

The Meaning of Tempo Magazine Cover in Semiotics by Charles Sanders Peirce

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Abstract: *In the September 16-22, 2019 edition of Tempo, the magazine cover was shown painting a picture of President Joko Widodo's face with his long nose like a Pinocchio wooden doll. One year later, Tempo republished the cover of the magazine by displaying a picture of the same figure, namely Pinocchio. But this time in the background of the DPR plenary session on the 11-25 October 2020 edition. This study aims to examine the meaning of the sign, the repetition factor in the sign, and the attractiveness of the Tempo magazine cover. The qualitative research method used in this research is the semiotic approach of Charles Sanders Peirce. This research produces a representation of meaning on the two covers, which is a form of people's disappointment in public officials for the discrepancy between their words and actions. The factor of repetition of the "Pinocchio" sign that occurs on both covers based on data and facts is found repeatedly. The attractiveness of the Tempo magazine cover includes characteristics, point of view, and target audience and this attraction results in a business strategy for Tempo magazine.*

Keywords: *tempo, magazine cover, pinocchio, attractiveness*

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INTRODUCTION

In the process of communication, a message that is conveyed is made in the form of several signs. A communicator (messenger) and communicant (message receiver) can communicate by using signs to convey themselves. According to Berger (2010), a symbol is something that can be used for another purpose. Material things, activities, or events that can be seen with the senses are signs. In communication, signs serve as indicators. The communicant (the recipient of the communication) is in charge of interpreting the message in light of his personal experiences. Every human being basically comes into the world with different information and experience. This serves as the foundation for reading a sign and assigning its significance. Print media, especially magazines, are

peoples' choice media for information seeking despite the rapid advancement of media from offline to online that values technology. One of a magazine's strengths is the layout or appearance of the cover, which serves as an attraction to draw in potential readers and increase reading interest. The magazine cover serves as a leader to direct the initial information to the intended consumers, it is a crucial tool that must be planned and produced as beautifully as possible. Widyokusumo Lintang (2012) lists a number of factors that should be taken into account when creating magazine cover designs, including: Getting people's attention, telling stories, using attractive colors and letters, clearly identifying the product, providing readers with a variety of benefits, specific cover lines, storefront strong product, and identity.

TEMPO is one of the media organizations in Indonesia that has experienced the most transformation. An Indonesian news magazine called Tempo publishes weekly. The Tempo Media Group typically publishes political news in Tempo. It is also the first magazine that is not affiliated with the government. In 1982, Tempo was reportedly banned. Tempo's criticism of the New Order government and its political organizations, who were conducting election campaigns and processions, was at the time viewed as being excessively critical. However, Tempo was finally permitted to reprint when Ali Moertopo and I signed a kind of "agreement" in black and white. The Minister of Information at that time whose responsibility it was to oversee Indonesia's news media. The government, specifically Information Minister Harmoko, once again outlawed Tempo in 1994 for the second time. This time, Tempo's criticism of President Habibie and Suharto over their acquisition of pre-owned ships from East Germany was deemed to be over the top.

After 25 years, Tempo carried on with its brazen criticism of the Indonesian government, causing controversy. The 2019 edition of Tempo, which was published from September 16–22, was titled "Janji Tinggal Janji" (Promises Remain Promises). In Figure 1, this edition's cover has a painting of President Joko Widodo's face with a black shadow and a long nose resembling that of the Pinocchio cartoon figure. The common response is that the President is being harassed as a result of the cover. In fact, a good number of people believe that Tempo has harmed President Joko Widodo's reputation as the face of the Indonesian state. The public is now concerned about this issue, particularly some members of the public who support Jokowi Mania. Some members of Jokowi Mania, who also happen to be supporters of Jokowi,



FIGURE 1. Tempo Magazine 16th – 22nd September 2019 edition cover.

recently went to the Indonesian Press Council to report on Tempo magazine. The cover of Tempo magazine's edition from September 16–22 is criticized for no longer following accepted journalistic standards and instead frequently turning into a promotional tool. The magazine's cover was also criticized for failing to educate the Indonesian people.

