

## **Semiotics Analysis of Pandemic Covid-19 Conducting in Tempo and Gatra Cover Magazine**

*Karina Kusuma Wijaya*  
[karinawijaya99@gmail.com](mailto:karinawijaya99@gmail.com)  
*Universitas Esa Unggul*

*Ruslan Ramli*  
[ruslanramli@esaunggul.ac.id](mailto:ruslanramli@esaunggul.ac.id)  
*Universitas Esa Unggul*

*Sumartono*  
[sumartono@esaunggul.ac.id](mailto:sumartono@esaunggul.ac.id)  
*Universitas Esa Unggul*

### **ABSTRACT**

This study discusses symbols or signs related to the corona virus (Covid-19) pandemic that are found on the covers of *Tempo* and *Gatra* magazines edition September 2002. The two magazines has front cover to show the pandemic situation in Indonesia. At the time Indonesia was in a very serious pandemic with a number of victims every day both ordinary people or medical officer. The purpose of this study is to determine the meaning contained on cover of *Tempo* and *Gatra* by using semiotics analysis of the Charles Sanders Peirce model. It consists of three points namely sign, object, and interpretant. The research method uses a descriptive qualitative approach. The data obtained in this study were sourced from documentation and literature study such as books, literatures, notes, and a number of other related websites. The result of the research is they differ each other. *Tempo* tries to portray The Minister of The Health of Republic of Indonesia Terawan Agus Putranto as a character who has fun and takes unilateral advantage of the policies he makes. While on the cover of *Gatra*, Terawan Agus Putranto is described as overwhelmed and incompetent in fulfilling his duties as minister of health.

**Keywords:** *pandemic covid 19; media mass; magazine cover; sign; semiotics.*

### **INTRODUCTION**

The development of communication technology gave birth to a variety of media. They are used to achieve the goals of personal, group, and institutional interests. In mass communication there are two types of mass media; conventional mass media such as print media (magazines, newspapers, tabloids and others), electronic media (radio, television, and others) and new media or the internet (Nugroho, 2018). Although the new media are starting to erode the existence of print media and electronic media, there are still many people who consider print media and electronic media to be more trusted journalistic products because of their maintained verification than new media.

Besides newspapers, magazines are print media that have a number of readers. Now it is fewer than new media. Magazines have their own characteristics to other print media. According to Trianton (2016: 87), magazines are print media that produce typical news related to life style with in-depth investigative coverage or in-depth news with descriptive and feature writing styles. Suryawati (2011:42) argues that magazines are communication media whose information is presented in deeper, sharpness, and has a longer actuality value than newspapers

and tabloids. They have any longer time and published weekly, bi-weekly, monthly, even in bi or quarterly. They also display more pictures or photos. Meanwhile, Danesi (2010: 89) suggests that magazines come from a collection of articles or stories that are published regularly on a regular basis, and there are illustrations in most magazines.

Magazine layouts are also artistic due to more space to support images, photos, and colors. All of them strengthen the magazine's appeal (Kusumastuti & Diana, 2015). Not only that, there is also a magazine cover or front cover that serves as a special attraction for the magazine. The front cover of the magazine can also represent the contents of the magazine and may have meanings that can be interpreted broadly by the readers (Widarmanto, 2017: 18). While Assegaf (1983: 125-127) argues that the cover is the skin of a magazine, consisting of a front or back layer which generally contains the title of the magazine and contains interesting images.

In choosing a topic that will be the main issue, the magazine selects it strictly through editorial discussions. What is up-to-date in the community is one of the editorial considerations in determining the main topic. The pandemic of corona virus disease (covid) 19 throughout the world is an example of a case that has attracted the attention of the mass media, including magazines. Indonesia is one of the countries with more than four million exposed cases. According to World Health Organization data as of September 26, 2021, globally has reached 230 million cases and in Indonesia it has reached 4.2 million cases (*who.int*)

The Covid-19 pandemic is a global issue that reported by the national and international mass media. This case is related to new cases, deaths, recovered patients and the implications that accompany them. Another problem is the public's view of Covid-19, the way of the government handles during the pandemic to the various impacts that are felt globally by the world community. This encourages the mass media to compete and to have package information attractively such as the illustrations published by *Tempo* and *Gatra*. The similarity of the front cover issues of the two magazines indicates that the issue of the Covid-19 pandemic is very strongly reported in the mass media.

