novel back cover, and the writer would use its opinion concerning the back cover to conclude it in reader response theory.

1.2 Statement of Problems

As the people know book cover nowadays has become more important to the reader and the seller as intended to attract people and the beauty itself from its design. Novel cover and back cover contains some sign both in the form of verbal and visual. Therefore, this research would analyze the reader interpretation and understanding in the back cover of a novel based on its text using the reader response method and the semiotic approach. The focus of the study deals with the following problems:

1. How are the understanding of the reader towards the text on a back cover in ten popular novels back covers by New York Times Fiction Best Sellers in 2017?
2. What strategies are used by readers in interpreting the text of ten popular novels back covers by New York Times Fiction Best Sellers in 2017?

1.3 Research Objectives

The objectives of the study can be formulated as follows:

1. To know the readers understanding about the text on a back cover in ten popular novel's covers by spring publisher in 2017.
2. To know the strategies used by readers in interpreting the text of ten popular novels back cover by New York Times Fiction Best Sellers in 2017.

1.4 Research Significances

This research is significant in some ways:

1. It will be useful for people to understand the message of the novel by analyzing its back covers. It also enables the writer of the novel to communicate with the reader, and the reader could imagine the content of the novel by looking and analyzing the back covers.
2. To the author, this research has thought much new information and knowledge that will be useful in the future.
3. To the reader in general, who interested in the analysis of reader response method and semiotic approach through the back cover of the novel, this could be a reference of the same research in the future.

1.5 Definition of Key Terms

The definition of key terms is a collection of words that would often be shown in this research. The words used to describes the research and the result of the research. The words such as cover, front cover, back cover, and readers' response.

Cover : Cover is something that protects, a cover book is a thing which protecting or covering used to bind together the pages of a book, it contains a message that the author tries to deliver to the readers by its design, its text or tagline, and its illustration or picture.

Front Cover : Front cover is a front of the book contains the texts or graphics to identify the very beginning of the book. It includes title, author with the illustration.

Back Cover : The back cover is the end of the paper; it should match the front cover either plain, pattern or image. It is also called lower cover, it contains text or teaser that gives a hint of the story attractively, a picture of the author and a summary.

Readers' Response: Readers' response is the literary criticism that ignores both the author and the content, it based on reader experience while reading a particular work. It is a theory of the reader as the one who leads the existence of the work and completes its meaning through interpretation.

1.6 Organization of Paper

This paper is divided into five chapters. Each chapter have several points that leads this research. Each chapter as follows:

Chapter one : consists of the background of research, statement of problems, research objectives, research significances, the definition of key terms and organization of the paper.

- Chapter two : consists of the theories supporting the research, such as the reader response theories and the book cover or novel cover definitions and its history.
- Chapter three : consists of the methodology of this research such as the method of the research, sample of data, source of data, the technique of collecting data and technique of analyzing data.
- Chapter four : consists of the data analysis such as the interpretation by the reader about the novels' covers, and the analysis using reader response theories, also the result of the analysis.
- Chapter five : consists of the conclusion of the analysis and the suggestions for further research.