One year later, in Figure 2 Pinocchio was portrayed on the cover of another Tempo magazine, which was published. but this time in the DPR plenary session room's background. In the "Siasat Pinokio Senayan" (Senayan Pinocchio Strategy) article from Tempo's October 11–25, 2020 edition, a picture of the council's members is shown with the leaders of the council standing in front of them, all of whom are wearing long noses and white masks. The head of the women's council, who is standing and holding a black hammer in readiness to be struck, may be seen to have a long nose as well. The words "Siasat Pinokio Senayan" and "Selama tujuh hari kerja usai rapat paripurna pengesahan Undang-Undang Cipta Kerja, anggota Dewan Perwakilan Rakyat masih mengotak-atik naskah omnibus law. Diduga ada pasal



FIGURE 2. Tempo Magazine 11th – 25th October 2020 edition cover.

selundupan” (During the seven working days after the plenary meeting for the ratification of the Job Creation Bill, members of the People’s Representative Council were still tinkering with the language of the omnibus law” can be seen in the middle of the graphic. The presence of a smuggling-related article is rumored).

On both occasions, it was determined that neither the President nor the Chairperson of the Indonesian Council was insulted by the Tempo magazine cover. This is supposedly press freedom using its media to express itself. The democratic system is upheld in Indonesia. The democratic system is based on the freedom of the press to report news and the freedom of opinion. However, this freedom does not imply that the Indonesian press disseminates arbitrary information. Yet press freedom is focused on press freedom, intimately tied to social responsibility. The delight of press freedom has aided the success of the domestic magazine sector. It seems to make sense that the number of publications has rapidly expanded from hundreds to thousands. Publishers must

use more innovation to gain a foothold in a market that is becoming more competitive to avoid this issue.

As a result, the author finds a picture that graces the covers of two issues of Tempo magazine to be beautiful. The Pinocchio symbol is repeated in both covers, which is an intriguing element. The Pinocchio fairy story is a legendary fable in society; nevertheless, not everyone is familiar with it. This is the foundation for the researcher’s decision to use two research items on the two magazine covers. Although it is obvious that the cover features pictures of the President and Chair of the Council in addition to the figure Pinocchio, the author is interested in digging deeper into the significance of the two covers. If the group is situated in a different setting, their perceptions of an image will alter. Therefore, a sign analysis, or semiotics, is required to harmonize these various points of view.

Because magazine covers shape the cultural identity of the magazine itself, it is crucial to create magazine covers for currently popular trends. The characteristics of the magazine must be portrayed in both the cover design and the contents. To draw in advertisers and boost sales, bright text, magazine covers, and photographs are combined to generate culturally significant meanings (Baehr & Gray, 1996).

This is the problem that this study is trying to research. Using the data that has been collected, we will use a semiotic scalpel to analyze the meaning of the two Tempo magazine covers, the repetition of marks on the two covers, and the appeal of the two magazine covers. Peirce, Charles Sanders.

METHOD

In this study, a qualitative method of research was used. According to Noor (2011), qualitative research is used to

comprehend symbiotic relationships, establish a theory, guarantee data accuracy, and look at the history of development when an issue has not been solved. Finding a hidden meaning is another use for it. A qualitative study is required since Tempo magazine's cover has a hidden significance. In this study, the researcher serves as the natural object and the main research instrument. Researchers are processing items used to gather data. Document analysis, an inductive technique that emphasizes meaning, is used for data collecting and processing.

Charles Sanders Peirce's semiotic methodology was applied in this research. The development of the human mind is crucial to semiotic theory. Semiotics is a branch of theory that focuses on how meaning is created and underlies how understanding is formed. Semiotics has developed into one of the significant fields of study and even a tradition in communication science. A set of theories concerning how signs reflect things, ideas, circumstances, emotions, and conditions that make up the semiotic tradition (Littlejohn et al., 2009).

The constructivist paradigm is used in this research. A paradigm is a collection of ideas, assertions, and assumptions that are connected logically. The constructivist paradigm attempts to understand various meanings (Creswell, 2014). Since the goal of this study is to analyze a sign that can be found on the cover of a magazine.