For the cover of *Tempo* magazine's 7-13 September 2020 edition with the title "Buntu Pandemic", it describes a group of people wearing suits and masks in front of someone who is lying down wearing personal protective equipment (PPE). Among the six people wearing suits and masks, there is only one person wearing a green medical mask and the figure looks like a visualization of the former Minister of Health of the Republic of Indonesia, Terawan Agus Putranto. The front cover also shows that the group of people seems to be having a party with a glass of wine in their hands and without social distancing. With the headline "Untung-Buntung Pandemic" and accompanied by a short narration, *Tempo* chose black as the background for the front cover of its magazine.

*Gatra* also illustrated the issue of the Covid-19 pandemic on the front cover of the magazine. In the September 3-9 2020 edition entitled "Komplikasi Kebijakan Terawan", *Gatra* makes the former Minister of Health of the Republic of Indonesia, Terawan Agus Putranto the primary actor in the cover illustration. The figure of Terawan is depicted in a white shirt and wearing a green medical mask. Terawan also seemed to be confused or thinking with the position of his hand supporting his head and the expression of furrowing his eyebrows and forehead described by *Gatra*. On the front cover also the headline "Komplikasi Kebijakan Terawan" with a short narrative and a green background. In communication science, the illustrations on the front covers of *Tempo* and *Gatra* are not just a visual design. But there is a hidden message to be conveyed to the readers. Therefore, there is a need for semiotic analysis to reveal the meaning contained in a magazine cover.

Ardianto et al (2014:122) likens the front cover of a magazine as clothing and accessories for humans. It attracts readers more when using good paper with attractive pictures and colors. The consistency of the magazine in showing its characteristics also affects whether or not a front cover is attractive. Therefore, the front cover must be presented with an eye-catching visual. The visualization that presented should not just be presented but has meaning.

In communication science, the meaning of images is part of semiotics or the study of signs. Wibowo (2013:9) states semiotics as a model of communication science which understanding the world as a relationships system that has an analysis unit called "signs". Charles Sanders Peirce argues that semiotics is the study of signs and everything related to them, namely the way they function, their relationship to other signs, their transmission and reception by those who use them. Pierce is known for his triadic model and his trichotomy concept which consists of sign, object and interpretant (Vera, 2015:2,21-26).

The illustrations on the front cover of *Tempo* entitled "Untung-Buntung Pandemi" and *Gatra* with the title "Komplikasi Kebijakan Terawan", have special reasons that meet the requirements to fill the front cover. The illustrations on the front covers of *Tempo* and *Gatra* contain very strong meanings and are able to influence the point of view of the audience, especially the readers. Because the diversity of readers in interpreting an illustration can lead to its own perspective.

With this phenomenon, the researchers assessed that the front covers of the *Tempo* for 7-13 September 2020 edition and *Gatra* for 3-9 September 2020 edition have a very strong meaning and deserve to be analyzed more deeply. By using Peirce's semiotic model, the researcher will discuss the signs on the front cover of *Tempo* and *Gatra* which consist of sign, object, and interpretant.

Therefore, the researcher wants to study "Semiotics Analysis of *Tempo* and *Gatra* Magazine Cover for September 2020 edition. The formulation of the problem is related to the meaning of the front covers of the *Tempo* and *Gatra* magazine for September 2020 edition. The aim is to revealing the hidden meaning on the front covers of the two magazines.

To support it, this research uses literatures review especially semiotic studies conducted by social science researchers. They mean the study that examine relevant topics especially the study of semiotics on the front cover of print media.

