

Analysis of transition in meaning for print to digital Femina magazine

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Abstract. Magazine is an information source that is part of media industry. Other than the source of information, magazine is also acts as an entertainment source for its readers. One of the impacts of the technological development is the transition from printed magazine to digital magazine. The development of technology creates a revolution in publishing industry, for instance this occurrence changes the consumption habit and the usage of printed publication, which has fully matured today. Therefore, this transition causes changed that impacts its readers, some of the example are from the function and the visual point of view. In this work, we focuses our observation of such a transition from the visual point a view on a magazine. A study case that is used in this work is from Femina magazine, that the women magazines have the longest history in Indonesia. A qualitative method that describes the transition from visual point of view that occurs on both printed and digital version of the Femina magazine is used in this work. Such a technological transition influences the function of the magazine with respect to its readers – Indonesian women.

Keywords: transition, magazine, printed, digital, Indonesian women

1. Introduction

Media is one of the information sources that we have since old centuries. The role of magazine is still important up to now; it can be seen from the numbers of new magazines that have increased. There are varieties of magazines especially for women with focus on lifestyle. Femina magazine earned the highest rating for women's lifestyle magazines in Indonesia. This could be seen from the awareness of women to choose Femina magazine as high as 79%. The percentage of 66% of women in Indonesia has read Femina, and lastly 23.2% show Femina magazine is the most popular magazine choice Indonesian women [1].

Magazines have changed in terms of content and technology. Science and technology growing very rapidly, bringing fundamental changes in all aspects of our life. Femina magazine launched digital lifestyle magazine in 2011. The emergences of digital magazine does not only change the form of media, but also the habits in using it. The readers of magazine who is urban women in Jakarta felt this impact. The use of digital magazines by utilizing the latest technological tools makes it easier and more practical for them to use.

The visual changes in the Femina fashion-spread section indirectly illustrate the state of urban women in Jakarta and the cultural conditions of the community. The phenomenon of the shift from print media to digital in Femina magazine is an interesting subject to study because it causes changes between the relationships of technology, media, and women. Media change from print to digital will have an



effect and give contradictory impulses to the urban women of Femina magazine readers in Jakarta, which ultimately will affect the function of media change for Indonesian women. The purpose of this research is to analyze the change of magazine function from printed to digital format.

2. Data Acquisition Procedure

This research approaches from cultural studies point of view to gain meaningful practical information on the study of urban women in Jakarta in view of the change from magazine to digital print. The results obtained from signs that are present in various forms include symbols, language and behavior that always have meaning especially in urban women in Jakarta in the face of media shift. This research discussed the problem of cultural studies due to the change of printed to digital media, in the aspect of cultural perspective through the reality of media. This study looks at the viewpoint of representation and identity of urban women in Jakarta in the aspect of media changes in print and digital magazines with case studies of Femina magazine. According to Barker [2], representation and identity are two keywords in the study of cultural studies.

This research focuses on the value and subjective analysis of the literary sources needed to produce descriptive and explanatory. Data processing to obtain women's representation in Jakarta was done by visual analysis using visual semiotics in Femina magazine. The focus of research in the period 2011, which is the first year when Femina digital magazine was launched. Moreover to analyze the fashion-spread section, Femina digital magazine used multimodal software to see the number of meanings contained in the fashion page to see the different functions related to print and digital magazines. Analyzing is done through verbal and visual components with correlation between elements in the fashion spread that affect the representation of female figure of Indonesia. Multimodal analysis is used to analysis the shift from printed to digital magazines through Femina fashion rubric of urban women in Jakarta with social semiotics theory. This result is conducted to observe the difference between print and digital magazines not only in terms of visual but also in terms of social conditions through visual observation. Engagements that occurred between the use of print and digital magazines were analyzed by multimodal visual analysis. Sign sources in print and digital magazines are structured to see the difference between the two media. The source of visual and verbal signs affects the relation between image and text so as to produce a different sign and meaning.