The researcher obtained files from online media to obtain the Tempo magazine covers for the September 16–22, 2019, and the October 11–25, 2020, issues. According to the study's qualitative methodology, the Tempo magazine cover serves as the main source of data for this analysis. At the same time, secondary data is obtained from interviews with informants and written materials like research-related publications or books. In

this study, the methods of data collecting used were observation, interviews, and literature reviews. According to Suprayogo and Tobroni (2001), defined data analysis as a set of procedures for studying, categorizing, organizing, interpreting, and validating data. In qualitative research, data analysis is ongoing and evolved during the course of the investigation. Data collection and analysis were done after problem identification and data gathering.

RESULTS AND DISCUSSIONS

The meaning of the covers of Tempo magazine, September 16–22, 2019 edition and October 11–25, 2020 edition.

The clear message on the Tempo magazine cover for September 16–22, 2019, is that Joko Widodo enjoys lying. This is comparable to most of Tempo's readers, who come from a wide range of backgrounds. Jokowi's illustration has a Pinocchio shadow behind it. Therefore, it can be said that Jokowi is a liar. The image of President Jokowi can be seen on the Tempo magazine cover in this research item. Jokowi may be accused of lying if some of his statements contradict reality, but it does not mean he always does.

The Pinocchio illustration on the cover of the October 11–25, 2020, edition is a reprint of the sign on the September 16–22, 2019, issue. However, the prominent nose is visible on the mask worn on the cover of Tempo magazine's October 17–25, 2020 issue. The DPR RI's decision to pass the Omnibus Law on Job Creation is the main topic of Tempo Magazine's October 11–25, 2020 issue. The omnibus statute, which was compelled to be passed, is thought to have resulted from conspiracy or cooperation between the executive and the legislature. The question that arises is: Whose order is this forced law? The populace believes that affluent business

owners or investors prosper while laborers suffer and the environment is ignored. This demonstrates that cartoons or images in the media, particularly those with political topics, are a type of political communication. In visual communication, the portrayal of political people and the act of communicating messages are inextricably linked. Political cartoons are typically symbolic or figurative and focus on governmental, social, and political life. Political cartoon illustrations may include humor, puns, satire, and other elements, which add to their interest. (Darmawan, 2016).

Bungin (2006) in Ilhami (2014) described the stages involved in creating social media, one of which is the confirmation stage. A media, particularly the mass media, as well as the audience that presents arguments opposing their decisions, must carry out the step of confirmation. The media uses construction as a means of deconstructing social construction. Confirmation is utilized to help the audience or viewers understand why they should participate in the social media creation process.

Whereas results of research conducted by Theodora Edra Pramaskara (2022), with the title *Analysis Peirce's Semiotics on Covers Tempo Magazine, Joko Widodo Edition Shadow Pinocchio* concluded that :

“The public has strongly criticized President Jokowi's stance on the controversy surrounding the KPK Law modification, as shown on the cover of Tempo Magazine. The shadow of Pinocchio's nose in Jokowi's drawing refers to the idea of a president who is viewed as having betrayed commitments to the people. Because the editor of Tempo magazine weighs the advantages and disadvantages of the community groups themselves,

his work is somewhat contentious. Despite this, Tempo magazine has adopted a critical position and developed into a platform that serves as the people's voice and expresses it through imaginative artwork on the monthly's cover.”

The research conducted by Ben Isa Muhammad and Agus Triyadi (2019) in *Wacadesign* with the title “*Pinocchio and People's Representatives (Semiotics Analysis of the Cover of Tempo Magazine October 17 2019 Edition)*” concluded that:

“The denotation in the illustration refers to a description of a trial by members of the People's Representative Council for the ratification of a law. The image's connotative interpretation is that there are detached ideals and unrepresented ambitions of the people, as if they have been deceived by the activities of the trial participants who are supposed to speak for the interests of the people. The myth's message is that trials are full of lies, just like Pinocchio, who was forced into telling a lie.”

According to the findings of the two scientific publications, the connotation of the pinocchio character depicted on the two covers of Tempo magazines is the same—namely, an attitude of breaking a promise or lying. People's displeasure with the president and the DPR, who have breached their promises, is represented by the Pinocchio sign.

