

VISUAL REPRESENTATION ON CHILDREN BOOK BY ROALD DAHL'S CHARLIE AND THE CHOCOLATE FACTORY: SOCIAL SEMIOTIC STUDY

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Abstract

Visual image in the book is an important part of making a literary work especially in children picture book and the visual image were studied in social semiotic. This research aims to find the visual representation in children book *Charlie and The Chocolate Factory* written by Roald Dahl in 1964, as well as to identify the meaning by explaining social semiotic through visual representation in representational meaning, character manifestation, appearance and inter-circumstance by Painter. This study classified into qualitative research and types of data in this research classified into document of analyzing. While the steps collecting and analyzing data the researcher using social semiotic approach through multimodality by Bezemer and Jewitt: collecting and logging, viewing, sampling and transcribing the data. Then, for analyzed the data using visual representation (narrative representation, conceptual representation, and embedding) by Kress and Leeuwen also character manifestation, appearance, and inter-circumstance by Painter. This research used qualitative descriptive method in reporting the result of analysis in which description took the most important role in displaying the data analysis. The researcher found 43 of illustration images in the context of children book *Charlie and The Chocolate Factory*. The researchers found narrative representation (40), conceptual representation (3), embedding (images that contain narrative and conceptual representation) (4). Then, the researcher found appear (12), reappear (28), and 3 images are not counted because there is no character in the structure of character appearance. All of data or 43 images classified complete feature in the structure of character manifestation, and all of data classified into sustain degree in the structure of inter-circumstance. The result of this research is be able to explain the visual representation meaning, character manifestation, appearance, and inter-circumstance which found in children book *Charlie and The Chocolate Factory*.

Keywords: *Social Semiotic, visual representation, children book*

1. INTRODUCTION

Nowadays visual have combined into many features of information and entertainment. As followed by (Karaman, 2012) expounding in books, illustrations, or other visual representations, text is used as a tool for the imagination, but in picture books, words and picture work together to provide meaning. In addition, she added visuals are like text, and text is placed like an image. The picture book genre is actually meant to introduce the concept

of books and reading to young children. Karaman (2012) defines picture books as works of art that introduce children to primary literature. To be more clearly, Karaman (2012) explained that the children book has many powerful characteristics in visual image such as in the children picture book and visual illustration on book is an important part of making a literary work. As mentioned by Tomlinson in Qoriah (2020) in through the role of visual image is to attract the reader and also can easily

meaning-making for interpretation. Book and reader communication process are the things of the important role through book elements (Gudinavičius & Šuminas, 2018). This will be useful so that the book can be understood and will attract readers.

In addition, Painter et al. (2012) stated that children's picture book stories play an important role in many ways. Sever in Ozsezer & Canbazoglu (2018) research on children's books, the author made the book colorfully visualized and there are many animations such as cartoons or other unique characters. As defined by Roozafzai in Restanto (2016) that the visual illustration of cartoons or animations in books is more effective to understanding the plot of story. As Painter et al. (2012) stated picture books as children's first reading experience partly because a visual semiotic representation is so much more accessible than a linguistic one. This is because a picture of a scene or object in a picture book uses the same forms and shapes as are familiar to us from our experience of that scene or object in the material world.

There are several reasons to analyze visualization of children picture book using social semiotic approach. According to Kress (2010), the semiotic system has its own roles, such as visual images that make it easier for readers to understand the content of the story and visual color represents to show a specific part of the whole message or story. Then, as purposed by Kress & van Leeuwen (2021), the theory of visual design consist of 3 following meanings for embedding images, such as, representational, interactional and compositional meaning. In addition, Kress & van Leeuwen (2021) stated that visual social semiotic as an approach was used for various reasons to analyze

visual images in this study. It means that visual social semiotic can be used to analyze visual images in interesting ways in the new perspective. In addition, Painter et al. (2012) highlighted the visual picture of book story has function as the visual language through book contents for finding interpretation message. All semiotics modes that deserve in picture book story have influenced the reading interpretation.

