

ABSTRACTION

ALDILA CAHYA ALAM. 10816509

ANALYSIS OF ARTWORK COVER ALBUM ‘MABUK LAUT’ THE PANTURAS

Keyword: *Artwork*, Cover Album, Semiotics

(x + 35 + 1 Attachment)

Semiotics is a science or analytical method for studying signs. Signs are tools used in an effort to find a way in this life, among humans and with humans. **The research** to find out the meaning contained in the cover artwork for The Panturas "Mabuk Laut" album. **The theory used** by Charles Sanders Pierce's semiotics uses a qualitative approach. **The research methodology** uses a qualitative approach with a constructivism paradigm. **The results** showed that the album "Mabuk Laut" is the first album of the band The Panturas. Sulking in the words "a 2018 calendar album first from The Panturas" which is found on the calendar image with a photo of a woman as the background which also gives the impression of surfing and wild. The wild impression is built through the object of a calendar image with a photo of a woman who has been painted to form a mustache. Where the wild ideas arise when the driver is resting at one of the resting places on the north coast route. This is emphasized through the object of a cup of black coffee and a cigarette in the ashtray. **The conclusion** a sign on album cover artwork represents the content of some of the songs on the album. **Suggestions** for the future when you want to buy/listen to an album, we can interpret it through the album cover. Indirectly, we can describe the content/theme of the entire song through the album cover.

Bibliography (1986-2012)