The phrase “promises to remain promises” on the Tempo magazine cover for September 16–22, 2019, refers to Jokowi's failure to keep his campaign pledges. While running for president, Jokowi made a campaign pledge to enhance the Corruption Eradication Commission (KPK). Still, his actions in

implementing policies that referenced the KPK Bill did not match this pledge. The Commission III of the DPR's proposal to alter the KPK Law seeks to enhance the KPK Institution and make it more effective in combating corruption. But in reality, by removing the prosecution's role and restricting the wiretapping area, the draft KPK Law is intended to weaken the KPK.

The words "Siasat Pinocchio Senayan" are written in black and are larger than the writing below them on the cover of Tempo magazine's October 11–25, 2020 issue, in contrast to the ambiance of the DPR conference room, a bold sans-serif typeface is utilized. The definition of "stratagem" in the Indonesian Dictionary is a "question" (meaning to investigate or so on). A homonym is a word that has the same spelling and sound as another word but a different meaning. However, the word "stratagem" has the same meaning as "trick," "tactic," "activity," "policy," or "reason" in the context of politics. The tactic is used to advance political objectives. People in Indonesia are known for their friendliness. The word Indonesian is so closely associated with the warmth of the Indonesian people. A good personality, politeness, constant friendliness, cooperation, and cooperation are all part of Indonesian culture. Another thing that Indonesians ought to do is speak politely. In Indonesian culture, choosing polite words when talking is very important. In Indonesian society, the word "siasat" is frowned upon because of its "negative" connotation.

Another important thing in graphic design is choosing the colors for magazine covers. Depending on how they are used, colors can have various meanings. Human psychology and physiology have a role in how people see color in real life. Color has significance as a feeling for something in psychology or human emotion. The complex process of feeling

and perception involves objects, light, the brain, and the eyes. Since Tempo is an Indonesian news publication, the meaning of the colors used will be connected to politics.

Tempo's September 16–22, 2019, edition features a familiar face on its cover in the figure of Mr. Joko Widodo, a political party member of the PDI (Indonesian Democratic Party). The logo for PDI has a black background and a black bull. Black, red, and other monochromatic colors as symbols of the PDI political party by the artwork depicted on the cover of the 16–22 September 2019 edition. The Tempo magazine cover for October 11–25, 2020, features an image or artwork of a DPR session room. The figures in front of the DPR meeting room are dressed in black, and the chairs are red, as shown above. The current chairman of the DPR is Puan Maharani, a member of the political party PDI (Indonesian Democratic Party), as seen by the previous cover.

The perspective taken from the Tempo magazine cover for the September 16–22, 2019, edition can be interpreted in the context of the above explanation as a sign of the public's dissatisfaction with President Jokowi, who appears weary of resolving Indonesia's political issues. This dissatisfaction is not only directed at President Jokowi, in addition to those who worked with him on it. This is based on the contradiction between Jokowi's statements and his subsequent behavior when he ran for president and implemented measures that made reference to the RUU KPK while advocating for the strengthening of the Corruption Eradication Committee. Additionally, it was determined that the symbolic depiction on the Tempo magazine cover for the period of October 11–25, 2020, symbolized the dissatisfaction of the public with the DPR RI members, led by Puan Maharani, who is also a political party member of the PDI

Perjuangan. People’s dissatisfaction with the Omnibus Job Creation Law, which is thought to be a legislative ruse that could hurt the majority of Indonesian workers.

Repetition of marks on Tempo magazine covers September 16–22, 2019 edition and the October 11–25, 2020 edition.

The sign “Pinocchio” appears repeatedly on the cover of the September 16–22, 2019, edition of Tempo magazine and the October 11–25, 2020 issue. The Pinocchio sign is visible on the black shadow beneath the image of President Joko Widodo on the cover of Tempo magazine’s issue from September 16 to 22. A Pinocchio mark can be seen on the mask worn by members of the Indonesian Parliament on the Tempo magazine cover for October 11–25, 2020. The analysis of the sign repetition factor on the Tempo magazine covers for the issues published September 16–22 and October 11–25 of 2020 is shown in the chart Figure 3.