3. Result and discussion

Telecommunication digital technology devices are growing rapidly to replace analog technology. Femina magazine has penetrated into digital format since 2011. The development of electronic publishing systems made easier online distribution to electronic book with computer software. The Internet also provides a place to create books as well as to market them.

One of the differences between printed and digital magazine is navigation which is used to facilitate the search menu. The readers have different experience of turning pages in digital magazine. An understanding of the shift of print magazines to digital spans on two ontological categories. According to Piliang [3] the first category is the existence of materiality, both print and digital magazines as the object of technology, with physical, mechanical, materiality, and rubric properties, which are about to be unfolded as objects. Secondly, the presence of images in print and digital magazines in paper and on screens with non-mechanical, nonmaterial and no rubric properties, even if there are actual and unreal ones.

This multimodal analysis used advertising capital for analysis fashion rubric in Femina magazine. According to Tungate [4], there is a fundamental relationship between fashion and advertising pages. The fashion page is a form of entertainment for readers in viewing interesting modes to use, while advertising also presents the same thing when a fashion product offers an intriguing advertisement to be bought and used by its readers. Page rubric modes are analysed using multi modal on the first and second pages, as both pages represent the overall theme of fashion rubrics in Femina magazine in each edition. The result of capital used on the next page produces the same result according to the visual form, which is dissected by using multi modal analysis. The multimodal analysis software used for analysing text,

images, and videos was developed with a view to moving beyond page-based methods of multimodal transcription and analysis, and overcoming the limitations of existing multimodal annotation tools which provide platforms more orientated towards description rather than sustained systemic analysis. The aims of the analysis and discussion are twofold – firstly, we aim to show the efficacy and usefulness of the software for analyzing a unified but complex interaction of semiotic modalities; and secondly, we demonstrate how, from the analysis, the portrayal of events in this particular media event reveals particular biases which have political significance [5].

According Wardhani (2016), print and digital magazines each have a technological, cultural, and visual point of view. Each section of the print magazine has its own character that is definitely different from the printed magazine. This division of structures is the parts of the magazine side of the print from the visible (tangible) and that we do not realize so it is not visible (intangible). Digital magazines have the same elements as print magazines but have different functions and meanings. Similarly, digital magazines have the same hierarchy as print magazines but every element in the hierarchy has a different point of view in interpreting it. Digital magazines have the same elements in terms of function and meaning are different.

