CHAPTER 1
INTRODUCTION

This chapter presents the background of the study which consists of background, research question, aims of study, scope of the study, significance of the study, research methodology, classification of the terms and organization of the paper. The research methodology is divided into data collection, data analysis, and data interpretation and conclusion. This sub-chapter briefly describes the method used in collecting and analyzing the data.

1.1 Background of the Study

Semiotics is a study which concerns everything that can be taken as ‘signs’. The study also concerns meaning-making and representation of the sign in words, images, sounds, gesture and object (Chandler, 2002, p. 2). Signs are never arbitrary, and ‘motivation’ should be formulated in relation to the sign-maker and the context in which the sign is produced, and not in isolation from the act of producing analogies and classifications (Kress, 2006, p. 8). Therefore, semiotics can be used to analyze the signs that appear in the images. Everything that appears in the images can be recognized as the sign such as footprint, thunder and smoke.

Peirce (as cited in Chandler, 2002, p. 38) says a symbol is a sign which refers to an object denoted by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to some object. Then, index is the element of the signs which is not arbitrary but directly connected in some way (physically or causally) to the signified in which the link can be observed and inferred (Chandler, 2002, p 37). As a result, photos or images can contain symbols and indexes that build the meaning of the images. There are some examples of photos...
that contain symbols and indexes, such as news photographs. As one of media products, news photographs or known as photojournalism not only consists of pictures of events but also covers news and facts (Becker, 1995, p. 5).

In photojournalism, there is a term called “narrative photo” or “photo story”. Unlike a written story, a compelling photo story requires not only complication and resolution, but also action that can be photographed (Kobré, 2004, p. 147). Accordingly, a photo story cannot stand for only a single photo to make meaning, but there should be two photos or more to create a story line. The story line determines the sequences of pictures in the layout (Kobré, 2004, p. 159). A photo essay is simply a collection of images that is placed in a specific order to describe the progression of events, emotions, and concepts (Dickson, 2012). An example of a photo story was photographed by James Nachtwey entitled beyond 9/11: Portraits of resilience (Time, 2001). The photo tells about the tragedy of 9/11 when World Trade Center was crashed. The photo story contains 14 photos.

There is also a photo story about the tragedy of Mount Merapi’s eruption. Mount Merapi is one of the world’s most active volcanoes. Mount Merapi is located in Yogyakarta, Indonesia. The last eruption of Mount Merapi happened on October 2010. The phenomenon has been the largest eruption since 1870 (BBC, 2010). The eruption made the area near Mount Merapi was covered by ashes released by Mount Merapi. This phenomenon caused more than 70,000 people to have been evacuated. In the disaster, one hundred people had been killed, many animals had also been killed, and many of the local people had been injured (BBC, 2010). The eruption attracted worldwide attention, especially the journalists and photographers.

Many journalists and photographers came to the area near Mount Merapi to report the phenomenon. One of the journalist photographers who came to report the phenomenon was Kemal Jufri. Kemal Jufri joined the World Press Photo contest in 2011 by sending Mount Merapi eruption photos. He won the second prize winner of World Press Photo 2011 (World Press Photo, 2011). In his picture, he showed the
severity of Mount Merapi eruption, such as the eruption, the victims and the area affected.

Kemal Jufri is an Indonesian journalist photographer who won the world press photo competition, World Press Photo is an independent, non-profit organization based in Amsterdam, Netherlands. Founded in 1955, the organization is known in holding the world’s largest and most prestigious annual press photography contest (Worldpressphoto.org). In the first fifty years of establishment, World Press Photo has become a truly global platform for professional press photography (Panzer, 2005). The mission of World Press Photo competition is to encourage high professional standards in photojournalism and to promote a free and unrestricted exchange of information.


To achieve the purpose of the study, some theoretical approaches were needed as the research foundation. This research is based on the semiotic theory of signification by Umberto Eco (1994) to analyze symbols and indexes that portray the severity of Mount Merapi eruption in 12 photographs in the photo story of Kemal Jufri as the second winner of World Press Photo. Eco (as cited in Innis, 1985, p. 4) says that "signification encompasses the whole of cultural life and the subject matter of semiotics is co-extensive with the whole range of cultural phenomena, however pretentious that approach may at first seem.". Since the photographs comes as a visual media to deliver the information or messages, the photographs have to use various signs and symbol as attempts to create particular meaning. A study of the sign semiotics can be applied to examine the hidden meanings in the photograph.

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1.2 Research Questions
The research problems are formulated in the following questions:

1. What are the symbols, indexes and modes that appear in Kemal Jufri’s photos as the second prize winner of World Press Photo 2011?
2. What do these symbols, indexes and modes signify?