The visualization in children book in this research used one of the literary work written by British author, Roald Dahl. One of children's book that has been published by Roald Dahl is *Charlie and The Chocolate Factory*. It was published in 1964 as the second literary work of Roald Dahl since the first literary work were published in 1961. As explained in the official website of Roald Dahl, the story of *Charlie and The Chocolate Factory* is based on the experience of Roald Dahls that he and his friends become taste tester for a chocolate company in England. The original literary work of Roald Dahl *Charlie and The Chocolate Factory* were sold over 20 million copies worldwide with provides 55 languages. Also, it proved by many achievements that also become the reason the researcher to use *Charlie and The Chocolate Factory* as the object of this research as follow as; First, as mentioned in School Library Journal, USA *Charlie and The Chocolate Factory* placed in 61 ranked as the top 100 chapter books poll. Second, as mentioned by National Education Association (NEA), *Charlie and The Chocolate Factory* placed in 57 ranked as teachers' top 100 books for children. Third, as mentioned in the website of Anastasia (2022) in *listchallenges.com* *Charlie and The Chocolate Factory* become BBC's 200 best loved novels. Fourth, as cited by Bird (2012) in The Big Read's survey on

books in 2003 carried out by BBC in United Kingdom taking *Charlie and The Chocolate Factory* placed in 35 ranked as the BBC's 200 Best Loved Novels.

As a result, to represent the visualization of children book *Charlie and The Chocolate Factory* the researcher will conduct representational meaning as the visual representation meaning (narrative, conceptual structure, and embedding) by Kress & van Leeuwen (2021) that adopted from ideational metafunction of Halliday and since the data of this research is coming from children book, character manifestation, character appearance and inter-circumstances in Painter et al. (2012) were used to make complete this research. Thus, this research found that the application of Painter et al. (2012) can be practically combined with the theory proposed by Kress & van Leeuwen (2021). The previous study such as from Amalia (2021) and Sari (2021) did not combine these the theories though in fact they are correlated and

2. LITERATURE REVIEW

From several previous research that contained of semiotics study in the digital media such as advertisement, children book, poster and brochures have the role as the way to interpret meaning. The main objectives of those researchers are finding or interpreting meaning using metafunctions' theory by (Kress & van Leeuwen, 2021). Previous study can be divided into two categories. The first category is the research on visual semiotic source which was conducted by Amalia (2021) and Sari (2021). Both researchers applied the theory from Kress & van Leeuwen (2006). The research from Amalia (2021) focused on modality markers and compositional meaning, while Sari (2021) focused on narrative representation and conceptual representation and embedded

representation. The second category is the research on verbal semiotic source. This type of research was conducted by Andini (2019), Mahmud & Imperiani (2019), and Yuhriyah (2014). These three studies applied ideational meta function in analyzing the transitivity process.

Multimodal research are developed in the area of Systemic Functional Linguistics because the term 'multimodal' is derived from the prefix 'multi-' and 'mode'. The term 'mode' focuses on materiality where image as the source of meaning making besides language (Kress, 2010). Mode is part of register domain because it has other two counterparts: field and tenor (Martin & Rose, 2008). Tenor realizes the gap of power between speaker and hearer and it is 'enacted by' interpersonal meta function, while field realizes the activity and experience in communication which is 'construed by' ideational meta function (Martin, 2016). Therefore, mode realizes medium of communication which is composed in textual meta function (Martin, 2016).

The theoretical approach of this study is social semiotics which is developed from Halliday's concept on language meta function (Halliday, 1978). From Halliday's concept on meta function, Kress & van Leeuwen (2006) developed the grammar of visual semiotic source which consists of narrative and conceptual representation, representation and interaction and modality and meaning of composition. Narrative and conceptual representation are developed based on ideational meta function, while representation and interaction and modality are inspired by interpersonal meta function and meaning composition has the foundation on textual meta function. Painter et al. (2012) developed the idea of narrative

representation especially in participant appearance.

