

CHAPTER I

INTRODUCTION

1.1 Background

In general linguistic is science that studies about language. Language is communication tool that used by humans for communicating between one and the others. Language can also used as intermediary between one human to another. Language become very important because we need language for daily conversation. Language can be an identity for a group or certain area, can also be a part from identity of a nation. Language can easily be lost or vanished if it is not taught to the successors.

Language in general as a means of communication and is a science that investigates language scientifically. So it can be conclude that the object of linguistic study is language. In connection with the object of this linguistic study, the language in question does not only focus on a particular language, but also language in general which is used to communicate among language speakers, therefor linguistics is often called general linguistics. As linguistic research progresses, language also progresses proven useful as a tool in human science and in itself is necessary and obtains much enlightenment from other sciences.

Currently, Instagram is one of the most popular social media society as a forum for conveying criticism, as well as a place to express texts

containing criticism about events that are trending or viral in society, which are called memes. Memes is a form of creativity for young people in expressing criticism, satire and motivation expressed in the form of a combination of images and text. The visual humor content presented in memes means opinion and social criticism. The power of a meme lies in the creator's creativity in modifying writing, images, videos, graphics and various content so that it is easily understood by followers or readers. This has an impact on increasing usage memes on Instagram accounts in the last few years, whether they are memes with content light to politically charged memes.

Researcher use funny memes as research objects because almost every idea contained in them is very close to our everyday conditions and also makes it difficult for us to stop laughing. The form of funny memes that are often used on Instagram 9gag are comparison memes and allusive memes such as things or events that have been experienced in the past or present by many people. Even in memes, events are depicted that really happen in everyday life. This research will focus on analyzing the meaning of denotation, connotation and myth used in memes.

The semiotic meaning that can be found in the memes lies in several aspects such as expressions, captions or sentences, objects or even changes in expression shown by someone in the meme. This research contains the background to semiotic approach and semiotic analysis of memes. Based on the problems and previous research above, researcher

have conducted research with the title “Semiotic Analysis of Memes on Instagram 9gag”.

1.2 Statement of the Problem

1. What form of funny memes is most often used on Instagram “9gag”?
2. What is the semiotic meaning of these memes?

1.3 Objective of the Research

1. To identify forms of funny memes that are often used on Instagram 9gag
2. To analyze the semiotic meaning of these memes

1.4 Scope of the Study

In this research take the examples from memes on social media, especially “9gag” Instagram account. The type of meme used in this research is a funny meme or jokes meme. And meaning, specifically denotative and connotative.

1.5 Significance of Research

1.5.1 Theoretically

1. For linguistic, hoping this reseach could be a reference for future researcher.
2. To develop knowledge about semiotics in a meme.

1.5.2 Practically

1. For people as the reader of this research, the author hoped this reaserch can make more interested about the semiotics of a meme.
2. For the author of course as the researcher so that can learn more deeply about semiotics.

1.6 Review of Related Literature

In this study, the researcher found several related journals and used a semiotic approach, namely:

First, Fina and Eko (2020), the journal is entitled 'Analisis Meme "Kok Bisa Ya" Di Media Sosial Menggunakan Semiotika Roland Barthes'. The result of this study state that first, approach taken in research this is a qualitative approach. This study uses Roland Barthes' analysis, namely analyzing the meaning of denotation, meaning of connotation and myth. The denotational meaning of the meme "Kok Bisa Ya" is the form of a human being who is contemplating in a sitting or lying position. The connotation meaning contained in a meme is someone who is contemplating thinking about something in their daily activities. And the myth in a meme is someone who is thinking seriously or overthinking.

The researcher also revealed that a meme can have a positive or negative impact depending on the experience and knowledge of the individual who interprets it. However, basically the "Kok Bisa Ya" meme

has the aim of entertaining and conveying a message to the public on social media.

Second, Pradina, Eddy and Tengku (2020), the journal is entitled 'Semiotika Meme Jawa Pada Akun Instagram Dubbing Jawa Official'. The result of this study state that, to analyze the meaning of the memes contained in the Official Javanese Dubbing account, the author uses Charles Sanders Peirce's semiotic theory because it corresponds to the object contained in the account so that it is easy for readers to understand.

The meaning of the memes contained in each video can be realized through semiotic theory Charles Sanders Peirce. Cultural elements make it clearer to gain followers the message of each meme. Without the contribution of verbal elements, the meaning or message is lost displayed not caught by followers. Verbally analyzing the cultural meaning contained in each video is stronger compared to just visuals. Therefore, Peirce's theory helps in unification of visual and verbal markers.

Third, Triadi (2015), the journal is entitled 'Analisis Semiotika Pada Film Laskar Pelangi'. The result of this study state that, based on the analysis that has been carried out using the Peirce approach there are many icons found in the film Laskar Pelangi. These signs describe the meaning of circumstances, events, costumes, wealth, names, talents, poverty. The passion for getting an education is clearly depicted in the film. The signs are presened so well that they are able to convey deep concern towards the child characters of Laskar Pelangi to the audience.

Social inequality too can be felt strongly from the icons of the costumes and school buildings.

