

A Semiotics Analysis Of The Novel Illustration On Harry Potter And The Prisoner Of Azkaban By J.K. Rowling

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Abstract. This research aims to study the novel illustration as a sign in Harry Potter and The Prisoner of Azkaban novel by J.K. Rowling (2014). The researcher shows how the illustrations can influence readers by illustrating images, events, colors, and the typography displayed on the novel's cover. This research is qualitative. The data source used is the Harry Potter and The Prisoner of Azkaban novel by J.K. Rowling (2014) UK edition. The data collection technique is from analyzing the novel illustration. The theory used in this study is a semiotic analysis of literature, the course of the sign, meaning, metaphor, and symbolism. The result of this study are as follows: first, the value of novel illustrations. Second, the meaning of color psychology. Third, the reviews about the different edition of Harry Potter and The Prisoner of Azkaban novel.

Keyword: *Harry Potter, Semiotic Analysis, Illustration, Color Psychology*

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1 Introduction

An illustrator typically creates an illustration. The illustration also means providing an example, either in writing or in picture form. The origin of the word "illustration" is late Middle English (in a sense "illumination; spiritual or intellectual enlightenment"): via Old French from Latin *illustratio*, from the verb *illustrare*. The term *illustrated novel* refers to an extended narrative with multiple images that, together with the text, produce meaning. The illustrated novel is not about a single decorated cover but contains many elements based on its genre and story. Illustrator and the author must collaborate over the story and illustrations to get the novel cover or novel illustration. An illustration was used to attract buyers, readers and deliver the story through the cover illustration. Some novels only used simple illustrations for their novel, because the book contains serious content. The novel that has genre fantasy, horror and comic usually uses different kinds of illustrations to make sure that the story looks eye-catching for readers or buyers.

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The illustration's color has a significant role and specific meaning in every single sign and symbol. Color that exists in *Harry Potter and The Prisoner of Azkaban* (2014) novel illustration there are dark blue, light blue, white, gold, and red. Every color has a different meaning in psychological theory, delivering a specific purpose to the reader. Color psychology is the study of color about human behavior. It means to determine how color affects our life After this illustration, and the cover function changes not only to protect the page but also functions as a form of print-ad as well as conveying information about the contents of the book.

The importance of a cover illustration to attract reading and interest briefly describe the contents of the task encourage me to examine in-depth the cover illustrations of the *Harry Potter and The Prisoner of Azkaban* novels, which are best-seller novels and successfully raised into the film which is also as famous as his novel. The author wants to examine how the illustrations are related cover with the contents of the story and what are the visual elements contained in the cover illustration of the novel is seen from the form of illustrations, colors, and typography is it interesting so that it fits the nickname of the best novel seller.

The reason why the researcher interested in this study because this novel illustration presents many signs that are more directed to semiotic issues. The researcher is very interested in how novel illustrations can attract the reader or buyer to choose the novel without open the seal or read it. This study discusses the Semiotic Analysis of the Novel Illustration of *Harry Potter and The Prisoner of Azkaban* by J.K. Rowling (2014). In this study, the researcher claimed that semiotic analysis helps solve the issues of illustration. In this case, the researcher uses semiotic analysis, one of the literary theories.

Several studies have been conducted to analyze the illustration of *Harry Potter and The Prisoner of Azkaban*. Bahri (2009); Manoy (2009); Stubbe (1676); Eco (1988); Evereart (1990); Locke (1952); Pierce (1887); Saussure (1887); Soedarso (1990); Sofyan (1990). In this research, the researcher proposed three major objectives to be described to understand how novel illustration and color affects your psychology through the novel.

2 Method

In this research, the type of research that will be used is qualitative research. Denzin and Lincoln (2000) claimed that qualitative research involves an interpretive and naturalistic approach: "This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them" (p. 3). The method of collecting data for this research is library studies. The researcher analyzed the research by collecting and observe the novel illustration from *Harry Potter and*

The Prisoner of Azkaban (2014) front and back cover. Judith Preissle elaborates that definition of the qualitative method as:

Qualitative research is a loosely defined category of research designs or models, all of which elicit verbal, visual, tactile, olfactory, and gustatory data in form of descriptive narratives like field notes, recordings, or other transcriptions from audio and videotapes and other written records and pictures or films (Cresswell J., 1998, p.24).

3 Finding and Discussion

The researcher delivers the following finding and discussion. The researcher uses a semiotic approach to analyze and identify the primary purposes of illustration on Harry Potter's cover.

3.1 The Value of Novel Illustration

These contents are provided the novel illustration to analyzed with a semiotic approach or called by semiotic analysis.





a. Content on The Novel Illustration from The Cover




The content that exists in the novel illustration for the cover is the following; signs, colors, and typography.