Based on the previous research above, all of them used ideational meaning to represents participants, process, and circumstance in different object. The researcher tries to do another research using representational meaning that adopted from ideational meaning. The most different between the researcher topic with previous research above is the theory that the researcher added from Painter et al. (2012), because the object of this research coming from children book that specifically explore in the book *Reading Visual Narrative: Image Analysis in Children's Picture Books* by Painter et al. (2012).

3. RESEARCH METHOD

This study is qualitative research. As stated by Creswell (2007) the main characteristic of qualitative research placed in understanding, explanation, exploration, values or messages, people experience, discover and clarify situation (p. 44). Types of data in this research classified into document of analyzing. As highlighted by Coffey (2014) most qualitative research occurs in settings documented in various ways such as materials, text and others. Coffey (2014) added books, novels or other printed media classified into document of social study purposes that showed settings, participants, time, and lives. It can be concluded all kinds of documents are routinely written, produced, read, consumed, stored, circulated and used in daily social life and practice. As a result, the data of this research is suitable for document of analyzing types since the data taken from book of children. The researcher chose children book the title *Charlie and The Chocolate Factory* by Roald Dahl as the source data of this research. It is an original book of Roald Dahl that the researcher bought in

bookstore. The researcher takes the visualization of image in the context of this children book. Because visual image is one of features or part in social semiotic study that represent participant, process, and circumstance as representational meaning that adopted from ideational meaning as focus study in this research. There are 2 types of data in this research, main data and supporting data. The main data of this research is the image or picture that scan from the children book which contained of participants, process, and circumstance as relevant to find problems of the study. Book and journal article were chosen as supporting data of this research. From those supporting data, it will help the researcher to explain the objective of this research. Based the theory in this research that already discussed in book or journal article which have relation with the theory.

There are 2 procedures on this research. In the collecting data in this research used social semiotic approach through multimodality research that created by Bezemer & Jewitt (2010). They argued this procedure have similarities through sociolinguistics study:

- a.) gathering and take a note the data, in this step, the data were gathered by scanning the book visualization.
- b.) reading the data, pay attention to image on the book. In this step, the first data taken from page 11 as the first appearance of visualization character story. After that, make research question that build for developing data.
- c.) examining the data, try to analyze some parts of book chapters. In this step, it can be seen whether the book chapters are interesting to be analyzed through this study or not.

d.) interpreting and discussing the data, it would be part of findings or analyzing chapter.

Since the data of this research were taken by visual description, it can be done by qualitative method for analyzing visual elements (narrative and conceptual structure) by Kress & van Leeuwen (2021) and also the data of this research is coming from children book, character manifestation, character appearance and inters-circumstances in Painter et al. (2012). were used to make complete this research. The step of processing and analyzing data in qualitative research is based on how it is communicated well (Kumar, 2011). In addition, in writing about the findings, it needs analysis of contents. It is defined as analyzing the contents through interviews or observation to find the topics that shown the observation notes (p. 278). It followed in some steps below (p. 278):

- a.) Identify and analyze the context. Basically, identifying context will help to make an accurate interpretation meaning.
- b.) Set codes to the context. The second step is classifying the context into same point after finished reading, such as keyword.
- c.) Categorize the result of the context. The third step is try to transcript the notes that got in first and second steps.
- d.) Combine context and result in the report. The last step is combining all of analysis result of the context into report.

4. RESULT AND DISCUSSION

This chapter will explain the result of the objective of this study. The objectives of this study are to identify the representational meaning of visual representation found in children book *Charlie and The Chocolate Factory* and

to explain the character manifestation, appearance and inter-circumstance found in children book *Charlie and The Chocolate Factory*. Representational meaning (Kress & van Leeuwen, 2021) and character manifestation, appearance, and inter-circumstance (Painter et al., 2012) were employed to examine those objectives above. The researcher collected 43 visual images from children book *Charlie and The Chocolate Factory* as the data for visual representation.

