

CHAPTER I

INTRODUCTION

In this chapter, the researcher introduces the present study. It provides a background of the study, statement of the problem, research objective, research significates, previous studies, and clarification of terms in the part of the introduction.

1.1 Background of The Research

In the 20th century, or as known as the fourth Industrial Revolution. It is a change in all of the fields because of human intelligence and it is the development of the previous Industrial Revolution. Industry 4.0 promotes the application of smart technologies to upgrade computers, communications, and consumer electronics (Liao, 2017, p. 7). It is often called the Digital Era because of the influence of digital technology that greatly affects human life. Especially, in the field of communication and information technology.

The development of communication and information technology is developing very rapidly because it can make everything so easy for humans to interact with each other without meet face to face and the reach is broad, with anyone, anytime and anywhere. It also can easily get various types of information throughout the world by using tools such as computers, sm-artphones, or other electronic media than with software applications to process, transmit, convert, store and protect the information. Information can also be sent in various forms such as text or images. Someone who wants to share ideas, works, thoughts by social media.

Social media is also an online media that supports social interaction. In the mid-1990s the phrase social media came into use with several Internet thought leaders taking credit for coining it. Among them was a web strategist called Darrell Berry and Matisse is the Tokyo-based founder of a digital

environment (Greenhow, 2017, p. 1). The most popular social media sites today are Twitter, Blog, Facebook, and Instagram. Instagram more famous than other social networking services for societies. Basically, Instagram is a mobile-based application that enables users to take photos or pictures for documentation of daily activities, event activities, hot news, music, meme even more than share them instantly with friends on different social. Although the application was just launched in 2010 (Ting, 2015, p. 16) but Instagram has grown strongly and steadily.

Instagram is a special feature that distributes images, so to be able to post what is happening or what are you thinking about, you must upload images or videos then you can give them information on the photo in the caption. In recent years, Instagram has become the most popular social media, almost everyone in this world has an Instagram account, from kids, teens to adults. Proven by this application has more than one billion downloaders and reaches wide in play store. Not surprisingly, because Instagram keeps updating the application by providing new features that make users curious to try it. After Instagram users follow each other then they can see, like, and comment on photos of people they do not know personally. Regardless of the privacy settings of a user, if you want to follow and / or be followed with strangers can also be promoted by hashtags used for photo captions, wherein the hashtags can then be searched (Lup, 2015, p. 248). strongly and steadily. Instagram became the most hits icon although you have to upload the image, therefore, there are various creative people who keep updating with the times, for example, news, then the news is not only in the form of text but also packed with pictures so that to attract someone to want to read it with the first impression in the picture first, this also the beginning of the popularity of memes among users of social media accounts, because the form of a meme is in the form of an image that has text in it and has an implicit meaning.

According to Handayani (2016, p. 334), Meme was created and popularized by Richard Drawkins, meme which means imitation. It is a cultural

idea that is spread from one person to another in a manner similar to the multiplication of genes in biological sciences. or the term used as a form of the concept of cultural evolution. The essence of meme is to spread a cultural idea, meaning that if the current culture is developing is the internet and a popular social media is Instagram. then the means by which people communicate. Interaction generally uses writing and pictures as well as videos, meaning memes are ideas that spread, multiplying themselves through internet media. What is doubling is that we as internet users.

The book in which the concept of The study of memes and memetics began in 1976 with Richard Dawkins' *The Selfish Gene*. on September 19, 1982, a meme that was probably the first, the emoticon of Davison. The “sideways smiley face”, which consisted entirely of punctuation or like “:-)” created by iuiScott E. Fahlman (Börzse, 2013, p. 5). Memes are identical with jokes because indeed the main function is for entertain, so many special accounts post memes with many followers, undeniable that memes are in great demand and has managed to entertain many people just because a picture is in sync with the words contained therein or have a relationship. How to make memes is, first, prepare an object that will be used as memes, can be either pictures or photos that have just been taken or a long time ago or draw your pictures, the important is original, second, after determining the image then look at the image to determine what the text can be relevant or related to the image, third, edit photos using the photo editing application toa give the background as the place for the text, then give a simple font and finished, usually, memes are made as it is. The following example below:



Figure 1.1 How to make meme

Although memes are identical with jokes, a joke can be created because there is a figure of speech in it, so there is an implicit meaning in the content. One of them is sarcasm, not directly spoken out. According Bharti in Kumara (2019, p. 7), Sarcasm is a type of sentiment where people express their negative feelings using positive or intensified positive words in the text. Sarcasm is an expression that can sometimes hurt someone because the utterance that is delivered is not said directly but the utterance still has an implicit meaning that must be understood by the reader and / or listener. People using sarcastic humor usually want to soften their criticism of someone or something or intend to mock people using harassment way but by speaking more politely to show their true meaning (Iskandar, 2015, p. 3) for example, first, if you want to insinuate something or express disappointment at someone and do not dare to express it, you can create a meme with an image that has a relationship with words and then post it on your social account. So that those who were insinuated might not realize it or maybe someone who insinuated was someone else because usually the meaning is more universal. Secondly, just as entertainment, where a lot of meme-specific accounts in which there are many memes whose meanings are different then people who view the contents of the content feel their feelings are represented so that they will feel agree and then comment on the post or will post it again as a form of sarcasm for her personal affairs and many other possibilities.

From year to year memes continue to grow in popularity so there are many Instagram accounts whose content is specifically for a meme, like the

Instagram account @sarcasm_only where the first post started in 2015 which currently has 14.2 million followers, of course from various backgrounds and countries, he can be seen from his comments consisting of various languages. This account has 12725 posts where it is a meme that has the same meaning which is sarcasm but has a different meaning. Then the content of meme in @sarcasm_only has a sign of sarcasm meaning as a media visual communication by using semiotic studies.

The development of semiotics then distinguishes two types of semiotics, namely communication semiotics, and significant semiotics. In principles, semiotics of significations entails a theory of codes, while semiotics of communication entails a theory of sign production (Eco, 1976, p. 4). In this case the use of semiotic theory to analyze objects because to find the hidden meaning of visual texts is memes. The meaning of this connotation is the second level of the semiotic system. To get the connotation meaning of a myth can also be used in analyzing an image. This myth is used to analyze the cultural and ideological elements in the picture. In analyzing the meaning of denotation and connotation in this picture, Barthes divides it into two parts, namely verbal signs and non-verbal signs so that there is no misunderstanding in observing them.

Umberto Eco also said in Kariko (2013, p. 5) He said that Aristotle was also familiar with this concept of signification. Semiotic communication theory views communication as a process based on a sign system including language and all matters related to nonverbal codes for sharing meaning that crosses the gap between subjective perspectives. This is because we can never know first hand what are the subjective thoughts or feelings of others, so all communication is done based on the use of signs.

According to Hadipuro (2019, p. 30), meme which combines between pictures and words also has signifier and signified which produces a denotative and connotative meaning. Denotation is when you mean what you say literally where as connotation is created when you mean something else, something that

might be initially hidden.

Pictures and text display can support each other. As the researcher have done in doing the research, having been aware of the previous studies in really important to get more qualified in the research. The first thesis from Laksono (2016), the title is *A Semiotics Analysis in Meme Troll Football*. He focused on signs of denotative as well as connotative meaning in meme Troll Football. The second thesis from A'la (2011), the title is *A Semiotic Analysis on A-Mild advertisements using Roland Barthes' Theory*. He focused on signs of denotative and connotative as well as myth meaning in A-Mild cigarette advertisements. The third thesis from Rahman (2018) the title is *Sarcasm as Humor in J.D Salinger's Novel The Catcher in The Rye*. He focused on the interpretation of the structure of sarcasm in expressing sarcastic humor in *Catcher in The Rye* Novel by J.D Salinger's then compare it.

The grand theories used to examine the research statement are Roland Barthes theory (1957), He used to examine the research question about connotative, denotative meaning and myth. But then Heiman (1998). They used to examine the research question about the structure of sarcasm. This research has some differences with those preview studies. It can be seen from the data source that is used in this research, @sarcasm_only's memes.

Millennials rely heavily on communication technology through visuals so that everyone is dependent on the internet because we can easily get information and be accessed anywhere. This causes some large media to use it by criticizing, informing something in the form of memes. Some people see it as humor that entertain or normal thing even though behind that there is implicit meaning. Eventually, this account has named sarcasm_only, which there is sarcasm.

