

Design Changes Of The Search Group Album Covers From 1985 To 1990

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Abstract This study aims to study the design changes that occur on the cover of the famous rock band from Malaysia, Search. The case study was made on 5 studio albums which are Cinta Buatan Malaysia, Langit dan Bumi, Mentari Merah di Ufuk timur, Fenomena and Karisma. It is undeniable that the designs had undergone many changes and in relation to the development of the country's music industry and the social, economic and politic aspects in the year of music album's production. The collected data will be analyzed and evaluated based on the three graphic elements of colors, visuals and typography used on the album cover design. In conclusion, the development of the music industry affected the designs of album covers in the country.

Keywords Design, Search Album Covers, glam rock.

INTRODUCTION

The cover of the album or cover has a variety of functions on a music art work, in addition to protecting the content, album cover means a symbol to the image which is the method used by advertisers to engage audiences by introducing a product. This means publishers need to examine the current situation, especially in the development of musical art by theme as it is a source of inspiration for the designer of an album cover. Album cover is one of the customers' attractions to make a choice when buying the product. The album art that has an attractive design can be a good delivery to customers as a bit and an artist with customer interface. From the commercial aspect, the album cover is to reinforce the image and artist ability of the artist as the first album sample of Search group undergoes album cover on their second album release as the album cover design can enhance their album's availability.

According to Gultinan (1990, p.248), based on analysis of the situation and marketing strategy, each publisher is responsible for explaining the meaning of each graphic design. As an effective delivery tool, the album cover is well-designed so that what's in the content of an album can be understood by the community, especially in terms of design presented by the designer and can deliver the image of the product, the album cover is an interesting art packaging for a product such as either black plate, cassette or CD. Album cover is a work of art, with selected graphic design; the cover of the album can deliver messages that can accurately and accurately communicate information.

Graphic design is art related communication and visual form creation process, visual communication process that combines text and illustration that forms logo, graphic, poster brochure, album cover, book cover, newsletter and others. According to the fourth edition of the hyphenation by Hajah Noresah binti Baharom (2007), the graphic contains information or display consisting of paintings, diagrams, symbols, colours, typography and others to express or convey ideas.

LITERATURE OVERVIEW

Album cover related discussions have long been made in the West. Between research and documentation related to West album cover most comprehensive was done by Storm Thorgerson and Roger Dean (1977). Inside the book "Album Cover Album" is their first publicity, there is an explanation of the history of album cover development in America written by Dominy Hamilton (1977). He talked about the emergence of the album's own terms and how the visual aspects began to dominate the album cover. According to Hamilton (1977):

"Starting before 1920, books of records bound together had been available-this is the origin of the term 'album' which strictly speaking, is a misnomer in its present day usage" (page 9).

According to Janis Libeks and Douglas Turnbull (2010), through their article "You Can Judge an Artist by an Album Cover: Using Images for Music Annotation" discusses that album cover using images can provide a deep explanation for a music album. The findings of this study can be concluded that the design changes are clearly seen on the graphs shown on the cover band of the Search group.

The paper of Zulkarnain Ngah Hassan (1988) discusses the influence of rock music on teenagers who found that music-specific features such as lyrics, rhythms, songwriters, singers and general features associated with rock music such as clothing, hair and peer role have influence on teenagers against the music. Mass media played its role in spreading the influence of the music especially among local youths especially through clothing styles, hair styles, and the creation of various rock terms and the selection of informational sources of music. This is due to the influence of the character and style of a rock artist. The rate of involvement in rock music serves to highlight the status and identity of teens as true rockers or themselves as members in one group. Some rock fans have their own distinctions such as teenage problems, adult roles and government's 'base' in relation to rock music.

Mustaffa @ Tapa, *Berita Hiburan* (2016) explains that the album cover to show the evolution of fashion from the 70s, 80s, 90 to an up to now. The resulting album cover is not just an album cover but also about the archive of pop culture and the Malaysian music industry. Conclusions can be made based on his research, the role of graphic design art is critical to producing creative designs and thoughtful ideas in every design such as appropriate layout, typographic selection, colour, image and more for a publication with marketing goals in every graphic design, the result of a combination of certain elements can be a key attraction to the quality of music album sales.

PROBLEM STATEMENT

The role of visual communication design on each album covers have different meanings of interacting with each other and establishing a unity of form and unity of meaning. In view of the problems posed are design changes then graphic elements and the influence of the music industry, need to be reviewed to see clear changes especially in terms of social, economic and political for the year album are published.

METHODOLOGY

This study reviews the design changes of the search group album covers from 1985 to 1990. Qualitative studies have been used in this study, which is the data of words or sentences collected through source of documentation, interviews, observations and photography. The source of the documentation used as a guide to getting information on the album Search is the online news and also the artistic about this artist as well as the lyrics of the song.