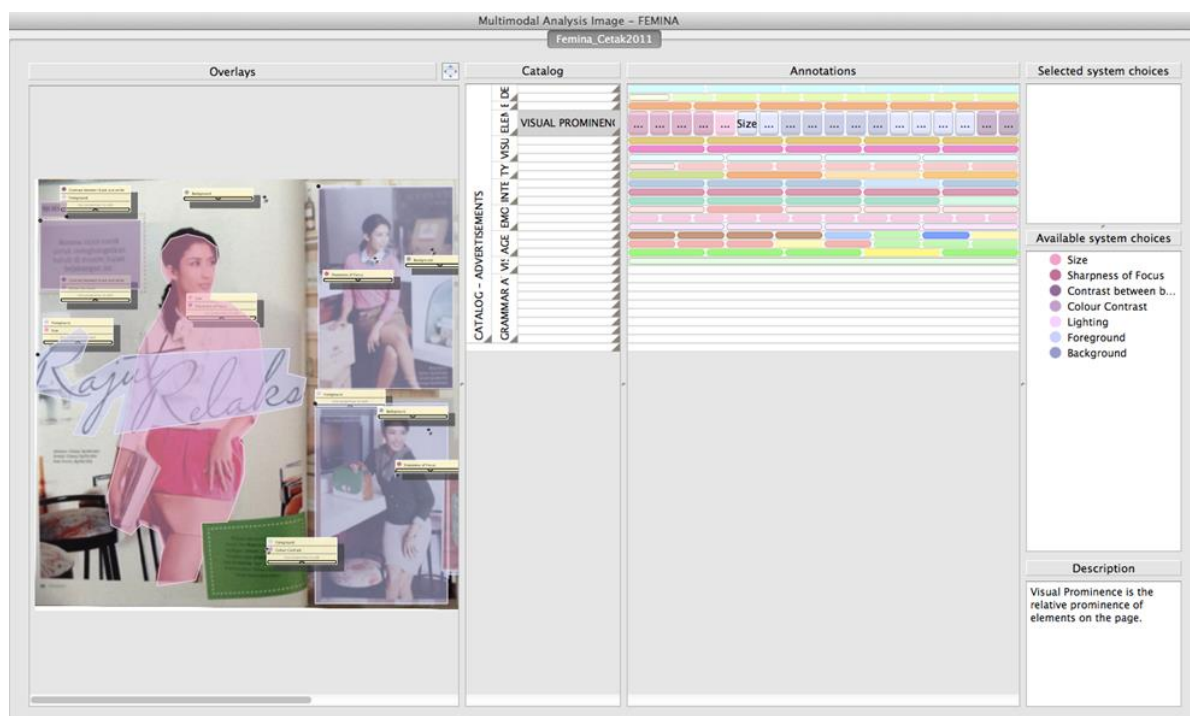


Figure 1. Multimodal analysis software Femina magazine fashion spread

Women readers does not only get a physical magazines but they get different experiences in reading and interpreting in digital magazine. Form and function of the magazines make the reader impression in seeing a magazine. The discussion is done directly on two pages of magazines to show different in shapes and visuals between print magazines and digital magazines. Both types of magazines take the same sample, which is the rubric of fashion magazine Femina No.46 / XXIX November 26-December 2, 2011. Accordingly, printed and digital matrices, the samples used represent women in Indonesia. In terms of activities, most Indonesian women now have various jobs. These jobs allows them to choose location in the cafe where many women can do social activities with friends and appointments with work partners, also clients to conduct a meeting.



Figure 2. Results comparative quantity of multimodal analysis on printed Femina Magazine

Visualization of the fashion sections is described by multimodal analysis. The multimodal analysis software is being used for the annotation, analysis, search and retrieval of semantic patterns in unified but complex semiotic acts – for example, the interaction of gesture, gaze, intonation, camera angle, and music in a film. In addition to providing a digital platform for multimodal analysis, the software provides the site for further development of multimodal theory as the analytical techniques and tools produce insights into the nature of the multimodal phenomena. The approach is located within the digital humanities paradigm that promotes the use of computer techniques and technologies for humanities, arts, and social science research [5].

