

CHAPTER I

INTRODUCTION

This paper is an introduction to the study. It contains background of research, statement of problem, research objective, research significance, and definition of key terms.

1.1 Background of Research

Internet is the computer networks in the world that are connected to each other. The presence of internet can make it easier for the people to exchange some information, ideas, communication, and increase knowledge with online. In using the internet today, many people convey the messages or information in various forms of media in internet, one of them is *meme*.

The meme can be called as a new media delivery of message which is popular today. The term of *meme* was first coined by Richard Dawkins (1976) which he defines meme as “a noun that conveys the idea of a unit of cultural transmission, or a unit of imitation”. It means that the meme is a unit that represents a culture. Meme on this internet can be the pictures, videos, or hashtags which usually nuanced criticism, satire or humor. In the meme usually containing object, background, colour, or text which criticize or insinuate something that related to the situation that happening in society.

Recently, the world is busy with the news of the conflict between Palestine and Israel. Basically, the conflict of two countries has been happening since World War II until now. The name of Jerusalem is often talked in various media, which the Palestine and Israel both claim the holy city as their capital based on the scriptures or their respective histories. Strangely, there is a President of America Donald J. Trump that recognizes Jerusalem (Al-Quds) is the capital of Israel. He also orders the American embassy to be moved from Tel Aviv to Jerusalem which this action is one of his campaign promises when he was elected a president of America. This issue is assumed controversy and criticized by several countries, especially for Palestinians that feel angry to Trump's decision. For the countries which are the majority of Muslims in the world such as Indonesia, they unite and campaign massively on the street to protest that decision.

As the protest and against to Trump's decision, many of them make memes in internet which contains criticism or satire of him. For example:



From the sample of meme above, there are the signs that consists of object, background, symbol, and text that represent their emotions to them. The signs present around human daily life, but many people do not know about the hidden meanings or messages of the signs themselves are used in the memes. To know the meaning or message of each signs are contained in the memes, the writer analyzes them through the Semiotic study.

Semiotic is an analysis method that is used for studying signs. Saussure (in Chandler, 2007: 220) states that semiotics as “a science which studies the role of signs as part of social life”. It means that semiotic is a science which is used to analyze the signs are contained in the memes on the issue of Trump’s claim on Jerusalem with the assumption that the memes themselves are the part of social life. So the writer analyzes the memes in internet using Semiotic study.

There are some previous research that used the semiotic theory of Ferdinand de Saussure. The first research is analyzing *Nike’s Tagline Advertisements* that used semiotic study. This research was conducted by Restu Rendiawan Putra (2017) with the title “*A Semiotic Analysis on Nike’s Tagline Advertisements*”. The differences between Restu’s research and this research is on the data used. He used some advertisement of Nike for the data which to be analyzed in his research and the data which to be analyzed in this data are from the memes on the issue of Trump’s claim on Jerusalem. He focused on the signifier and signified to know the meaning of each tagline advertisements.

The second research is from Siti Shinta Nuraisyah (2017) with the title “*A Semiotic Analysis on Posters of Harry Potter Movies*”. The differences between

her research and this research are on the data and Semiotic theory used. She used some posters of Harry Potter movies as data of her research and used the Semiotic theory of Pierce. In analyzing the data, she focused on the triadic of representament, object, and interpretant to know the meaning of each movie posters. From those previous researches, it makes the contribution for the writer to understand the signs and how to analyze the meme through semiotic analysis. So in this research, the writer uses the semiotic theory of Saussure to analyze signifier and signified of the meme with the title "*Semiotic Analysis of Memes on The Issue of Trump's Claim on Jerusalem*".

1.2 Statement of Problem

This study is a semiotic analysis of the memes on the issue of Trump's claim of Jerusalem. Many people do not know about the meaning or message of signs are contained in the memes. To solve the problem, the writer analyzes them using Semiotic study with the theory of Ferdinand de Saussure which the theory explains the signs are contained in the memes. So the writer formulates the following questions:

1. What is the signifier that contained in the memes on the issue of Trump's claim on Jerusalem?
2. What are the signified and message that contained in the memes on the issue of Trump's claim on Jerusalem?

1.3 Research Objective

Based on the research question above, the writer has the research objective as follows:

1. To know the signifier that contained in the memes on the issue of Trump's claim on Jerusalem.
2. To explain the signified and message of the memes on the issue of Trump's claim on Jerusalem.

1.4 Research Significance

The significance of this research are:

a. Academically

This research gives a contribution to the lecturers or students at State Islamic University of Sunan Gunung Djati Bandung, especially the study of semiotics. This research will be an alternative reference for those who interested in analyzing the signifier & signified of the memes.

b. Practically

This research can stimulate the students in studying linguistic, especially about Saussurean theory. It also can be used as additional references for the students who want to conduct similar research which related to this field.

1.5 Definition of Key Terms

1. **Meme:** an idea, behavior, or style that spread from one person to another in a culture.
2. **Semiotic:** the scientific study of signs that are present around human life.
3. **Signifier:** an element of language, is a material representation of a linguistic sign.
4. **Signified:** the idea or concept associated with a signifier, which together constitutes the linguistic sign.