Safitri et al (2021) studied the semiotics of the advertising of Burger King for edition Pesanlah dari McDonald's. This research tried to reveal the meaning contained of the phrase "Pesanlah dari McDonald's". By using model of Roland Barthes, three points were found out; denotation, connotation, and myth. The visual of this advertising is simple without stressing the illustration as mostly advertising exposed. The results showed that the denotation meaning of the Burger King advertisement for the version of the advertisement was "Order from McDonald's as a normative invitation to Burger King to the public to buy McDonald's products. The connotative meaning implies that there is tough competition between Burger King and McDonald's on the same product. While the myth means maintaining the tradition of competition that has been passed down from generation to generation by Burger King and McDonald's

Andriyan and Ruslan Ramli (2020) studied the semiotics of the cover of *Tempo* for edition 9-15 March 2020. This study wanted to reveal the meaning contained on the front cover of the magazines. The method used in this study is the semiotic analysis of the Charles Sanders Peirce model which is often known as the "triangle theory of meaning". It is a descriptive qualitative research which describing the meaning of the two magazines cover. The results show that the

illustration on the cover of the magazines can be studied with the triangle of meaning theory developed by Charles Sanders Peirce; sign, object, and interpretant. The study produces meaning that can be understood by anyone especially the readers of the magazines.

Wantoro (2017) who examined the cover of *Sindo Weekly Magazine Number 26 Year VI* using the Roland Barthes model. This study wanted to review the front cover which features a visual illustration of a character in a typical outfit who is making fortune-telling with a crystal ball with a map of Indonesia. The visual illustration of this magazine is considered to contain visual signs that are integrated with each other in constructing a message. The conclusion is that the sign on the cover of *Sindo Weekly Magazine Number 26 Year VI* proceeds in a sequential and systematic manner. The visual of Jack Ma in typical Gypsy men's clothes, optimistic smiling facial expressions and predicting with a crystal ball with a map of Indonesia means that Indonesia is currently being mentored by a person with a reputation for a qualified e-commerce business who can help predict and steer the business optimistically.

### THEORETICAL BASIS

Berger (in Sobur, 2009: 18) says semiotics pays attention to anything that can be expressed as a sign. Anything that can be taken as a sign that has an important meaning to replace something else is called a sign. Meanwhile, Wibowo (2013: 9) considers a model of communication science which understanding the world as a relationships system that has an analysis unit called "signs" as semiotics.

In this study, illustration is the part that is also studied. According to Kusrianto (2007: 140) illustration is an image art that is useful for visually explaining an intention or purpose. Meanwhile, Fariz (2009:14) defines illustration as a form of supposition that is formed in the human mind due to many causes. An expectation is formed by the impossibility or like wishful thinking because of the illustration, and it is virtual.

In its development, semiotic analysis has many models that initiated by semiotic figures such as the pragmatism model of Charles Sanders Peirce, the semiology of Ferdinand de Saussure, the mythology of Roland Barthes, the semiotics of Umberto Eco, and the semiotics of John Fiske. In this study, researchers used the semiotic analysis of the Charles Sanders Peirce model. Peirce's theory is often referred to as grand theory in semiotics because Peirce's ideas are comprehensive, structural descriptions of all signification systems (Wibowo, 2013:17).

If Saussure offers a dyadic model, then Peirce is known for his triadic model and the concept of trichotomy which consists of the following (Vera, 2015: 21): First, representation (sign); a form received by a sign or serving as a sign (Saussure called it a signifier). Second, interpretant; not an interpreter of the sign, but rather referring to the meaning of the sign. Third, object; something that refers to a sign. Something represented by a representation associated with a mold. Object can be a mental representation (in the mind), it can also be something real outside the sign. (Peirce & Silverman in Vera, 2015).