Fourth, L. Grundlingh (2018), the journal is entitled 'Memes as speech acts, Social Semiotics'. The result of this study states that, through analysis and discussion, it is argued that memes can also function as speech acts. Both pragmatics and semiotics provide support for interpreting memes from a linguistic perspective. Pragmatics also offers information on how memes can function as speech acts. Although the memes mentioned in this study cannot meet the criteria for all categories, it is very likely that the memes used can be created to fulfill certain illocutionary acts that are not mentioned in this article. Research argues that communication using memes is more complex than expected. Although the communication may lead to misunderstandings, it seems that social media users have enough knowledge about memes and how to use them, they are able to communicate successfully online when using memes. In this article, the researcher only discusses image macros and reaction shots. Determining the core function of memes through research can also be useful in supporting the argument that memes are used as speech acts.

Fifth, Ni Putu, I Dewa and Desak (2021), the journal is entitled 'Semiotic Analysis of Mentos Advertisement'. This study aims to analyze the myths in the "Who Says No to Mentos" advertisement. Research data was taken from Mentos NG on the YouTube platform. Data collection uses

documentation methods with note-taking techniques and analysis with qualitative methods using Semiotics theory by Barthes. The result of this research show that verbal and nonverbal signs contain the meaning of persuading and influencing the audience through visual illustrations. Meaning comes from the relationship between the signifier and the signified.

What differentiates this research from the studies above is that first lies in the title used, type of meme, data analysis techniques and data collection techniques. There are several similarities between previous research and this research, namely in the objects and research methods used. However, what makes this research different from previous research is that the memes I use are funny, compare one thing with another and touch on things or events that may have been experienced by everyone, both children and adults.

1.7 Theoretical Bases

1.7.1 Semiotics

Semiotics is a scientific discipline and analytical method that can examine the signs contained in an object to determine the meaning contained in the object. Semiotics comes from the Greek word semeion, which means sign. This sign refers to something else on the basis of social convention. The term semiotics is often equated with the term semiology. Semiotics, or in Barthes' terms, semiology, basically studies

how humanity make sense of things. Meaning (to signify) in this case cannot be confused with communicating (to communicate). Semiotics is based on language, language is just one of many sign systems that have different levels of unity, application and complexity. Morse code, etiquette, mathematics, music, and even highway signs are also examples of semiotic system. Sign system can be connected or articulated loosely or tightly, and the relationships within them can be various, such as homological, or even methaphorical. In short, semiotic analysis is a way or method for analyze and provide meanings to message symbols or texts. The text referred to in this connection is all forms and systems symbols (signs) both found in the mass media and those found outside the mass media. The business of semiotic analysis is to trace the meanings carried by text in the form of symbols (signs).

Semiotics is a group of theories that explain signs that can represent objects, ideas, cirtumstances, situations feelings and conditions. These signs can be in the form of songs, dialogue, musical notes, logos, images, facial expressions, and even body movements.

Barthes also contributed to the science of signs, continuing Saussure's theory of signifier and signified. Barthes in semiotics explains about the meaning of denotative and meaning of connotative. Denotative meaning or true meaning, which can be assessed using the five senses or can be called a basic description. The meaning of denotative occupies the first order of significance. Connotative meaning is a meaning that has

cultural interaction attached to a sign or symbol. The connotative it has been a myth that has been established for a long time in society.

1.7.1.1 Denotative

Denotative meaning or true meaning, which can be assessed using the five senses or can be called a basic description. The meaning of denotative occupies the first order of significance.

1.7.1.2 Connotative

Connotative meaning is a meaning that has cultural interaction attached to a sign or symbol. Connotative describe the interactions that occur when a sign encounters the feelings or emotions of the user and the values in their culture.