The next method is to interview the album cover designers and collectors who have provided useful information on the changes of the cover design of the group's Search album by the time circulation of the year of their album's release. Album cover designer is Tapa Otai have interviews in Matic, Kuala Lumpur during display album cover and interviewed collectors album covers to obtain information on the album cover is Mr. Mushtari is the owner of the *Galeri Seni Piring Hitam Perlis*.

According Denzin (2001), interviews should be used as information gathering tools; it should be reflective and reflect the real life and circumstances of a phenomenon. While the observation method is done directly with the album cover graphic design Search this. The three graphic elements are visible on the album cover is a case study of colour, visuals and typography while for a pen g soul music, the authors view of the social, economic and political force in the published album.

FINDINGS

Search is a Malaysian music band known as one of the precursor of rock music in Malaysia's mainstream music scene since the 1980s. Since its inception in 1981, the band has produced more than 20 studio-sold-out studios, dozens of songs warmly welcomed on radio funnels, dozens of more often-sold concerts, throughout the history of over three decades in the Malaysian music industry, making them between the best rock band in 0

RESEARCH ANALYSIS

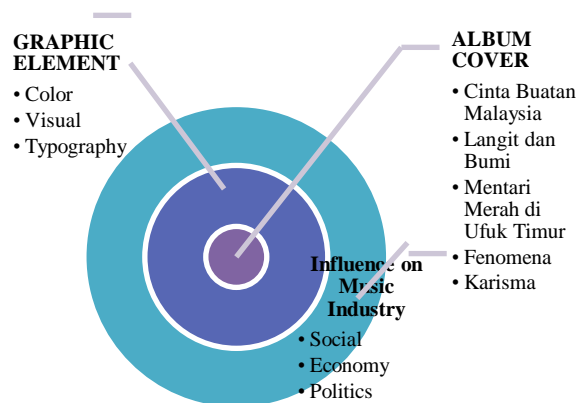


Figure 1: Review Framework

Figure 1 above is the framework research on design changes album cover Search seen from graphic elements, namely color, visual and typographical. This change is also seen from outside influences based on aspects of the social, economic and political issues in the album. Below is a discussion of the 5 pieces of the album Search is *Cinta Buatan Malaysia*, *Isi dan Kulit*, *Mentari Merah di Ufuk Timur*, *Fenomena* and *Karisma*.

A. Graphic Element

a) Color

According to Kusrianto (2009, p.47), colors are complementary images and represent the psychological atmosphere of the painter in communication. Color is also a very sharp element to touch the sensitivity of the eyesight to stimulate the emergence of feelings, sadness, joy, mood, or spirit, and so on. Molly E. Holzschlag (2003), the color expert, writes "Creating Color Schemes" in the book "Introduction to Visual Communication Design" lists the capabilities of each color when acting psychologically. Color is a subject that always attracts human attention but human attraction to color lays in the elusive fact of much more immeasurable color, subtle, socially and cultured color implications.

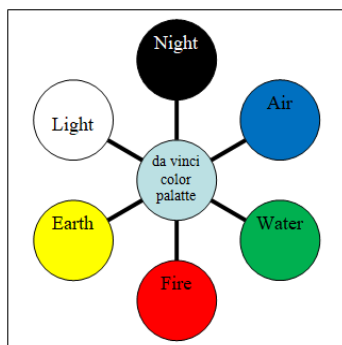
Color Psychology by Molly E. Holzschlag (Kusrianto, 2009: 47)

Table 1: Colors and psychological meanings

Color	Purpose of Psychology
Red	Strength, energy, warmth, lust, love, aggression, danger.
Blue	Trust, conservative, security, technology, Hygiene, order.
Green	Original, health, good appearance, jealousy, renewal.
Yellow	Optimism, hope, philosophy, dishonesty / fraud, cowardice, betrayal.
Purple	Spiritual, mystery, majesty, change of form, fierce, arrogant.
Orange	Energy, balance, warmth.
Chocolate	Earth, reliable, comfortable, surviving.
Gray	Intellectual, futuristic, stylish, lonely, spoiled.
White	Sacred / holy, clean, precise, innocent (without sin), sterile, death.

Black	Strength, sexuality, luxury, death, mystery, fear, sadness, elegance.
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Based on the table 1 above, the color of the album cover refers to the psychology presented. However, the meaning of certain visual colors is also seen on the pallet da Vinci in fig. 2 below. Therefore, based on the psychological point of view and also the color palette of da Vinci, it is possible to answer the question where the dap color illustrates the visualization of an album cover design.