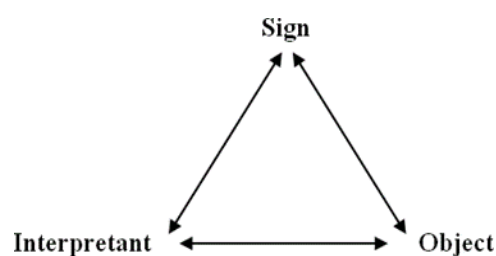


Figure 1  
Peirce Meaning Triangle Element  
Source: Nawiroh Vera (2015:22), Semiotics in Communication Research

Fiske (in Vera, 2015:21) explains that Peirce's triadic model is often also referred to as "triangle meaning semiotics" or known as the triangle theory of meaning, which is explained simply: "A sign is something that is associated with someone for something in some way or capacity. The sign points to a person, that is, creates in the mind of the person an equivalent sign, or a more developed sign, the sign which it creates is called the interpretant of the first sign. The sign indicates something, namely the object."

### METHODOLOGY

This study uses a critical paradigm with a qualitative-descriptive approach which describing the meaning of a research object. Research focuses on the front cover of *Tempo* and *Gatra* published in September 2021. The data comes from illustration, text, color, and photo which publishing on the front cover. Moleong (2016:11) states descriptive research is a research that collecting data consist of words, pictures and no numbers.

Referring to the expert opinion above, this research will focus on qualitative-descriptive research. The researcher tries to interpret a meaning from the signs contained on the front cover which is the object of research. The primary data used is the front cover of *Tempo* and *Gatra* editions September 2020, while secondary data is obtained from books related to research topics, literature collections, websites, blogs and so on. Based on the data collected, the researcher will arrange it systematically using Charles Sanders Peirce's semiotic analysis to analyze signs in depth.

### RESULTS

The research results of *Tempo* and *Gatra* edition September 2020 were analyzed using Peirce's semiotic model with interpreting a symbol or sign on the front cover of the two magazines as below:

#### TEMPO MAGAZINE

*Tempo* has the title "Profit-Buntu Pandemic" and *Gatra* has the title "Policy Complications Overwhelmed" as shown in picture 2.



Photo 2 Cover of *Tempo* Edition 7-13 September 2020

Peirce's model is known as a grand theory in semiotics by using triangular elements of meaning; sign, object, and interpretant. In this study, researcher will examine the elements of the front cover in the form of illustrations or images as well as other components contained on the front cover of the *Tempo* edition 7-13 September 2020.

### 1. Profile Terawan Agus Putranto



Photo 3 The Minister of Health of Republic Indonesia

Terawan Agus Putranto is the Minister of Health of the Republic of Indonesia who served since 23 October 2019 in the Cabinet of Joko Widodo and Ma'ruf Amin. Then he stopped and took over by Budi Gunadi Sadikin on 23 December 2020. In *Tempo's* illustration, it looks clear and similar to the original photo. *Tempo* made Terawan stand out by wearing a suit and only he wore a mask with a different color. It is a green medical mask.

As the minister of health who served during the early days of the Covid-19 pandemic, Terawan acted as the government's representative in overcoming this pandemic. However, problems began to occur when the project for the procurement of Personal Protective Equipment (PPE) stalled due to chaos between entrepreneurs and the government. The ministry of health appoints companies that do not have a track record of making PPE. This shows the government has not focused in dealing with the pandemic. The losers from this policy are health workers, because they are not protected optimally so that not a few doctors and medical personnel have died.

## **2. A person wearing PPE is lying down with his arms crossed**

Personal protective equipment (PPE) is a set of equipment used to protect users from certain health hazards or disorders such as viral or bacterial infections. The use of PPE properly can prevent the entry of viruses or bacteria into the body through the mouth, nose, eyes, or skin. The Covid-19 virus is a highly contagious virus. That's why PPE plays an important role for someone who often has physical contact with Covid-19 patients such as health workers at a hospital. In general, laying hands on the stomach depicts someone who has died. The Indonesian Doctors Association (IDI) recorded that 104 doctors died due to exposure to the corona virus until September 2, 2020. In addition, the Chairman of the Indonesian National Nurses Association, Harif Fadhillah, also stated that the scarcity of hazmat clothes was one of the factors that caused nurses to be exposed to the corona virus. Until September 4, 2020, more than a thousand nurses were positive for Covid-19 and 71 of them died. This means that someone who wears PPE in a lying position with their arms crossed can be interpreted as the corpse of a health worker who has fallen due to the scarcity of personal protective equipment.