Memes usually contain jokes but what the interesting here is, so it has been confirmed that the contents of the meme contain sarcasm, not the only that, what the interesting again is, this account is specifically for women where this account uses a women's profile picture and the contents of this account also refer

to women's feelings or expressions seen from the way the author expresses sarcasm in a meme by positioning that she is a female writer. So I as a researcher will find out how women express things with memes or how writing as a woman has affected. Although there are two possibilities, it could be a man who expresses a woman to intend to insinuate or a woman who insinuates a woman again. The @sarcasm_only meme reveals the intimate linkages between feminism about their feeling and packed sarcastically can do via these networks in the context of feminist memes. There are two possible reasons to have stereotype judgment about women in humor, they are for power punishment or initiation (Ayu Lestari, 2018, p. 107). Regarding the initiation of punishment and power about women is more than a warning to others, and a gift to women themselves.

The researcher choose this meme to be analyzed in this research because of some factors. First, analyze with semiotic theory, because semiotic is complex, Semiotics provides the opportunity to see things from various angles and can explain meme that consists of images and text. Second, meme @sarcasm_only has a specific theme from other memes, the theme of sarcasm. Third, this account writing as a woman, like a researcher also a woman. So, this research will also serve as an understanding of teaching students how images, texts, and art relate with each other to become another way of communication and at the same time, create meanings or messages.

1.2 Statement of The Problem

Based on the background of problem can be formulated into the research questions as follows:

1. What are the verbal and the non-verbal signs of each memes used in @sarcasm_only viewed from Roland Barthes's theory?
2. What are the ideologies of sarcasm in @sarcasm_only?

1.3 Research Objective

To the research problems are attempting to answer those problems, the research purposes can be as below:

1. To find out kind of code are there in the verbal and the non-verbal signs of each memes used in @sarcasm_only viewed from Roland Barthes's theory
2. To analyze the ideology (or Myth) in the structure of sarcasm at @sarcasm_only

1.4 Research Significance

The significance of this study is the researcher especially divides into two significances; they are theoretically and practically.

1.4.1 Theoretical Significance

The theory of semiotics in this research is the development of several theories which has existed. Roland Barthes's theory which related to denotative, connotative, and myth and combined with Heiman's theory related to Sarcasm, both theories to look for signs and myths in the structure of sarcasm which writing as a woman.

1.5 Practical Significance

1.5.1 Public Readers

This research is intended for anyone who wants to have a better understanding and in-depth analysis of memes and itself can give a contribution to other fields and for readers who are interested in a meme in @sarcasm_only. This research expected to give a wider knowledge about how the pictorial text like meme has the meaning which refers to the sarcasm and the relation between the text and the image in meme and Can be analyzed by semiotics studies. and maybe someone wants to make a meme with an understanding of the theory because memes are not only for entertainment but have an implicit meaning in

them which is sometimes misunderstood by some people. It gives the idea that understanding memes is easy after knowing each content.

1.5.2 Other Researchers

Besides current development and the popularity of memes, the researcher wishes this research could give the encouragement addition for everyone interested in this study and it also can be the alternative reference or the supporting complement of the research that has been done.

1.5.3 Linguistic communities

The contributions of theoretical are, this research has benefit in several areas especially for the linguistics learners because give some additional information to the reader. The researcher decided to take many theories to make the process of analysis easier. Those theories will help the researcher to explain more each data from an object. Create or use memes do not longer use for humor but there are other purposes, for example, to be sarcastic. Since this study is using a semiotic approach, the researcher can analyze the signification that emerged in the memes. The interpretation of the sign of sarcasm effect will be related to the meaning of the memes of the text and as the final result, the whole meaning of the memes will have emerged. The researcher hopes this research can be useful for English Literature Departement students as a reference in analyzing meme or semiotics.

1.6 Previous Studies

Before submitting this thesis, there are some researchers talk about semiotics, they are:

1. Wahyu Purba Laksono (2016). *A Semiotics Analysis in Meme Troll Football*. Thesis, Faculty of Arts and Humanities, State Islamic University of Sunan Ampel Surabaya

He focuses on signs or symbols that are used in a meme, almost the same with my research but the source of this research different. The account of media social that is Troll Football. This research uses a descriptive qualitative method, started from collecting, analyzing, and interpreting the data, and the implementation of the descriptive method is done by survey technique, case study, comparative study, time and motion study, behavior analysis, and documentary analysis by Semiotics Studies. Semiotics is used by the researcher to analyze 15 objects. Then the researcher categorizes meme Troll Football post into 6 kinds based on its theme; those are technology, social, entertainment, religion, economy, and politic. Those categories based on reality in football not only just talking about sport. He uses semiotics to analyze Signifier and Signified from the verbal text and the visual then also found denotative and connotative meaning to know the meaning of their data but in datum 11, he could not found connotative meaning. Then the researcher described carefully and the data all about football because the researcher a man then more understanding about it.