In this part of chapter, the researcher would have analyzed 43 images of visual representation found in the children book *Charlie and The Chocolate Factory* written by Roald Dahl. From 43 images of visual representation, the researcher found 40 or 93% narrative structure, 3 conceptual structure, and 4 of embedding (images that contain narrative and conceptual structure) in children book *Charlie and The Chocolate Factory*. To analyze the data, the researcher categorized the data as the third steps of method of analyzing data and those categories were shown below in figure 1 and 2.

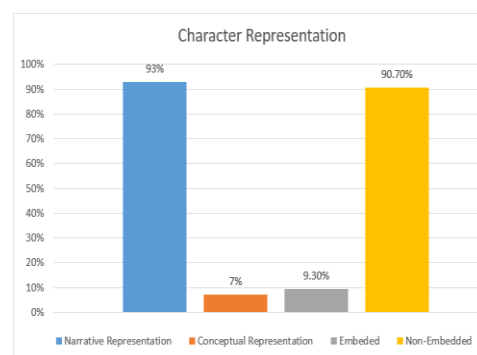


Figure 1. Character representation (adapted from Kress & van Leeuwen, (2021))

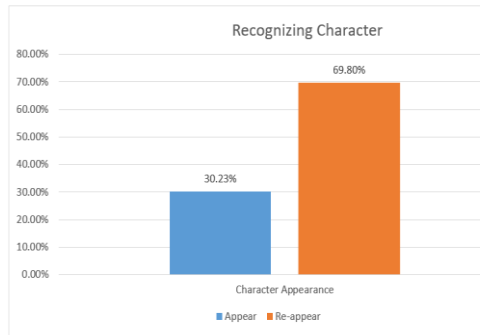


Figure 2. Recognizing Character: Character Appearance (Adapted from Painter et al. (2012))

4.1 Narrative Representation

Narrative structure is the connection between participants and vectors as the main sign of visual proposition that represent process relation each other. In semiotic unit must be able to represent aspects of the experience people, it called as ideational meaning. In other words, it must be able to represent experience objects and their relationships outside the system Kress & van Leeuwen (2006).



Figure 3. The couple of married
 Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

Process	<p>Non-transactional reaction Reactor: the couple of married Vector: gesture of hands and gaze of eyes Phenomenon: -</p> <p>Bidirectional transactional action</p>
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	<p>Actor(s): the couple of married Vector: gesture of hands Goal: hand to hand</p>
Circumstance	<p>Setting: unrecognizable Means: - Accompaniment: -</p>

Table 1.4 Data analysis 1

This data can be classified into 2 processes, non-transactional reaction, and transactional action. Following Kress & van Leeuwen (2006), non-transactional reaction is a vector that formed by reactor but there is no phenomenon (p. 75). The data shows the married couple (reactor) is standing hand to hand looking forward (without phenomenon). The gaze of the reactor's looking forward form a vector, but there is no phenomenon in front of them.

This data also can be categorized as transactional action (bidirectional action). According to Kress & van Leeuwen (2006), bidirectional transactional action is when the participants (actor and goal) forming a vector and both of two interactors connect each other (p. 75). From the image, there are 2 actors, a husband and a wife is standing hand to hand looking forward. Where the actor is forming a vector (a husband and a wife) with the goal (gesture of hand to hand) as the goal of vector from two interactors who connect each other.

The circumstance in the visualization of image above is circumstance of setting. The image above is clearly unrecognizable setting, because the expanding only showed the couple of married without any depiction of location or place.