## **3. A number of people wearing suits and masks**

A suit is worn to reflect a formal impression and social status. Welters and Lillethun (2011) revealed that it was the Prince of Wales who introduced the suit for the first time in an informal event in the morning. However, over time, suits have become a formal attribute in today's business world. That is, someone who makes a suit as a formal attribute in the world of work wants to show his position in a group or organization.

On the front cover of *Tempo's*, masks are indispensable for everyone to prevent exposure to the corona virus. On the front cover of *Tempo*, a number of people wearing suits and masks can be interpreted as entrepreneurs appointed by the government to make personal protective equipment (PPE).

## **4. Hands holding a glass of wine or wine**

On the other side, precisely on the hand, there are a number of people holding a glass of wine or wine. Wine is an alcoholic beverage made from the fermentation of grapes and the distillation of grapes. Wine is one of the luxury and exclusive drinks. No wonder, if wine is always consumed as a cover for a luxurious dinner or is considered a drink that is very commonly served at a party, be it weddings, birthday parties, and the like. The closeness and identification of wine with a party can be interpreted that *Tempo* describes the situation of a number of people enjoying a party.

## **5. Headline title "Pandemic Luck"**

The title of this headline describes the events that hit Indonesia. The pandemic profit is the headline used by *Tempo*, "Untung" in the Big Indonesian Dictionary (KBBI) means profit earned in trading and so on. While "Buntung" means loss or misfortune.

The Financial and Development Supervisory Agency (BPKP) revealed that the government allocated a budget of USD 562 trillion for the handling of the coronavirus (Covid-19) pandemic in 2020. One of the allocations of funds was used to procure personal protective equipment (PPE). However, the procurement of PPE during the pandemic is suspected to be problematic which began when the Head of the Health Crisis Center of the Ministry of Health, Budi Sylvana, appointed a company that did not have a track record of making PPE. As a result, there is a shortage of PPE which is indicated to have exposed a number of health workers to the Covid-19 virus. So in the headline title "Lucky for the pandemic", it can be interpreted that in handling the covid-19 pandemic, the government and entrepreneurs receive a number of business benefits from the policies they make. However, the loss was actually experienced by health workers who died due to the scarcity of personal protective equipment.

## 6. Short narrative

The short narrative describes the issues that were raised by *Tempo* as the main story. “The project to procure millions of personal protective equipment has stalled due to the chaos between entrepreneurs and the government. This is because doctors and medical personnel are not protected.” In the first sentence, *Tempo* stated that the cause of the delay in the project to procure personal protective equipment was due to friction between businessmen and the government. Furthermore, in the second sentence, *Tempo* added the impact of the scarcity of PPE, namely the collapse of doctors and other medical personnel.

## 7. The background color tends to be black

Psychologically, the color black describes sexuality, power, luxury, death, fear, unhappiness, mystery and elegance (Holzschlag in Kusrianto, 2007). In the illustration of a group of people wearing suits and holding a glass of wine, black indicates the side of luxury. Meanwhile, in the illustration of a person wearing PPE lying down with their arms crossed, the black color depicts death, unhappiness and fear.