1.3 Aims of the Study
Based on the research question above, the study aims to:

1. Discover the symbols, indexes and modes that appear in Kemal Jufri’s photo as the second prize winner of World Press Photo 2011
2. Reveal the severity of Mount Merapi eruption portrayed by the symbols, indexes and modes in Kemal Jufri’s photo as the second prize winner of World Press Photo 2011.

1.4 Scope of the Study
The research investigates Kemal Jufri’s 12 photo story about Mount Merapi eruption as the second prize winner of World Press Photo 2011.

1.5 Significance of the Study
This research examines the photos of Kemal Jufri as the second prize winner of World Press Photo 2011. This research investigates the symbols and indexes that appear in Kemal Jufri’s photos and also analyzes the modes in the photos. Moreover, the readers can realize the symbols and indexes that appear in Kemal Jufri’s photo of Mount Merapi, and realize that photos are not only photos, but there are signs and modes indicated in the photos.
1.6 Research Methodology

1.6.1. Research Method
The research focuses on investigating the portrayal of the severity and social awareness in Mount Merapi eruption by the symbol, indexes and also modes that appear in Kemal Jufri’s photos that won the second prize winner of World Press Photo 2011 by using a semiotic analysis proposed by Eco (1994). The research uses a qualitative method. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind (Mothari, 2004). It means that in qualitative research, the data does not in the form of statistical or quantification data. Qualitative research is about describing the analysis of data qualitatively.

The data investigated in the research were in the form of photos. The data were collected from the World Press Photo website on the Internet.

1.6.2. Procedures of the Research
In conducting this study, the following procedures were taken:

1. Data Collection
   The photo story of Mount Merapi eruption was selected to be the source of data. It contains 12 photographs. The data is containing symbol, indexes and modes that related to the context which can be analyzed by Eco’s Hermetic Drift theory. The data were taken from World Press Photo website on www.worldpressphoto.org. World Press Photo is the largest organization which holds the world’s largest and most prestigious annual press photography contest (The Express Group, 2013). The relevant theories are also figured out based on library research.

2. Data Analysis
In this study, the data analysis was based on the Hermetic Drift theory by Eco (1994) to analyze the symbol and indexes. In addition, visual modality also analyzed to discover meaning behind the modes in the photo story photographed by Kemal Jufri to portray the severity of Mount Merapi eruption in the www.worldpressphoto.org. Umberto Eco Order of signification was employed to analyze and discover the hidden meanings of this photo story. The theory defined as an instance of connotative neoplasm. There is a phenomenon of connotation when a sign function (expression plus content) becomes in turn the expression of a further content.

3. Interpretation of Data and Conclusions

The data were interpreted by reflecting on how finding relate to the existing research. The data were interpreted to reveal the symbol, indexes and modes to portray the severity of Mount Merapi eruption in the Kemal Jufri’s photo story as a second prize winner of World Press Photo Contest.

1.7 Clarification of the Terms

There are some terms that are mentioned in the study that might be needed:

1. SEMIOTICS

Semiotics is a study which concerns with everything that can be taken as ‘signs’. It also concerns with meaning-making and representation of the sign in the form of words, images, sounds, gesture and object (Chandler, 2002, p. 2).

2. SIGN

Sign is anything which produces meanings (Thwaites, et al, 1994, p.7).

3. SYMBOL

Symbol is a sign which refers to object denoted by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be

4. PHOTOJOURNALISM

Photojournalism is not only a picture of an event but also covers news and fact (Becker, 1995, p. 5).

5. NARRATIVE PHOTO

Narrative photo is very simply a collection of images that are placed in a specific order to tell the progression of events, emotions, and concepts (Dickson, 2012).

6. ERUPTION

Eruption is a phenomenon that begins when pressure on a magma chamber forces magma up through the conduit and out the volcano's vents. When the magma chamber has been completely filled, the type of eruption partly depends on the amount of gases and silica in the magma. The amount of silica determines how sticky (level of viscosity) the magma is and water provides the explosive potential of steam (Oracle ThinkQuest, 1998).

7. WORLD PRESS PHOTO

World Press Photo is an independent, non-profit organization based in Amsterdam, Netherlands. Founded in 1955 the organization is known in holding the world's largest and most prestigious annual press photography contest (www.worldpressphoto.org).

1.8 Organization of the Paper

This study is divided into five chapters, as follows:

CHAPTER I

The first chapter discusses introduction of the research, including the background of the research, the research questions, the aims of the research, the scope of the study, the significance of the study, the research methodology, the classification of terms, and the organization of the paper.
CHAPTER II
The second chapter discusses the theoretical frameworks and the literature reviews.

CHAPTER III
In the third chapter, the discussion is around the research methodology. It describes the steps and procedures of the study.

CHAPTER IV
The fourth chapter presents the findings and a discussion of the research.

CHAPTER V
The last chapter discusses the conclusions of the research and the suggestions for further research.