1.7.2 Meme

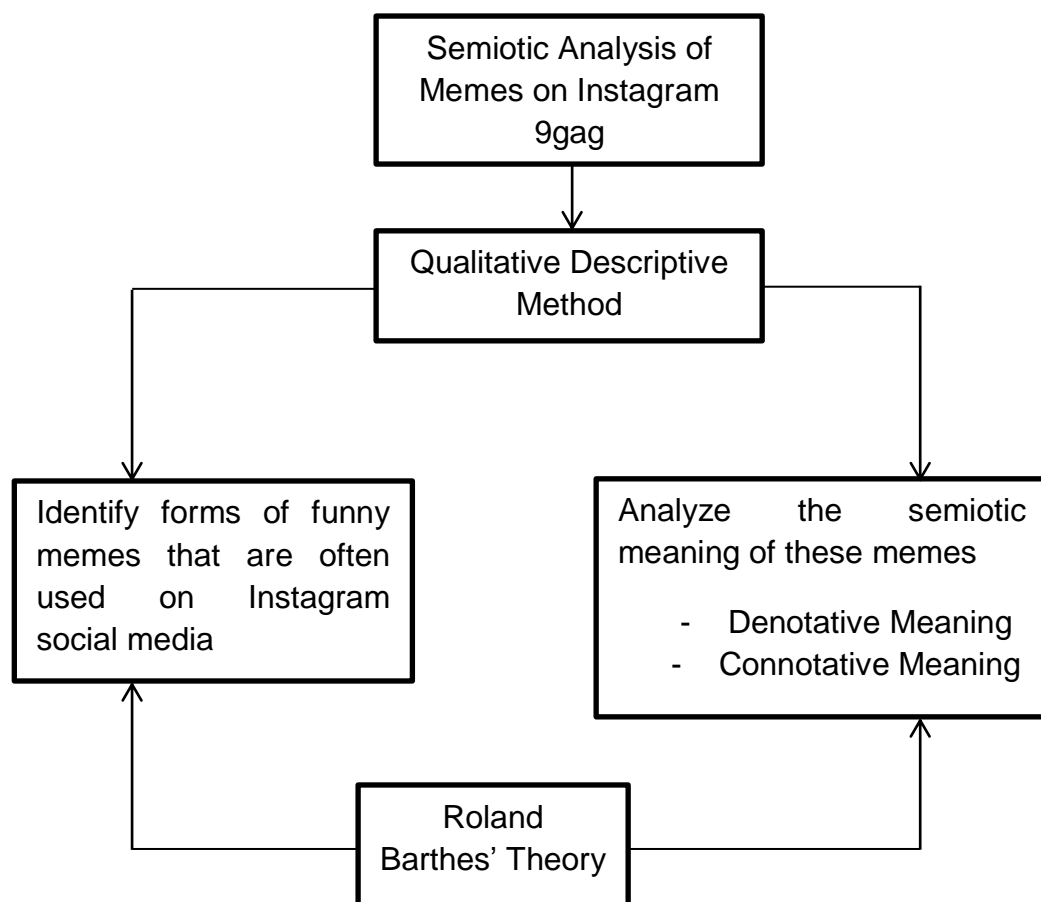
Basically, memes are ideas that develop according to the same principles that govern biological evolution. Examples of memes are musical tunes, jokes, trends, fads, catch phrases, and car design.

Memes are cultural transmission through replication ideas, notions, that penetrate into cognition man. This culture is applied in a social phenomenon that is currently occurring in society, especially netizens. Especially when it comes to the virtual world which is so vast and limitless. This digital culture in the form of memes will be very easy for netizens to find. The emergence of memes in Indonesia cannot be separated from the

presence of social media which has created an outpouring words which then become material for development of the meme. Memes still exist on social media until now, by raising social issues making it a meme phenomenon.

Mememes can quickly go viral, whether in the form of images, writing or videos. Meme jokes are the mememes that are most popular with young people. This meme contains a collection of funny, entertaining images. Apart from the pictures, the eccentric edits and writing are also very intriguing.

1.8 Conceptual Framework



1.9 Method and Technique

1.9.1 Method

Method taken in research this is a qualitative method. Qualitative analysis is a means of data production that separates data elements according to some a priori or data derivative system. Analysis involves lags in rising or falling data. Examples of analytical techniques used include content, constant comparison, and phenomenological thematic analysis, all of which allow researchers to look at data in new ways. Qualitative research now has the option to do so choosing from a growing number of technically sophisticated theories and methods.

The data presentation technique in this research uses a descriptive pattern. Data collection for qualitative descriptive research focuses on discovering the nature of certain events being studied. Data collection may also include observation, and examination of records, reports, photos, and documents. Qualitative descriptive research is pure data derived in code generated from data during research. The qualitative descriptive research approach is generally characterized by simultaneous data collection and analysis.

The memes used in this research are memes chosen randomly from the Instagram account "9gag". The memes used are also mostly comparison memes. In analyzing the meme, the caption contained in the meme picture is also one way to analyze the meaning contained in the meme. The selection of memes is done randomly. The researcher

randomly selected funny memes with criteria such as comparison memes or memes that contain situations that everyone has probably experienced in their daily lives.

1.9.2 Techniques of Collecting Data

1.9.2.1 Documentation

One of the data acquisition technique used by researcher is documentation. Documentation techniques are a way of collecting data through archival remains and include books about opinions, theories, postulates or laws and others related to research problems. In qualitative research techniques the main data collection is because it proves the hypothesis which is proposed logically and rational through opinions, theories, or laws.

1.10 Sources of Data

In general, data sources are divided into two types, namely primary and secondary data. Primary data sources are data collected directly by researcher from the first source. Meanwhile, secondary data is data collected directly by researcher as support from the first source. In this research, researcher used primary data. The data is in the form of screenshots from the “9gag” account on Instagram social media.

1.11 Technique of Analyzing Data

1.11.1 Content

Another term for content analyzing is content analysis. In this content analysis, the information obtained during research must be truly understood and researched for later processing. Through this in-depth understanding process, researcher can group information from existing data from the most general to the most specific so that the data processing process is easier.

1.11.2 Conclusion

Researcher read a lot of previous research which is relevant to this research. Researcher found many objects on Facebook, WhatsApp and Instagram, but researcher then classified these objects into the semiotics category of memes. After the researcher obtained the research data, in the end it was concluded that the data collected was appropriate using the semiotic categories of memes, denotation and connotation.