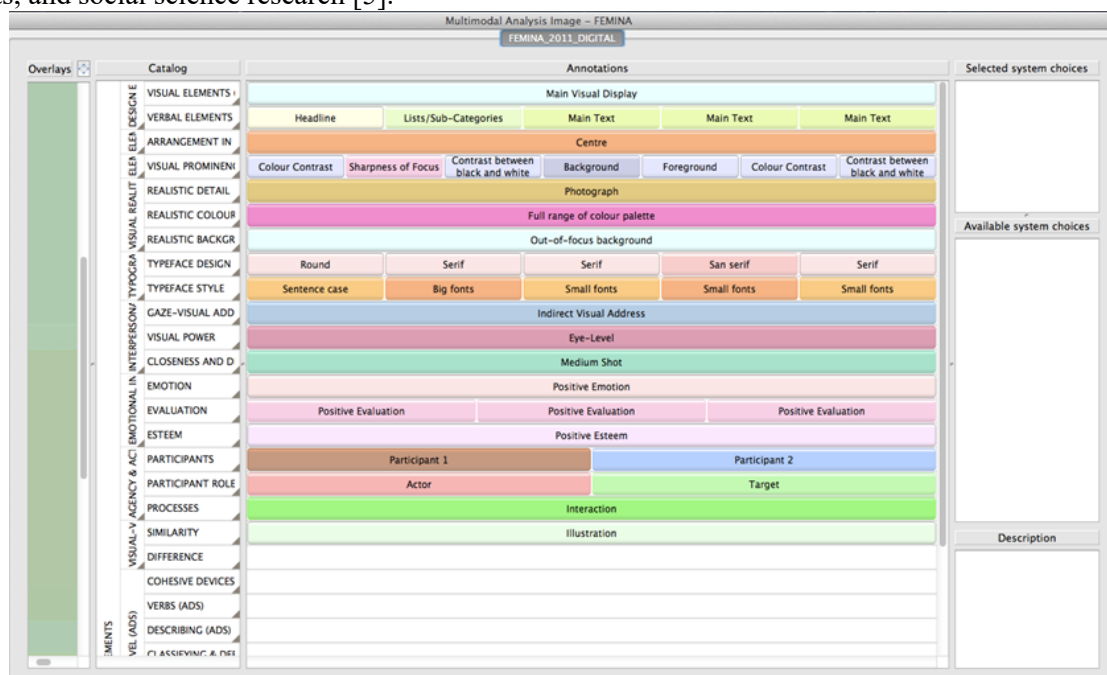


Figure 3. Results comparative quantity of multimodal analysis on digital Femina Magazine

They looked at the difference in quantity from magazine changes to Femina's digital magazine. The description of the quantity difference of multimodal analysis in Femina magazine is shown in table 1 by using variable and capital.

Table 1. Results comparative quantity of multimodal analysis on printed and digital Femina fashion magazine

Multimodal	Print Magazine	Digital Magazine
Visual element	5	1
Verbal element	9	5
Arrangement in space	6	1
Visual prominence	18	7
Realistic detail	5	1
Realistic color	5	1
Realistic background	4	1
Typeface design	8	5
Typeface style	9	5
Gaze-visual address	5	1
Visual power	5	1
Closeness and distance	5	1
Emotion	5	1
Evaluation	12	3
Esteem	4	1
Participants	8	2
Participants roles	8	2
Processes	5	1
Similarity	1	1

Table 1 shows the shifting of print and digital magazines in media technology. The table shows that there are visual shift in terms of visual appearance. The content provided contained in mode section of Femina magazine does not change. There are also changes in terms of visual layout, display, font size, color, and media. Media is one of strategic technology developed by human. Messages delivered in different ways through different media will make the reader's culture change. Submission of messages conveyed by different technological media format with the same content, will generate the perception of the reader through different reasoning and responses.

According multimodal visual analysis, the comparison of results between printed and digital media shown in (table 1) indicates 94,7% differences. The table shows only out of 19 modalities have similarities in relations to text and images. Theme of the mode section are described the text and images have contained in corresponding relations. The content in the magazine's print mode rubric is nothing different than digital magazine, but it can affect readers in selecting the media they use. Differences in visualization from printed and digital magazines make readers in perceiving media and emotional usage. Emotional and interpersonal relationships influences the readers of urban women in Indonesia. Individuals received emotional support in their daily lives from reality. So it can be said that interpersonal relation is important because it becomes the main source of happiness and buffer against stress [6]. Sub modes in the rubric mode are the gaze of the visual object, the visual strength, and the proximity distance between the print and digital. The emotions generated the overall visualization of the differences when using print and digital magazines.

The visual rubric of Femina magazine represented the identity of urban women in Jakarta. This proves the existence of a changing lifestyle when choosing the media used in accordance with the taste and needs of the Femina readers. Multimodal analysis in Femina mode rubric is potential sign to have meaning in overall mode relation. According to Halliday in Lemke (2009), a perspective of signs of having integration in roles and social and cultural processes are high. Through visual analysis using multimodal, the potential of semiotics from various sources identifies the functional role of choice and structure in the text in terms of social and cultural processes.