(Steven Bleicher, 2000:20)

Figure 2: Leonado da vinci's color palate

b) Visual

According to Suharto (1999), visual elements in graphic design are compiled with various possible effects of varying appearance. Therefore, it should be noted that the problem of arranging variables to facilitate the handling of appearance when applied by a composition. The visual composer of visual elements includes n, direction, size, distance and shape.

c) Typography

According to Sihombing (2007), typography is "the field of knowledge of letters, which has two functions, namely as aesthetic function and communication function, as aesthetic function, typography is used to show something attractive, while the typographical communication function is used to convey a clear, accurate text message. "

B. Letter Types

According to Craig (2007) letters are classified into several types, namely:

ROMAN	EGYPTIAN	SANS SERIF
roman	egyptian	sans serif
SCRIPT	MISCELLANEOUS	
script	miscellaneous	

Types of letters according to James Craig (2007)

While according to Alexander Lawson (2011), the classification of letters is based on history and form of letters, namely:

fraktur	HUMANIST humanist	OLD STYLE old style
TRANSITIONAL transitional	MODERN modern	SLAB SERIF slab serif
SANS SERIF sans serif	SCRIPT script	DISPLAY DECORATIVE

Types of letters according to Alexander Lawson (2011) Text is an important part of the graphic design. In design, typography is defined as an art process to compose publishing materials using print letters. Hasegawa and Kobayashi (1985), argue that typography is a communication tool. Computer technology describes a style that has a correlation with a particular audience, where graphic designers have the freedom to create visualizing messages with hu rufs, not just for reading, but also expressing mood or taste

C. Album Cover Analysis



Figure 3: Album Cinta Buatan Malaysia

Cinta Buatan Malaysia

Label: **Universal – 826112-2**

Format: **CD, Album, Reissue**

Country: **Malaysia**

Released: **1985**

Genre: **Rock**

Style: **Hard Rock, Heavy Metal**

Tracklist: **1. Isi atau Kulit**

2. Cinta Buatan Malaysia

3. Cinta Sepi

4. Cinta Pertama

5. Sihir Gambir

6. Balada Pemuzik Jalanan

7. Kejora

8. Nombor

9. Jiwa-jiwa Luka

10. Musafir

Figure 3 above is the album *Cinta Buatan Malaysia*, the first studio album published in 1985 recorded by band Search since it was founded in 1981. Based on three elements is graphic, typography, color and visuals are seen in this study. The first element of typography, typography refers to the types of letters according to Alexander

Lawson (2011), can be found in the word "Search" using the Slab Serif and Roman letters on "*Cinta Buatan Malaysia*". The color on the album cover of the *Cinta Buatan Malaysia* is Chocolate, White and Blue which have different meanings according to the song lyrics in this album itself. The meaning of the color refers to color psychology Molly E. Holzschlag (Kusrianto, 2009: 47) on Table 1 as well as Leonardo da Vinci's color palate on diagram 2. The visual illustration on the cover of the album is that there are five members of the Search group themselves and three of them are holding the guitar while behind them there is a large box set up written "*Made in Malaysia*".



Figure 4: Album Langit Dan Bumi

Langit Dan Bumi

Label: **PolyGram Records Sdn. Bhd. Malaysia – 830387-2**

Format: **CD, Album, Reissue**

Country: **Malaysia**

Released: **1986**

Genre: **Rock**

Style: **Hard Rock, Heavy Metal**

Tracklist: **1. Musnah**

2. Meniti Titian Usang

3. Langit Dan Bumi

4. Rozana

5. Tumbuk Rusuk

6. Pasti

7. Bisa

8. Mencari Sebuah Nama

9. Pada Satu Kedudukan

10. Kau Pergi

Figure 4 above is the second album of Search, *Langit dan Bumi* published in 1986. Based on three elements is graphic, colours and visuals seen in this study. The first element of typography in this album is the use of Script and Sans Serif. The background color used on the album cover is black while the assertion is typography colors namely pink, yellow, blue, red and green. The visual illustration on the cover of this album is an illustration of facial expressions that use white color.



Figure 5: Album Mentari Merah Di Ufuk Timur

Mentari Merah Di Ufuk Timur

Label: **Philips – Philips 832354-2**

Format: **CD, Album, Reissue**

Country: **Malaysia**

Released: **1987**

Genre: **Rock**

Style: **Hard Rock, Heavy Metal**

Tracklist: **1. Pelesit Kota**

2. Fantasia Bulan Madu

3. Gelora Cinta Ku

4. Gadis Ku

5. Bunga Pesona

6. Pembakar Perasaan

7. Sebatang Tongkat Untuk Berdiri

8. Serigala Segalanya

9. Mat Rock

10. Mentari Merah Di Ufuk Timur

Figure 5 above is the third album of search groups is *Mentari Merah di Ufuk Timur* was published in 1987. Based on three elements is graphic, typography, color and visuals are seen in this study. The first element of the typography in this album cover using Roman letters for the title of the album, namely sun at the horizon of the East and also the name of the group Search itself. The album's background is pink and red which explains the meaning behind the song lyrics. The visual illustration on the cover of this album is five members of the Search group who are standing facing forward with backdrop directions.