### GATRA MAGAZINE

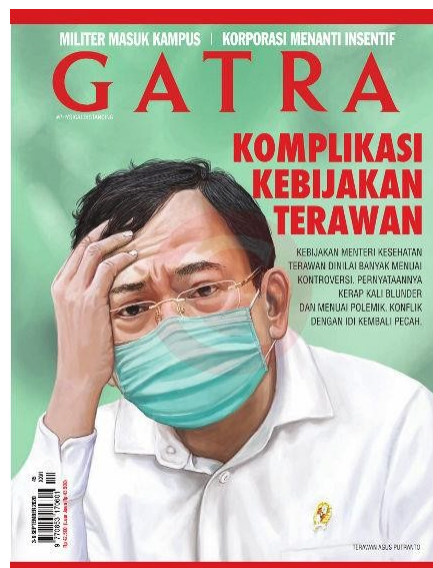


Photo 4 Cover of *Gatra* Edition 3-9September 2020

### 1. The Figure of Terawan Agus Putranto

Terawan Agus Putranto is the Minister of Health of the Republic of Indonesia in the cabinet of Joko Widodo and Ma'ruf Amin. He served more than a year since October 23, 2019 to December 23, 2020. By raising the topic “Terawan Policy Complications”, *Gatra* featured an illustration of Terawan's figure for the front cover.

The Covid-19 pandemic is the biggest challenge for Terawan as health minister. In carrying out his duties, Terawan often makes blunders over his policies. Starting from his statement, which is considered to have generated a lot of controversy. For example when Terawan stated that masks were only used by sick people at the beginning of the pandemic. In addition, the conflict between Terawan and the Indonesian Doctors Association (IDI) also broke out again. On that basis, the public considers this to be a strong reason for President Joko Widodo to



remove Terawan Agus Putranto from the seat of Minister of Health of the Republic of Indonesia.

## **2. Mask**

Masks are indispensable for everyone to prevent exposure to the corona virus. Based on the guidelines of the World Health Organization (WHO), the use of masks for healthy people serves to protect themselves when in contact with infected people or to control further transmission.

On the cover illustration of the September 3-9 2020 edition of *Gatra*, Terawan is depicted wearing a medical mask. Medical masks are made from a minimum of three layers of synthetic non-woven material, and are arranged so that the filtration layer is in the middle. This mask reduces respiratory droplets from the wearer to other people and to the environment. In addition, medical masks also prevent the transmission of the virus from other people to the wearer. However, medical masks should only be used by health workers and anyone with an indication of the Covid-19 virus. Regarding this illustration of the use of medical masks, *Gatra* describes the profession of Terawan, who is a military doctor who also served as Head of the Gatot Subroto Army Central Hospital.

## **3. White shirt**

Psychologically, the color white describes purity, cleanliness and accuracy (Holzschlag in Kusrianto, 2007). In addition, the color white can also symbolize a new beginning. White shirts have indeed become the hallmark of ministers in the cabinet of Joko Widodo and Ma'ruf Amin. The illustration of Terawan wearing a white shirt, *Gatra* said that Terawan was part of the ranks of ministers in Jokowi's cabinet.

## **4. Wrinkle eyebrows and forehead**

In psychology, furrowing the eyebrows indicates negative emotions, such as confusion or fear. Next, frown

The forehead as illustrated by *Gatra* can be classified as a combination of horizontal and vertical wrinkles, which indicate that someone is experiencing difficulties and that difficulty becomes a burden for him. Horizontal wrinkles due to fear, while vertical wrinkles illustrate that he is trying to overcome what is felt, but the situation cannot be overcome (Darwin, 1872). On the cover illustration, *Gatra* describes the situation Terawan is going through. As minister of health, he underpins the great responsibility of dealing with the Covid-19 pandemic. He has made various policies to overcome the pandemic in Indonesia, but the Covid-19 pandemic is still difficult to control.

## **5. The position of the hands supporting the head**

Psychologically, the position of the hand that supports the head describes a person being in a gloomy, sad or even stressful situation. In the cover illustration, *Gatra* shows the situation Terawan is facing. He bears heavy responsibilities as minister of health. He must be able to think quickly to find a solution of pandemic, but the policies he makes often generate controversy and become polemic. So, *Gatra* describes Terawan as being in a stressful situation.