The Pinocchio character serves as a subtle parody or sarcastic sign of Tempo magazine expressing society to the government on the covers of the September 16–22, 2019 edition

and the October 11–25, 2020 edition. Jokowi and others supporting him were criticized on the front cover of Tempo magazine’s September 16–22, 2019, issue for making campaign statements to strengthen the KPK institution while he was already president and breaching such promises. On the front cover of Tempo magazine’s October 11–25, 2020 issue, DPR RI members criticized the Omnibus Job Creation Law, which was thought to contain illegitimate materials. Additionally, Pinocchio serves as a metaphor for deception in the context of this study. People are aware of Pinocchio as a character that enjoys lying, as was previously said. Pinocchio is employed by society as a system of signs to give rise to ideas and sentiments that eventually materialize as deceitful behavior. Visual language is defined by Horn (2001) as a strong integration of words and visual elements. It has characteristics that distinguish it from natural language as a separate means of communication and a distinctive research subject.

In the meantime, depending on the manufacturing process, the repeating signs that appeared on the covers of the Tempo magazine issues from September 16–22,

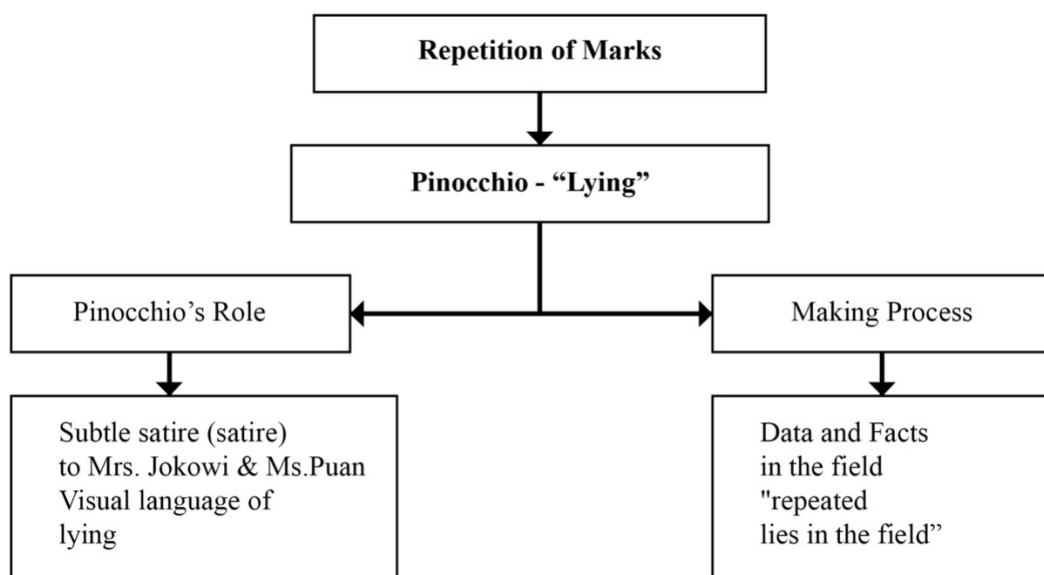


FIGURE 3. Repetition of Marks on the Cover of Tempo Magazine September 16 – 22, 2019 and October 11 – 25, 2020 editions

2019, and from October 11–25, 2020, began with data and facts that happened in the field. According to the study’s findings, the Tempo reporting team’s data and real-world facts were used to create the images on the magazine’s cover. Data was discovered showing President Jokowi had broken commitments on bolstering the KPK institution both during his campaign and while he was already in office, according to the Tempo magazine cover from September 16 to 22 of this year. One might argue that Jokowi lied when speaking during a presidential candidate’s campaign. Meanwhile, it was discovered that articles on the work copyright law that members of the DPR RI had failed to communicate to the public were smuggled into the magazine’s cover between October 11 and October 25, 2020. This inspired the Pinocchio sign that appeared on the Tempo magazine’s two covers.

This is in line with Tempo magazine’s objectives, which were stated in Santana and Othman (2019) , Tempo Magazine aims to position itself as a media that describes various events supported by evidence and data. In addition, Tempo wants to be a media

that dares to expose countless violations in society systematically. Through journalism, Tempo Magazine strengthens the formation of a civilized society to gain control over various events in society. The Investigation Column became a special feature of Tempo Magazine after the ban. This rubric is expected to be able to serve the public with extensive and comprehensive information.