1. The Signs

The analysis was carried out on the novel illustrations of *Harry Potter and Prisoner of Azkaban* illustrated by Jonny Duddle (UK) for Children's Edition in 2014, which the writer discussed in this research paper. In 2014, for his children's edition, Bloomsbury commissioned Jonny Duddle to design new cover artwork; the cover art was included on the paperback and hardcover editions. Harry Potter features on both covers.

Table 1. Illustration Analysis of the Cover of *Harry Potter and The Prisoner of Azkaban*.

No.	Front Cover Illustration Shape Elements	Explanation
1.		<ul style="list-style-type: none"> a. Man, with round glasses: Wearing glasses has the meaning of someone's personality has weaknesses in vision, the meaning of a person, ordinary people. b. This man is Harry Potter, which is facing something with no expression presented in this cover. c. Harry's hair is so messy. It means that he's in a tense situation and in bad condition.
2.		<ul style="list-style-type: none"> a. It is the hand of the man on this cover, as known as Harry Potter. b. Harry Potter holds a stick called by Magic Wand that can create anything based on the owner's spells.
3.		<ul style="list-style-type: none"> a. It is the light that emanates from the Magic Wand of Harry Potter. b. The spells will be reacted if the owner of the Magic Wand says a certain spell. c. The white light looks like the energy of electricity created based on the owner's mind.
4.		<ul style="list-style-type: none"> a. Hand of Harry Potter looks so pale, cold, and afraid. b. The hand is not too open and not too close. It means that Harry in doubt and fear of something.

5.		<p>a. There are The Dementors, Dementor is a kind of creature that is depicted as tall as an adult, without eyes, hideous look, hooded, and that looks only creepy green hands. They were assigned to guard Azkaban Prison.</p> <p>b. In this cover, The Dementors are surrounding Harry Potter; it means that they are targeting Harry to take all happy memories and include sad or bad memories to Harry's heart.</p>
6.		<p>a. Harry uses a coat; it means that he uses it because it is cold and gives mystery.</p> <p>b. They were wearing a black robe: Shows that the person is part of the magic world depicted by wearing a robe called a magic coat.</p>
		<p>a. There are trees around Harry Potter, and it means that he's in the Forbidden Forest of Hogwarts.</p> <p>b. In that Forbidden Forest, there is a little lake. In that lake, Harry Potter be caught in a snare and surrounded by the smokes of presence The Dementors, which take up the positive energy of Harry.</p>

8.		<p>a. The deer was a reoccurring <i>Patronus</i> within the Potter family: James Potter, his wife Lily, and his son Harry all have deer for <i>Patronuses</i>. James Potter was also an Animagus who could take the form of a large stag. Professor Severus Snape, as a sign of his undying affection for Lily, also had a doe for a Patronus, which persisted long after her death.</p>
9.		<p>a. It is a full moon; the moon has a certain meaning that night for this novel.</p> <p>b. This moon tells the reader that the main point of this story is about the night Harry Potter fights back the Dementors</p>
10.		<p>a. This is Knight Bus, emergency transport for the stranded witch or wizard.</p> <p>b. This Knight Bus image is on the back cover of the novel as the story's piece at the beginning of the chapter of <i>Owl Post</i>.</p>

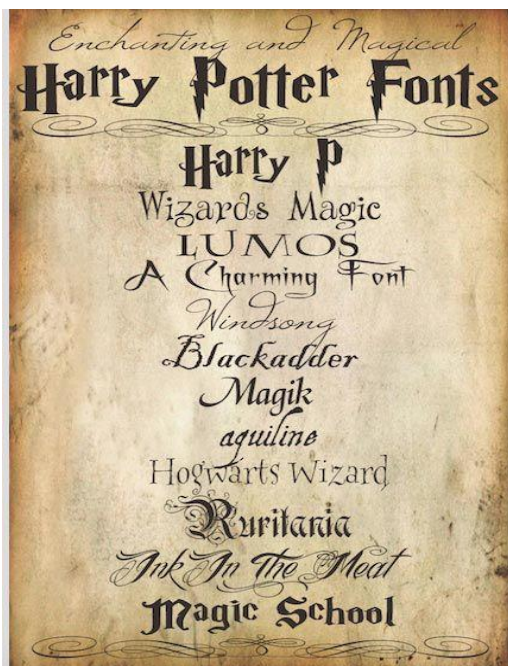
The researcher examined that the illustration (Signs) based semiotic analysis is the main focus of the novel, which is the front cover of the *Harry Potter and The Prisoner of Azkaban*, which displays the figure of Harry Potter his magic robe and stag the *Patronus* to the Dementors. In the front, there is a light called the bluish-white Deer *Patronus*. His hand pointed the wand upwards. Harry's face is not shown on this cover, but we can interpret that Harry is very serious and scared.