Figure 4. An old lady and a young man
 Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

Process	<p>Unidirectional transactional action Actor: An old lady Vector: Gaze of eyes, gesture of hand Goal: A young man</p> <p>Transactional reaction Reactor: A young man Vector: Gaze of eyes, gesture of hand Phenomenon: an old lady</p>
Circumstance	Setting: unrecognizable Means: - Accompaniment: +

Table 1.5 Data analysis 2

This data can be classified into 2 processes, unidirectional transactional action process and transactional reaction process. As stated by Kress & van Leeuwen (2006) unidirectional transactional action is a vector connects to an actor and goal as participants in transactional action (p. 74). In this data, the actor who formed vector as one of participants in transactional action process (an old lady) with a young man as a goal (vector directed). It can be seen, an old lady facing and pointing to a young man that form a vector by her gaze eyes and gesture of left hand.

On the other hand, in this data also include transactional reaction process. As stated by Kress & van Leeuwen (2006), transactional reaction process is

an eye line vector that connect to reactor and phenomenon as two participants in reaction process (p. 75). In this data, the reactor as the participant whose look formed the eye line (a young man) with an old lady as a phenomenon (vector formed by eye line of a young man). It can be seen, a young man as reactor formed a vector by his gaze eyes to an old lady as phenomenon.

The circumstance in this visualization image above is setting and accompaniment. As stated by Kress & van Leeuwen (2006), circumstance of setting refers to the background of image which can be recognizable or unrecognizable (p. 75). The setting of process is recognizable because it can be identified as indoor setting with the blanket on her body, but it cannot specifically explain the location geographically. Also, the participant in the foreground overlap because the white and black visualization.

4.2 Conceptual Representation

As the first part, conceptual structure is divided in to 3 processes, classificatory process, analytical process and symbolic process. First is the analytical process. It represents participants in terms of a part-whole structure Kress & van Leeuwen (2006). There are 2 kinds of participants, carrier as the whole and number of possessive attributes as the parts of structure (p. 87).

Second is classification process. According to Kress & van Leeuwen (2006, p.79), the classification processes have relation with participants to each other in term of a 'kind of' relation. In classification process there are covert taxonomy and overt taxonomy. The covert taxonomy is the set of participants arranged symmetrically throughout the image space, equidistant from each other, equal size and oriented to vertical and horizontal axes in the same road (p.

87). Then, overt taxonomy is the set of participants (superordinate) with a degree, for example tree structure (p. 80).

Third, symbolic process. It is to represent what the participant means (p. 105). Then, there are 2 former kinds of symbolic processes, symbolic attribute and symbolic suggestive. Symbolic attribute is the participant which visualized the meaning or identity by itself. In other words, the human participants commonly pose for the viewer than action (p. 105). Symbolic suggestive just only have a participant as called the carrier or defined as the participant whose meaning based in the relation (p.105)



Figure 5. The view of village
Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

This data is classified into symbolic attributive process. Based on Kress & van Leeuwen (2006), symbolic attributive is the participant which visualized the meaning or identity by itself and will be fulfill with the carrier. (p. 105). By seeing the image, it can be seen there are a wooden house and tall building behind a wooden house that represent the condition of character's life. The image visualization above classified into symbolic attributive

because it visualized an area (carrier) that described by a wooden house and its different from city described by the tall building behind a wooden house, like economic development, building concept, lifestyle as meaning or identity itself. It represented the villages around the city. So, the reader will easily find representation of villages around city.



Figure 6. The depiction of gate
Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

This data is classified into symbolic process and categorized as symbolic suggestive. Based on Kress & van Leeuwen (2006), symbolic process is the participant which visualized the meaning or identity by itself (p. 105). Then, symbolic suggestive just only have a participant as called the carrier or defined as the participant whose meaning based in the relation (p.105). By seeing the image, there is a door or gate as the carrier of the image. It can be represented by the carrier (a door or gate) and visualizing the qualities of the carrier itself as the meaning and identity. The reader will easily represent that inside of the gate is a large building or factory.