The attractiveness of the cover of the September 16 – 22 2019 edition of Tempo magazine and the 11 – 25 October 2020 edition.

According to Ardianto and Erdinaya (2004) , the cover section is a special attraction based on its qualities, and in addition to images, magazine covers are also a special attraction. In humans, cover is similar to clothing and accessories. A good paper is typically used for magazine covers, eye-catching graphics, and colors. The sort of magazine, as well as how consistently or frequently it displays its qualities, genuinely determines whether a magazine cover is attractive. Since readers typically only give magazines a simple glance and do not read them in detail, the magazine cover is what attracts readers.

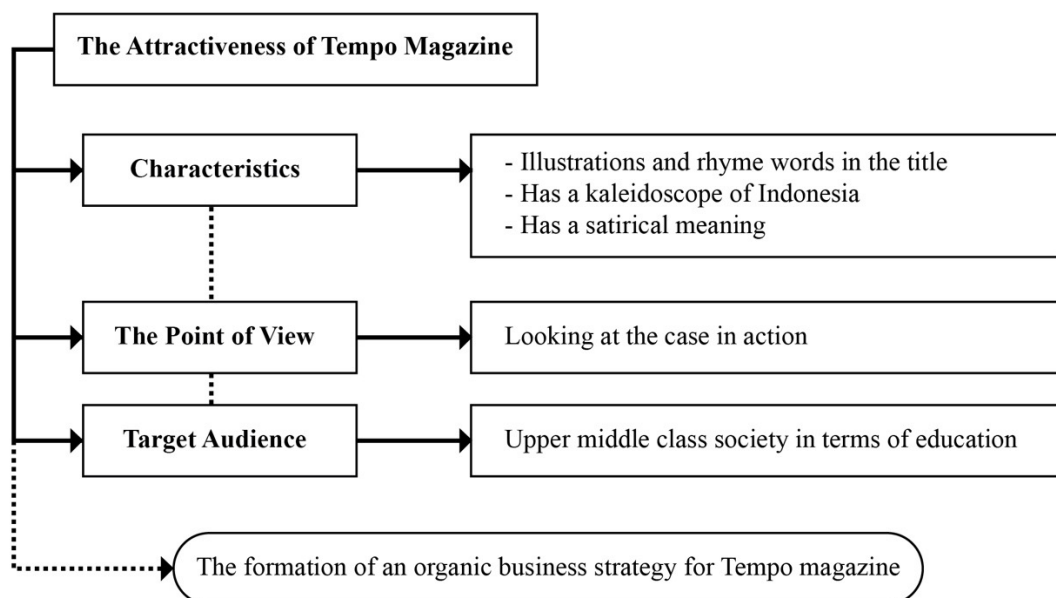


FIGURE 4. The Attractiveness of the Cover of Tempo Magazine September 16 – 22 2019 and October 11 – 25, 2020 editions

In Figure 4, 3 (three) elements contribute to a magazine cover's distinctive appeal.

A magazine's identity, or cover, conveys a sense of the nature of the publication. This magazine's identity possesses traits that other magazines cannot replicate. Therefore, the magazine cover presentation needs to be unique to draw in readers from a distance. On the cover of Tempo magazine and throughout its presentations, several characteristics serve as an identity.

Tempo magazine always uses illustrations and titles that use pantun (rhyme) on the cover of the magazine. The illustration used by Tempo magazine depicts the main reports or news in each issue of its publication. Information in the form of regular images can be tedious, but it will be more interesting if illustrations accompany it because it has more aesthetic value compared to stock photos. According to Soekarno & Basuki (2004), picture illustrations are simple, meaningful, and can create an exciting and alluring impression. There is no specific method for processing illustrations at Tempo. However, what is most important in the emergence of visual ideas at Tempo is the depth of the story and the point of view seen by the editorial team of Tempo magazine. This simple thing can become the hallmark of Tempo with very satisfying results.