## **6. Headline title "The Most Cloudy Policy Complications"**

The title of this headline describes the problem that occurred. On the front cover of *Gatra* magazine, September 3-9, 2020 edition, *Gatra* raised the headline "Policy Complications Overwhelming". In the Big Indonesian Dictionary (KBBI), complication means a mixture of various things that are tangled or complicated. Furthermore, policy is a series of concepts and

principles that become the outline and basis of plans in the implementation of a job, leadership and way of acting. In this case, it can be interpreted that the various policies made by Terawan as the minister of health triggered complexity or chaos.

### **7. Short narrative**

The short narrative describes the issues raised by *Gatra* as the main story. "The policy of the Minister of Health Terawan is considered to have generated a lot of controversy. His statements are often blunders and lead to polemics, the conflict with IDI has erupted again." The first sentence describes an assessment of Terawan's policy as the minister of health. Furthermore, in the second sentence, *Gatra* mentions various forms of controversy over the policies made by Terawan.

### **8. The background color tends to be green**

The green color in psychology describes nature, a good view (freshness), peace, to the relaxation effect for a person (Holzschlag in Kusrianto, 2007). In the cover illustration, *Gatra* depicts Terawan in a situation that makes him stressed with an expression of furrowing the eyebrows and forehead and the position of the hands supporting the head. As a background color, choosing green is able to balance and calm the emotions of someone who is in a stressful situation.

## **DISCUSSION**

With the theory of semiotic analysis of the Charles Sanders Peirce model, the researcher can determine the dominant ideology of *Tempo* and *Gatra* magazines. In a magazine, media ideology can be reflected in the first part of the magazine, namely the front cover. Because it is the most prominent part and really determines the views and reading interest of the audience.

Based on the illustration on the front cover, *Tempo* magazine tends to view Terawan Agus Putranto's policy as health minister as a mere business advantage. The chaos in the procurement of personal protective equipment (PPE) also attracted the attention of *Tempo* as a print media, which saw the issue as having strong news in the mass media. *Tempo* packs the issue with illustrations on the front cover of its magazine, which has a very strong meaning and is able to influence the audience's point of view, especially *Tempo* readers.

It can be concluded from the perspective of Terawan's policy issue that caused the chaos between the government and businessmen, it can be said that *Tempo* has a public interest here. *Tempo* acts as a public space, which puts aside economic and political interests and becomes an independent and objective media.

Meanwhile, in *Gatra*, researchers saw the print media as assessing the Covid-19 pandemic as a heavy burden that must be borne by Terawan as the Minister of Health. The message conveyed by *Gatra* through the cover illustration is the condition Terawan experienced while dealing with the Covid-19 pandemic in Indonesia. It can be said that there is political interest on the cover of *Gatra*, because through the signs that the researcher analyzes, there are meanings that tend to be neutral in the illustrations that fill the cover of *Gatra*.

Based on the data above, it can be seen that the meaning of illustrations from *Tempo* and *Gatra* magazines is built on the ideologies of the two media. This makes the illustrations published on the front covers of each as an implementation of the ideology adopted by *Tempo* and *Gatra*.

## CONCLUSION

The conclusion that researchers can draw is that the front cover published by *Tempo* and *Gatra* is a typical image and style of the media itself. Through the semiotic analysis method, researchers can reveal and understand the hidden meaning that they want to understand delivered by *Tempo* and *Gatra*. On the front cover, the two media have the same message chosen, namely the link between the policies of the Minister of Health Terawan Agus Putranto and the Covid-19 pandemic in Indonesia.

On the cover of *Tempo's*, Minister of Health Terawan Agus Putranto is described as one of the figures who seem to enjoy business benefits for his policies. Meanwhile, on the front cover of *Gatra*, it describes Terawan Agus Putranto as a figure who does not have the skills to fulfill his duties as minister of health.