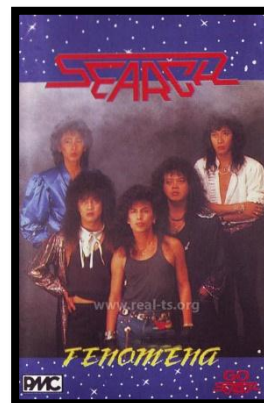


Figure 6: Album Fenomena

Fenomena

Label: **BMG Pacific Sdn BHD – PMC/MAL 1033**

Format: **Cassette**

Country: **Malaysia**

Released: **1989**

Genre: **Rock**

Style: **Hard Rock, Heavy Metal**

Tracklist: **1. Fenomena**

2. Purnama

3. Isabella

4. Derap Komando

5. Ku Taklukkan Dunia

6. Menara Kesusatan

7. Bencana

8. Pawana

9. Songsang

10. Gadis Misteri

Figure 6 above is a Fenomena album year 1989 and was the first album with BMG Pacific. Based on three graphic elements, typography, color and visuals are seen in this study. The first elements of typography, fracture and old style are used in the cover of the album. Color in typography is affirmed in yellow and red. The colors used are more dark in black and blue. The visual illustration on the album covers uses visual fifth-five members of their group. Their style of use symbolizes the lyrics of this album



Figure 7: Album Karisma

Karisma

Label: **BMG Pacific Sdn BHD – PMC/CD 8.1015, Go Search – PMC/CD 8.1015**

Format: **CD, Album, Reissue, Remastered**

Country: **Malaysia**

Released: **1990**

Genre: **Rock**

Style: **Heavy Metal, Hard Rock**

Tracklist: **1. Melastik Ke Bintang**

2. Melayar Bahtera

3. Orang Timur

4. Dunia Milik Kita

5. Emanuelle

6. Memandu Nafsu

7. Teguh

8. Manusia Reptilia

9. Paranoid

10. Orait Mama

11. Sutera Atau Rayon

Figure 7 above is Karisma's album also the fifth edition of Search published in 1990. Based on three elements is graphic, typography, color and visuals are seen in this study. The first element of the typography used in this album is Miscelanous for the album title while for the group name; the Sans Serif typography is used. The colors in the album cover are black and gray. Only the logo and group name are asserted in different colors. The visual illustration on the cover of the album is just a logo and typeface that is confirmed.

DISCUSSION

Based on the findings and analysis of the study, it is undeniable that the album cover design has undergone many changes according to the development of the national music industry and in this study; the social, economic and political aspects of the derivative year have been seen. The five cover bands of the Search group that were used as a case study were viewed from a graphical perspective to get an overview of the social, economic and political impact that occurred during the year of the album.

Overall, the album's five genres were published in different years from the advent of the Search groups, which were 1985, 1986 and 1987. However, after the group encountered problems during the year, they released the fourth album and the first with BMG Pasific Sdn Bhd namely in 1989 and fifth in 1990. Each year the publication has examined whether the effect of the social aspect that is clearly seen on the image of the group such as clothing, shoes and hairstyles where as a political and economic influence is also evident in color and visual on the album cover. Although only 5 albums in 5 years have been viewed, it clearly shows the design changes that resulted in the five album covers.

The conclusions that can be made on the album design of this case case are the first, third and fourth album covers using group members as visual design of the album. While the album *Langit dan Bumi* using only typographical and facial expression illustration as assertion this album cover. The last change can be seen on the fifth album which confirms the white color logo and album title typography, *Karisma* by using a large gray text. This shows that design changes have their own influence on their production.

CONCLUSION

Conclusions can be made based on the study the design changes that took place on the cover of the famous rock band from Malaysia, Search. The case study was made on 5 pieces of studio album of *Cinta Buatan Malaysia*, *Langit dan Bumi*, *Mentari Merah di Ufuk Timur*, *Fenomena* and *Karisma*. As case study of graphic and music that has a close connection in producing a music album cover. Music is not just entertainment and hobbies but it can form important networks in helping other related sectors, such as album cover designers, songwriters and lyrics writers. In line with this, the country's artistic vision is the leader in exploring and maintaining heritage treasures towards the formation of core identity and national economic development while its mission is to explore, conserve and preserve the nation's legacy towards sustainable development to the world. As a conclusion it can be concluded that art and culture aspects are very important to the society in this country. Both of these entities are closely related and highly artistic to the society in this country of various races, descent, religion and cultural values.

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