Apart from illustrations, Tempo magazine always displays different titles with certain characteristics, namely rhymes. Every title that appears on the cover of Tempo magazine always has a rhyme. Rhyme is the repetition of words in a line of verse. According to the Big Indonesian Dictionary (KBBI), a rhyme is the sporadic repetition of sounds at the beginning and end of adjacent rhyme arrays. The lovely rhyme "Janji Tinggal Janji" is featured on the cover of Tempo magazine's issue from September 16 to 22, 2019. "Rumah Bambu Menjawab

Lindu" is one of Tempo magazine's titles that demonstrates the rhyming aspect of the word. News about bamboo homes, which may provide an earthquake-resistant housing option, is presented in this title. However, Tempo did not write "Rumah Bambu Menjawab Lindu" on the cover. To make the word title rhyme, Tempo is willing to replace the word earthquake with the Javanese word lindu, an absorption word. Merandai Kata, Musik, dan Rupa is another article in the magazine Tempo that highlights the rhyme-related aspects of words. This title raises the performance of an art exhibition. It's possible that Tempo wrote "Merandai Kata, Rupa, dan Musik," but that arrangement lacks rhyme or melody. The reader will be more content and more likely to remember it if the words are presented in a rhymed order. In his book "berbahasa Indonesia dengan Logis dan Gembira" Daryono (2019) which supports this, states that:

"Speaking activities do not only deal with right and wrong, polite and impolite, or according to the atmosphere and not according to the atmosphere. In certain aspects, language also demands beauty."

Many Tempo magazine covers have the distinguishing characteristic of always featuring stories or topics that were popular in Indonesia then. A kaleidoscope of Indonesia's journey in the new world will be created from the collection of Tempo magazine covers. This journey will be considered historical when viewed in the next 10 to 20 years. It is well known that the KBBI Kaleidoscope has two meanings, the first of which is "tool." The second, however, is a variety of recent events that can be briefly presented. As a result, the kaleidoscope in this context can be seen as a long series of different political news

events that occurred in Indonesia.

The illustration with a satirical or symbolic meaning on Tempo magazine's cover is a very noticeable and intriguing feature. Tempo frequently uses images with multiple meanings or implied meanings. People constantly speculate and interpret the Tempo magazine cover's meaning differently based on the design presented. Satire's meaning is figurative or nonexistent, and it concerns the importance of taste. The values and standards that some communities uphold impact the meaning of satire, which also results in variations in the social functions of words with nearly identical meanings.

The next attraction of the Tempo magazine cover starts from the manufacturing process. Making the cover for Tempo magazine begins with a team of journalists digging up the news from the facts found. These facts are then processed, the essence is sought, and an idea or visual idea is focused on. The design team made several alternative design drafts to choose from before printing. The editorial team will choose a design draft that feels right with the news you want to highlight. After the design was determined, the design team finished the inside and cover of the Tempo magazine. This is in line with the research results of Santana and Othman (2019) that the editorial policy of the Tempo magazine was concluded from their vision as follows: to be a model in the process of freedom of thought and to appreciate differences of opinion and people's intelligence.

Like other news magazines, Tempo magazine uses a similar process to create its covers. What differentiates Tempo magazine, though, is how it sees an Indonesian political issue. The editorial team's and illustrators' points of view greatly influence how visual ideas develop. The editorial staff at Tempo believes that reporting should

focus more on how news cases or stories are published than on the reporters themselves. Magazines and other news outlets regularly report on the offenders directly to bring them to justice. Tempo, however, took a different action. The behavior or actions of the case stories that will be raised are always raised by tempo. The target audience for Tempo, which is already established in society, is the cover's final selling point. According to the research findings, people in the upper middle class in terms of education make up Tempo's target market. People who enjoy reading will view things differently when interpreting them. Because of this, Tempo consistently creates magazine covers with an advanced aesthetic. Tempo has accomplished this as a communicator who has been communicating with its audience as a communicant. Thus, Tempo was able to establish effective communication.