Layouts, visuals, typography, backgrounds, and all modes embodied have a socially and culturally integrated role to the surrounding environment. The meaning of communication through different media and social have social dimension to interpret the meaning contained in it. Multimodal analysis explained the meaning of visualization could influence readers socially in viewing and using different media. The shift from printed magazine to digital magazine for urban women in Jakarta has changed the meaning for the readers in terms of visualization.

Tablet computer is one of electronic communication which is commonly known by the urban community. Walker [7] distinguished two groups of consumers who are commonly known in Western capitalist society, the user, who buys and uses a product by seeing the utility function as the most important and consuming only for its usefulness. While consumers who buy and use a product with great attention, consumers want to buy anything for the sake of fashion and to always follow the trend. In general, these products are in demand and have a various price is quite widely tailored to the quality and social class.

When a technology in social function replaces mechanization, the social and cultural functions gradually reduce the space and time. So that functionality and behavioral patterns are modeled on the engine's efficiency to replace them, they perform the tasks that once represented so many opportunities for exchange and pleasure. The lifestyle of urban women in Jakarta can represent from the fashion section of Femina, magazine shifting from time to time from the beginning of the period 1972 to 2015.

Technology has an interaction to the subject by producing forms, which are capable of completing the encounter. The form has a different meaning then the possibility of interaction with technology has different spaces and times. The tangible symbolic aspect of magazine has an exchange with an invisible sphere to build relationships that create the exchange between human spaces in a work of art.

The shift in magazine visualization reflecting the shift in women's representation in Indonesia has had an influence in the cultural shift between printed magazines to digital magazines. Produce the meaning of women's representation in view of digitization. The values that shifted to urban women in Jakarta in the face of technology in the magazine shows the meaning that represents urban women in Jakarta has experienced a shift.

New technology creates a new environment for human beings. In the physical life, both individuals, as well as community groups have a very strong visual orientation of their own consciousness. The visual emphasis on receiving information through reading is intensive, by isolating the senses of the eye from other senses. Mc Luhan explained that the combination of media forms of script written in printed form that changed the human perception about the self and the world in such a way [8].

In print and digital media some component elements in the broad viewpoint have changed but when placed on the Femina case study by looking at the demographics and psychographics of Femina readers of urban women in Jakarta using the matrix of cultural differences from analog to digital by Mc. Luhan [9]. The matrix of the difference between Femina's print and digital magazines in the fashion section can be put forth in the table below, making it easier to project the print and digital magazine shifts for urban women in Jakarta. Below is a table of cultural shifts in print and digital media.

Social relations in modern societies are more individualistic. Traditional society habit is together, and then with high activity society becomes individualistic. However, digital media has different perspectives for modern society remains individualistic. As Burhan [10] (2006: 158-159) noted, the change of modern society in the face of a technology is still said to be rational, while the present or postmodern society is often a technological innovation as part of lifestyle

4. Conclusion

Fashion rubric in print magazines to readers of urban women in Jakarta who have background lifestyle factors ranging from activities, interests, opinions, and demographics to suit the readers. Due to these factors, how urban women in Indonesia choose the magazine depends their lifestyle. The women choose magazines as a medium for fashion information, when they have leisure time.

Economic, social, and cultural generated meanings when reading fashion rubrics through influenced by lifestyles. The relational dialectic has opposition not just to technology but it has an impact on the

culture urban women of Femina magazine readers in Jakarta. An artwork from the rubric of fashion magazines, physically, visually, technologically, and culturally with each change has a shift through the whole, especially in the cultural hierarchy that has social and economic impacts.

Symbols exchange of fashion rubrics in printed magazine and digital magazines produce female representation in Indonesia according to multimodal analysis. Femina magazine fashion readers have activities, interests, opinions, and demographics that produce lifestyle as well as taste in choosing the use of mediums that are based on perceptions, experiences and cultural factors that produce different meanings.

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