As for the two front covers, the researcher also concludes that there are similarities in the messages in describing the figure of Terawan Agus Putranto, namely facial expressions and medical masks. With this similarity, researchers can conclude that the two media agreed to portray Terawan Agus Putranto as a figure who is closely related to the chaos in handling the Covid-19 pandemic in Indonesia.

There are also differences in the meaning of the illustrations formed by *Tempo* and *Gatra*. *Tempo* has a public interest, which puts aside economic and political interests and becomes an independent and objective media. Meanwhile, on the front cover of *Gatra*, there is a political interest because the illustrations tend to be non-neutral.

## REFERENCE

- Andriyan & Ramli, R. (2020). Analisis Semiotika Sampul Depan Majalah Tempo Edisi 9 – 15 Maret 2020. *Komunikologi: Jurnal Ilmiah Ilmu Komunikasi*. Vol 17. (2). Hal 59-70.
- Ardianto, D. (2014). *Komunikasi Massa: Suatu Pengantar (Edisi Revisi)*. Bandung: Simbiosis Rekatama Media.
- Assegaf, D. (1983). *Jurnalistik Masa Kini: Pengantar Praktek Kewartawan*. Jakarta: Ghalia Indonesia.
- Danesi, M. (2010). *Pengantar Memahami Semiotika Media*. Yogyakarta: Jalasutra.
- Fariz. (2009). *Living in Harmony: Jati Diri, Ketekunan dan Norma*. Jakarta: PT Kompas Media Nusantara.
- Gatra*, M. (n.d.). *Majalah Gatra*. <https://www.Gatra.com/>
- Kamus Besar Bahasa Indonesia. (n.d.). *Kamus Besar Bahasa Indonesia*. <https://kbbi.kemdikbud.go.id/>
- Kusrianto, A. (2007). *Pengantar Desain Komunikasi Visual*. Yogyakarta: ANDI.
- Kususmastuti, R., & Diana, M. (2015). Analisis Semiotika Pada Cover Majalah Tempo. Edisi tanggal 23 februari-1 Maret 2015. *Semiotika: Jurnal Komunikasi*. Vol 10. (2). Hal 335–368.
- Moleong, L. J. (2016). *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: PT Remaja Rosdakarya.
- Nugroho Abraham Akbar. (2018). Analisis Semiotika pada Cover Majalah *Tempo* Edisi 4 - 11 Juni 2018. *Jurnal Spektrum Komunikasi*, Vol 6. (1), hal 61–66.

- Safitri, N. R., Ramli, R.M, Siregar, B. (2021). Analisis Semiotika Roland Barthes pada Iklan Burger King Versi “Pesanlah dari McDonald’s”. *Journal of Scientific Communcation*. Vol. 3. (2). Hal. 120-131.
- Sobur, A. (2009). *Semiotika Komunikasi*. Bandung: PT RemajaRosdakarya.
- Suryawati, I. (2011). *Jurnalistik Suatu Pengantar: Teori dan Praktik*. Jakarta: Ghalia Indonesia.
- Tempo, M. (n.d.). *Majalah Tempo*. <https://majalah.Tempo.co/https://covid19.who.int/>
- Trianton, T. (2016). *Jurnalistik Komprehensif*. Yogyakarta: Penerbit Ombak.
- Vera, N. (2015). *Semiotika dalam Riset Komunikasi*. Jakarta: Ghalia Indonesia.
- Wantoro (2017). Tinjauan Semiotika Visual Sampul Majalah Weekly Sindo No. 26 Tahun VI. *Jurnal Majalah Ilmiah Unikom*. Vol.16. (1). Hal 21-27.
- Welters, A., & Lillethun. (2011). *The Fashion Reader*. New York: Berg.
- Wibowo, I. S. W. (2013). *Semiotika Komunikasi; Aplikasi Praktis Bagi Penelitian dan Skripsi Komunikasi Edisi 2*. Jakarta: Mitra Wacana Media.
- Widarmanto, T. (2017). *Pengantar Jurnalistik: Pedoman Awal Penulis dan Jurnalis*. Yogyakarta: Araska.