2. Tazkiyatul Fikriyah A'la. (2011). *A Semiotic Analysis on A-Mild Advertisements Using Roland Barthes' Theory*. Thesis, English Letters Department, Faculty of Adab and Humanities, Syarif Hidayatullah State Islamic University: Jakarta

He focused on the signs used in A-Mild cigarette advertisements. This research uses descriptive qualitative method, start from the collected signs then analyzes denotative and connotative meaning, and identifies myth. Semiotics is used by the researcher to analyze 5 A-Mild advertisements object on the big billboard. Three advertisements are taken from Dukuh Atas junction at 05.30 p. m, April 8 2010 and at 07.00, April, One advertisement taken from Jl. Senopati 81 Kebayoran Baru South Jakarta junction at 12.00

p. m, April 9, 2010, and one advertisement was taken from Megaria shopping mall complex Jl. Pegangsaan 21 junction Central Jakarta at 09.00 a. m, April 8, 2010. He uses semiotics to analyze two signs. They are verbal signs and non-verbal signs. connotative meaning and identifies its myth based on the Roland Barthes' theory but the A-Mild cigarette advertisement has only one verbal sign. The non-verbal sign of this advertisement is the appearance of five sign languages. A-Mild wants to show that the company and its product neither care about nor related to today's myth which many problems are affected by any differential status but this product in a white package which can be consumed by people in any social status, any gender, any segment, etc.

3. Dafiqi Rahman. (2018). *Sarcasm as Humor in J.D Salinger's Novel The Catcher in The Rye*. Thesis, Faculty of Humanities, State Islamic University of Sunan Gunung Djati Bandung

He focuses on finding the meaning of humor in sarcasm in *The Catcher In The Rye* novel by J.D Salinger. This research uses descriptive qualitative method, started from collected data which many words that are considered sarcastic. Semiotics is used by the researcher to analyze the data in the form of the language of a novel as the object of research. He uses semiotics to analyze about structuralism based on Roland Barthes's theory to determine the meaning of humor contained in sarcasm using structural methods and linked with John Haiman's Theory contained in the book *Talk is Cheap: Sarcasm, alienation, and the evolution of language* (1998) to determine the sarcasm contained in the novel.

1.7 Clarification of Term

1.7.1 Meme

The meme is a cultural idea that is spread from one person to another or the term used as a form of the concept of cultural evolution. The essence of a

meme is to spread a cultural idea. meaning that if the current culture is developing through the internet and social media as a tool and generally, humans interact verbally and nonverbally, memes are ideas that spread, multiplying themselves through internet media. What is doubling is that we as internet users.

1.7.2 Instagram

Instagram can be simply defined as an Android, Windows Phone, and iOS based mobile application, where users can post videos or photos to Instagram and other social networks. The videos or photos that are shared will be displayed in the feed of other users who are your followers. So this study used the term @sarcasm_only to show that account social from Instagram @Sarcasm_only is a collection of sarcastic meme site which talks about sarcasm in the world and have a big impact to a human who read it.

1.7.3 Semiotics

This study used the term semiotics. Semiotics is one branch of science in the field of language. The semiotics word is then agreed upon as a term used for the field of linguistics which studies linguistic signs. Therefore, the semiotics word can be interpreted as the science of meaning, This includes the study of signs and the process of signs, analogies, similarities, indications, designations, metaphors, symbolism, meaning, and communication.

1.7.4 Signification

Significant semiotics put emphasis on sign theory and its understanding in a particular context. The second type is not discussed about the existence of goals in communication. Preferably the aspect of understanding of a sign, so that in the logical process the more attention is the communication. Semiotics is also a sign of a science and method of analysis in studying signs.

1.7.5 Sarcasm

This study used the term sarcasm, sarcasm can become a habit to respond to everything. There are many people who do not like sarcasm. Sarcasm is

literally an ironic expression someone utters about an issue. In some cases, sarcasm is used as a spice of comedy in a situation that demands a high level of seriousness, one of the reasons why many hate it. But I like it, sarcasm is an expression that I think is best for expressing resentment in my heart, especially because it broke someone's neck, illegal in the eyes of the law. Sarcasm for me is a lifestyle, I do not mind if other people are sarcastic towards me, in my view, someone who is sarcastic is full of hidden humor. For some people who are too serious, sarcasm can damage their mentality. Most of the serious types consider the insults peppered with sarcasm the deepest insults.