Naturally, Tempo's business plan evolved from the attraction mentioned above. This constant demand for criticism from Tempo readers has become the publication's main selling point. In the communication process carried out by Tempo magazine as the news media in Indonesia, the meaning that appears on the magazine cover, the factors of repetition of signs in the process of making magazine covers, and the attractiveness of magazine covers are interrelated. When the media's goal is to foster effective communication to inform the public, this is in line with McQuail (2011) assertion that one of the roles of the mass media is to disseminate information. One can learn about events and other things thanks to the media. Information is a great tool for promoting both physical and intellectual self-development.

This is consistent with how business strategies are presented and how they relate to the company's traits. Business strategy is currently understood to mean

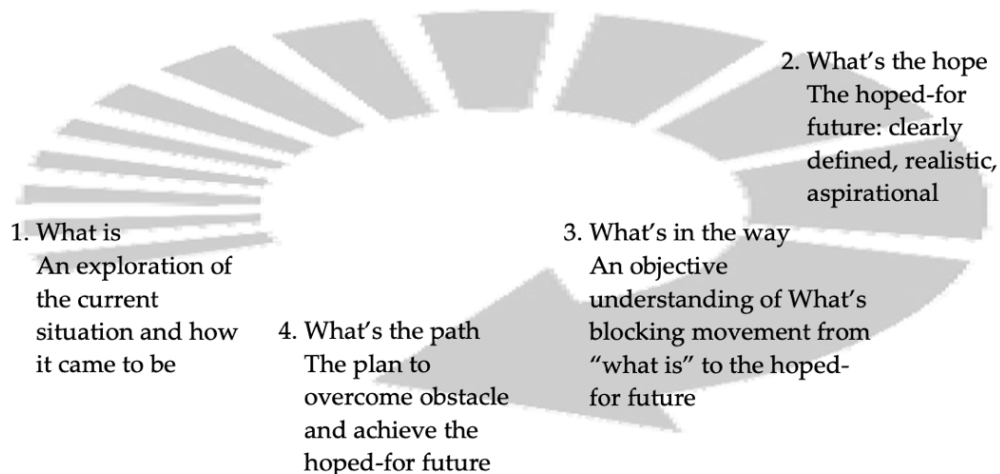


FIGURE 5. The analysis process of making a strategy (Andersen, 2010)

a variety of things. Some people view it as a set of tactics, while others associate it with long-term planning (Anderson & Ovaice, 2006).

Figure 5 shows how the strategy-making process is divided into a four-step analysis (Andersen, 2010). The company's first step is to assess the current industrial climate and the potential outcomes that could result from it. The next step is establishing the company's future goals and expectations; this is crucial for the business's direction. The company can then plan actions and alternate strategies to achieve these goals after identifying the barriers in the third step.

CONCLUSION

Tempo magazine, which presents itself as a publication independent of the government, portrays the meaning on the cover of the September 16–22, 2019, and the October 11–25, 2020, issues as a form of the public's dissatisfaction with the government. People's disappointment with the discrepancy between public officials' words and actions of President Joko Widodo and the Puan Maharani-led House of Representatives of the Republic of Indonesia are the public figures involved in this. Pinocchio is a metaphor for an act of lying or breaking a promise,

and the discrepancy between words and deeds is an act of lying, according to the legendary story of the wooden puppet Pinocchio whose nose grew when he lied.

The repetition of data and facts collected by the Tempo reporter team in the field can be seen in the "Pinocchio" sign on the cover of the September 16–22, 2019, and the October 11–25, 2020, issues of Tempo magazine. The imagery on the Tempo magazine cover repeats itself as a result. The information collected is about broken promises and lies and Pinocchio is the ideal representation of this action. In addition, Pinocchio's appearance on the Tempo magazine cover as a subtle satire or satire directed at public officials is another factor along with the Pinocchio role, which serves as a visual language of deceit or broken promises.

Tempo magazine's September 16–22, 2019 edition and its October 11–25, 2020 edition covers are both very attractive (illustrations and rhymes, Kaleidoscope of Indonesian historical stories, and a satirical meaning.) Tempo has an alternative viewpoint on case news during the production process. Tempo always focuses on the actions taken in a news case rather than the offenders. target market. In terms of education, Tempo is an upper-middle-class society, making an appearance on the cover of Tempo

magazine a special and elegant event. Naturally, Tempo used the attractiveness of the Tempo magazine cover as a marketing strategy.

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