



**THE CORRELATIONS BETWEEN VISUAL SIGNALS AND
BOOK COVER DESIGN IN RELATION TO RECEPTION
OF CHARACTERISTICS OF VISUALLY
DESIRABLE SIGNALS**

THESIS

Written By:
HENI MUNAWAROH
080110191031

**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
2014**

APPROVAL SHEET

Approved and received by the Examination Committee of English
Department, Faculty of Letters, Jember University, on:

Day : Wednesday

Date : December 18, 2013

Place : Faculty of Letters, Jember University

Chairman,

Secretary,

Drs. Syamsul Anam, M.A.

NIP.195909181988021001

Sabta Diana, S.S., M.A.

NIP.197509192006042001

The Members:

1. Dr. Hairus Salikin, M.Ed

(.....)

NIP.196310151989021001

2. Hari Supriono, S.S., MEIL

(.....)

NIP.197903152006041001

3. Reni Kusumaningputri, S.S., M.Pd

(.....)

NIP.198111162005012005

Approved by

The Dean,

Dr. Hairus Salikin, M.Ed

NIP.196310151989021001

SUMMARY

The Correlations between Visual Signals and Book Cover Design in Relation to Reception of Characteristics of Visually Desirable Signals; Heni Munawaroh, 080110191031; 2013: 57 pages; English Department, Faculty of Letters, Jember University.

This paper examines the visual signal from psycholinguistic point of view. It means that, the visual signal may have influences toward the thought of viewers. English book covers as created by designers of book that focus on the color and the shape were discussed in this paper. It aims at knowing or measuring the awareness of the students to the influences of those terms on designs of English book covers and to characterize the types of visual signals of book covers that more correspond positively to the likeness of the students.

This study applies quantitative method. The primary data are taken from the results of three parts of questionnaire. The questionnaires are conducted on twenty students to know the effects of the shapes and colors in English book cover designs toward their likeness. These questionnaires use data measured by using Likert scale. Likert scale is used to know the opinions or perceptions of the respondents about the scores of each shape, color and cover design that are shown. Every part includes the simplest until the most complex. Every part has sixteen numbers of shape and color and six numbers of books cover design. The data taking took place on April 8-10, 2013. Next, the data are analyzed by coding the data then using the descriptive statistics to know the percentages of data and estimating the correlations between variables.

The questionnaire results in 55% of students prefer complex design, 0% is interested in simple design, 30% are interested in average design and 15% are inconsistent. Then, the correlational calculation finds that the value of correlation between shape and cover design is 0.650, while the correlation value between color and cover design is 0.588. From those calculations, it can be concluded that the shape becomes the visual signal that more correspond positively to book cover, because the “r” value of shape is higher than the “r” value of color.

The results suggest that in order to create the likeness of students, the designers of book need to pay more attention to the visual properties of English book cover because the color and shape have big correlations to their likeness and may suggest them to read. Hopefully, this study can show that the appearance of book cover is important in attracting the students to the influences of visual signal in book cover design, especially color and shape. Therefore, students also must be aware of the influences of them.

Keywords: correlation, visual signal, likeness.

TABLE OF CONTENTS

	Pages
TITLE	i
FRONTISPIECES	ii
DEDICATION PAGE	iii
MOTTO	iv
DECLARATION PAGE	v
APPROVAL SHEET	vi
ACKNOWLEDGEMENT	vii
SUMMARY	ix
TABLE OF CONTENTS	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xv
LIST OF APPENDICES	xvi
CHAPTER 1. INTRODUCTION	1
1.1 The Background of the Study	1
1.2 The Problems to Discuss	3
1.3 Hyphotheses	3
1.4 The Purposes of the Study	4
1.5 The Significances of the Study.....	4
1.6 The Scope of the Study.....	4
1.7 The Organization of the Thesis	5
CHAPTER 2. LITERATURE REVIEW	6
2.1 Previous Studies	6

2.2 Theoretical Framework	8
2.2.1 Visual Signal.....	8
2.2.2 Design.....	9
2.2.3 The Eyes and The Brain: The Processing of Color and Shape	11
2.2.4 Correlation	13
CHAPTER 3. RESEARCH METHODOLOGY	16
3.1 The Type of Research	16
3.2 The Type of Data	16
3.3 Data Collection	17
3.3.1 Questionnaire.....	17
3.3.2 Sample	18
3.4 Data Analysis	18
3.4.1 Analyzing Quantitative Data	18
CHAPTER 4. RESULTS AND DISCUSSION	20
4.1 The Results of The Questionnaire	20
4.1.1 Results of Shape Questionnaire	21
4.1.2 Results of Color Questionnaire	31
4.1.3 Results of Cover Design Questionnaire	42
4.2 The Correlation of Variables at Test	51
4.2.1 The Correlation between Shape and Cover Design.....	52
4.2.2 The Correlation between Color and Cover Design	53
CHAPTER 5. CONCLUSION	56
REFERENCES	58
APPENDICES	62