In this illustration, the drawing details interpret the situation dangerous that Harry Potter is facing, which questions his safety in his final struggle. Harry's aura analyzes the desire to kill his enemy, who is none other than The Dementors. But there are trees around Harry on this cover, and there is a shadow of the Dementor around Harry who wants to attack him, plus the

color of the sky that looks dark, blackish blue. This is a depiction of fear, a cold, tense aura, and the hope of survival. This blackish-blue color also has the meaning of something terrible like fear and destruction. Also, the final story of Harry Potter took place in the Forbidden Forest of Hogwarts, as illustrated by the cover. The white color here demonstrates the hope of surviving the tense cold night caused by The Dementors.

2. Typography

In this section, the researcher interprets some of the typographies that Harry Potter's books use in several series, especially for the children's edition *Harry Potter and The Prisoner of Azkaban* (2014). On the Harry Potter fonts, several typefaces are made famous by the books themselves. The American edition covers the words "Harry Potter" in distinctive, craggy lettering in which the vertical line of the letter "P" is shaped like a lightning bolt. The other typeface, featuring all the capitals, is used for chapter titles and other text, as follows;

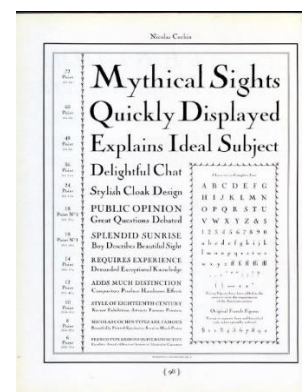


No.	Typography	Characteristics	Example
1.	Harry P	The earliest and most famous adaptation of the Harry Potter movie logo, influenced by the original American book cover of Mary GrandPré and also it is used for the title of Harry Potter itself. Phoenix Fonts created Harry P font before 2005. This font is registered as a design mark with the USPTO (Maerker, 2011).	 
2.	Lumos	Carpe Saponem created it before 2005. Lumos is a typeface inspired by the chapter titles of the Harry Potter books in the United States editions. It also lists several symbols from Harry Potter, such as a broom and Golden Snitch.	
3.	Magical Me	Magical Me (also known as Parry Hotter) is a typeface influenced by Gilderoy Lockhart, our beloved mystical swindler, and his biography, Magical Me.	
4.	Have You Seen This Wizard?	The symbol of the Ministry plated on the famous 'wanted posters' featuring Sirius Black in Harry Potter and the Prisoner of Azkaban.	

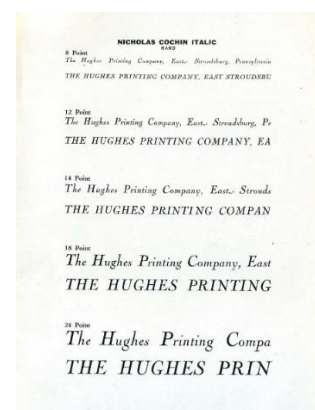
5. Cochin

Georges Peignot created it in 1912 and the first copperplate engravings by Charles-Nicolas Cochin, a French artist of the 18th century, which name it takes. This typeface is used for the Harry Potter covers that published by Bloomsbury Publishing.

Nicholas Cochin



Nicholas Cochin Italic



4 Conclusion

Based on the study in chapter 4, the course has a conclusion as below;

- 4.1 Firstly, in conducting this research, the researcher uses the Semiotic Analysis. There is a semiotic analysis by Ferdinand De Saussure and Charles Sanders Peirce (1887). They were literary work in the 18th century.
- 4.2 Secondly, the literary study deals with this topic of the novel illustration, that the sign, color, and typography mean a lot for the novel illustration. Semiotic is not a single theory. Some of the semiotic concepts are also well-known signifier, signified, referent, paradigm, poetic function, and open text. Many ideas and terms used by contemporary semioticians introduced by the Swiss linguist Ferdinand De Saussure (1887) have defined a sign as any action, movement, picture, pattern, or event that conveys meanings.
- 4.3 Thirdly, the novel talks about the journey of Harry Potter that found out the prisoner of Azkaban is his godfather, Sirius Black friend of James Potter, which Harry's father. The cover represents a boy dealing with a white deer or *Patronus* in the middle of the lake at midnight. The researcher used the research issue about the sign of the illustration that related to the story itself.

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