4.3 Embedding

As stated by Kress & van Leeuwen (2006), embedding represents more than 1 structure or process. To be more clearly, it means the embedding is complex structure that analyzes picture which represent at least 2 structure or process (p. 106).



Figure 7. The couple of married
Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

This kind of image above makes a complex process and categorized as embedding in narrative structure. There are 3 kinds of process as follow as:

- a. non-transactional reaction: a vector that is formed by reactor but there is no phenomenon (p. 75). The data shows the married couple (reactor) is standing hand to hand looking forward (without phenomenon) directly to the reader. The gaze of the reactor's looking forward form a vector, but there is no phenomenon in front of them.
- b. Bidirectional transactional action: actor and goal forming a vector and both of two interactors connect each other (p. 75). From the image, there are 2 actors, a husband and a wife is standing hand to hand looking forward. A husband and a wife are forming a vector with the goal (gesture of hand to hand) as the goal of vector from two interactors who connect each other.

c. Analytical process: it represents participants in terms of a part-whole structure (p. 87). The couple of married have interaction by gaze their eyes to the reader as the whole (carrier) and their expression as the possessive attributes.



Figure 8. A young man who sink
in the river

Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

This kind of data makes a complex process and categorized as embedding in narrative structure. There are 2 kinds of process as follow as:

- a. Non-transactional action process: representing a vector that formed by actor but does not directed to goal (Kress & van Leeuwen (2006, p.75). By seeing the image above, young man who sinks in river is an actor but does not have goal directed.
- b. Analytical process: participant (carrier) are presented as consisting of a set of possessive attributes and the structure is interpreted to show all the parts that make up the whole (p. 95). It can be seen, a young man who sink in the river (carrier) and his fear expression, water, river as possessive attributes (showed that he needs help).

4.4 Character Manifestation

As stated Painter et al. (2012, p.58), the study of the presence participants and tracked over the context story is worth to be discussed in more detail. First, character manifestation. It

divides into 2 kinds of features, complete depiction and metonymic depiction (p. 65). Complete depiction is the whole of body including face or head (p. 65). Then, metonymic depiction there are body part (the depiction part of body without face or head) and shadow or silhouette (the depiction of the shadow or outline from whole body or part of body) (p. 65).



Figure 9. The 4 old people and a young man

Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

In this kind of data, it is classified into complete depiction in character manifestation. By seeing this image, there are 4 old people and a young man sitting down in the bed with facing each other. One of old man pointing up his finger as interaction to a young man. As stated by Painter, complete depiction is the depiction that manifest the character to visualize the whole of body including face or head Painter et al. (2012, p.65) .It can be seen, all of characters in the image above showing their heads and body, although foot of the old people (part of body) covered by blanket, it also classified into complete depiction that still showing head or face.



Figure 10. A cap man and a young woman

Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

The second data is also classified into complete depiction of character manifestation. As stated by Painter et al. (2012), complete depiction is the representation of character that showing head or face (p. 61). By seeing the image above, there are a cap man and a young girl that facing each other with the letter on her right hand. From the image above, both a cap man and a young girl they are complete depiction because it showed the whole of part body including face or head as the sign of complete depiction.

4.5 Character Appearance

Second, character appearance. It divides into 2 features, appear and reappear Painter et al. (2012, p.65). Appear refers to the first depiction appearance in the story (p. 65). Then, reappear divides into 4 features, unchanged, varied, immediate, and later (p. 65). The reappear unchanged refers to the depiction of character that recognize in the previous depiction (p. 65). The reappear varied refers to the depiction of character move into or from background setting (p. 65). The reappear immediate refers to the depiction of character that immediately reappear in the next image (p. 61) and the reappear later refers to the depiction of character that reappear after

the absence from the previous image (p. 61).



Figure 11. The 4 old people
Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

In this kind of image classified into appear of character appearance. Based on Painter et al. (2012), kind of appear in character appearance is the first of character's depiction (p. 65). In this children book, there are 4 old people that appear as the grandmother and grandfather of a young man named Charlie. It is their first depiction in this book as the introduction of character on the children book.



Figure 12. The four old people and a young man
Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

The second data is classified into reappear of character appearance. As stated by Painter et al. (2012), reappear refers to the second depiction after first appearance that divides into 4 feature, unchanged, varied, immediate, and later (p. 65). In this data categorized as reappear later (unchanged). It defined as the depiction of character that reappear after the absence from the previous image and the image recognizably in the same previous appearance depiction (data 1&2) (p. 61). The image above classified into reappear later (unchanged) because they already appear in the first depiction and it recognizably as 4 old people and a young man (data 1,2, and 4) and they reappear in the data 6 after absence after there is an appearance of another depiction (data 3&5) by a young man and gate or door.

4.6 Inter-circumstances

According to Painter et al. (2012, p.78) the circumstantial meaning refers to an image is primarily concerned with giving details of the location in space, although depictions of clocks, lighting, the moon, etc. can also be used to indicate the location in time. The inter-circumstance is the details of the degree of consistency or variation and where the consistency or variation itself matters. These are the main options the network provides for inter-environment relationships between consecutive images (p. 79).



Figure 13. The couple of old people
Taken from Dahl (2001)
Source: Children book *Charlie and The Chocolate Factory*

In the first image, the data above classified into sustain degree (maintain context: new perspective). As Painter et al. (2012) stated, sustain degree is the degree in circumstantiation that have same level from previous depiction (p. 79). By seeing the image, it can be seen there are two of old people who sitting in the bed facing to the right side. It is their first appearance in this book and also categorized as sustain degree followed by maintain context (setting depiction same as previous image) with new perspective as the first appearance of the image.



Figure 14. The other couple of old people

Taken from Dahl (2001)

Source: Children book *Charlie and The Chocolate Factory*

In the second image, the data sequentially taken to connect of inter-circumstance. The data of this image also classified into sustain degree and followed by maintain context: new perspective (change of angel). Based on Painter et al. (2012), new perspective refers to the same of setting viewed from new perspective by changing of angel of the context in this book (p. 79). By seeing the image above, there are other two old people who are sitting on the bed and facing to left side. This is the second image of the context in the book that sequentially from the depiction on the first image.

5. CONCLUSION

As followed the objectives of this study, the researcher divided it into 2

discussions. The first is about representational meaning (narrative representation, conceptual representation, and embedding) by Kress & van Leeuwen (2006) that adopted from ideational meta function of (Halliday & Matthiesen, 2014). The second is about character manifestation, character appearance, and inter-circumstance by Painter that developed from Kress & van Leeuwen (2006). All of the discussions were found in children book *Charlie and The Chocolate Factory* written by Roald Dahl in 1964.

The first discussion, in this research used only the illustration of image in the context of children book *Charlie and The Chocolate Factory*. The book was bought by the researcher in bookstore and the researcher scanned the illustration of image. The researcher found 43 images from the context in the book. From 43 images, there are 40 classified into narrative representation, 3 images classified into conceptual representation, and 4 classified into embedding (images that contain narrative and conceptual representation). It can be concluded that the most dominant of representational meaning is narrative representation. It is defined as the connection between participants and vector as the main sign that represents process relation each other.

The second discussion, from 43 illustration of images that found in the context of book, the researcher found 12 images classified into appear, 28 classified into reappear, and 3 images are not counted because there is no character in the structure of character appearance. All data or 43 images classified complete feature in the structure of character manifestation, and all of data classified into sustain degree in the structure of inter-circumstance. It can be concluded that character manifestation, appearance, and inter-circumstance have an

important role in completing this research since the source data coming from children book.

As a result, all of discussion answer the problem formulation by showing participant, process, and circumstance in the children book *Charlie and The Chocolate Factory* that worth to be discussed in detail.

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