

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the introduction of the research. It contains background of research, statement of problem, research purposes, research significance, clarification of key term.

#### **A. Background of Research**

Humans communicate using verbal and non-verbal codes. Through non-verbal communication we can find out the emotion of a person, whether he is happy, sad, confused, or angry. This research focused on non-verbal, one of which is conveyed through social media such as whatsapp. Because whatsapp is the most platform to convey messages. On whatsapp there are stickers that are classified as non-verbal communication. Such as pictures, expressions, gestures, symbols, etc.

Whatsapp Messenger started creating a new sticker feature in early 2020, they didn't want to be left behind by Line, which already had this feature from the start. This sticker feature is intended to give users a different impression in sending messages to make it easier, more fun, and interesting. A sticker is an illustration of delivering a message of meaning that represents the expression or emotion to be conveyed. Stickers are an effective medium in conveying messages, ideas or information. So that stickers are one of the features that are in great demand for WhatsApp messenger users.

Stickers on WhatsApp sometimes are not clear enough so that it confuses the reader to understand the meaning of the message conveyed by the sticker. Therefore, the researchers took semiotics as a study of the meaning of signs, which can help clarify the meaning of whatsapp stickers.

Semiotics is the study of signs. (Chandler, 2002). It is a science that studies symbols or signs by interpreting them into a certain meaning related to culture, values, and morals. In this science discusses an analogy, metonymy, meaning and symbolism.

According to Sebeok (2001) Semiotics is the study of signs, symbols and symbolism by studying the implied meaning in which the writer is meant to be from a sign used to achieve a communication through understanding semiotic analysis.

Charles Sanders Peirce, an American philosopher who is synonymous with communication semiotics, uses the word "semiotics" to refer to the science of signs. This term is also used by those who speak English. Charles Sanders Peirce's theory of semiotics is often called the "Grand Theory" because it is a thorough, structural description of all signification. Charles Sander Peirce identifies signs based on objects through three signs, namely: icon, index, and symbol. This concept is known as his trichotomy concept from Charles Sander Peirce.

The study of semiotics is closely related to one of Charles Sanders Peirce's theories, namely icon, index, symbol. An icon is a sign that represents the similarities by its object. An index is a sign that denotes its object by an actual connection involving them, and he also calls a real relation in virtue of its being irrespective of interpretation. An symbol is a sign that denotes its object or is culturally learned from society.

Icon, index, and symbol in this research can help researcher to categorize whatsapp sticker clearly. The took icon, index, symbol of Charles Sanders Peirce to know the true meaning of whatsapp stickers clearly.

## **B. Statement of Problem**

Based on the research background above, the researcher finds the problem as the main focus of this research. The problem is the error interpreting on the sticker that caused wrong meaning between sticker users on the Whatsapp application.

The researcher decided that there are two questions that will be the main focuses of this research, they are:

1. What are icons, indexes and symbols of sticker in Whatsapp Messenger?
2. What are the function of icons, indexes and symbols of sticker in Whatsapp Messenger?

### **C. Research Objectives**

In the accordance with the problem formulated above, the objectives of this study are:

1. To analyze icons, indexes, and symbols of sticker in Whatsapp Messenger.
2. To analyze the function of icons, indexes, symbols of sticker in Whatsapp Messenger.

### **D. Research Significances**

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

#### **1. Theoretically**

This research is useful for students who are interested in the process of icon, index, and symbol in semiotics as a reference for future researchers or academic papers and this research can also contribute to any readers who are looking for new studies on icon, index, and symbol in semiotics.

#### **2. Practically**

Practically, this research is used for all those who are interested in the use of stickers, especially for Whatsapp Messenger users in their daily lives who can know exactly what each sticker means.

### **E. Definition of Key Terms**

In order to prevent misinterpretation of several terms used in this study, the researcher would like to define and clarify some terms.

#### **1. Icon, Index, Symbol**

##### **a. Icon**

Icon is a sign that contains a resemblance which can thus be recognized by the wearer. In the icon, the relationship between the representamen and the object manifests in similarity in several qualities. So what is included in the icon can be a linguistic sign in the form of an image

(Burks, 1949)

b. Index

Index is the relationship of sign with its reference in the form of an existential approach. The index is the sign that has the farthest existential range. In the index we can connect between the signs as markers and signifiers.

c. Symbol

Symbol is the relationship between the sign with related references conventional. On the symbol displays the relationship between the markers and the signifier is arbitrary in nature.

2. Whatsapp

Whatsapp is a smartphone application that works on almost all of today's various devices and operating systems. The application has been on the market since 2010; the stated goal of the developers is to replace the existing SMS platform with a free system in an ad-free environment. As a way to send and receive messages and create individuals or groups, Whatsapp includes a number of features such as text messages, attachments, audio files, video files and more. link to web addresses (Cohavi, 2013: 218)

3. Sticker

Sticker is a visual information medium in the form of a small sheet of paper or plastic affixed to it, or a detailed illustration of a character that represents the emotional feeling or action that you want to do in the messaging activity.

4. Expression

Expression is a disclosure or process in expressing or conveying certain feelings, intentions, or ideas. Meanwhile, according to Carole Wade & Carol Tavis (2007), one of the gestures that is often used in the communication process is expression. There are several facial expressions that depict anger, fear, and others. Sad and happy expressions can be seen from the look on a person's face. From the expression on a person's face, it can be

seen the emotions he is experiencing.

## 5. Communication

Communication is the process of transmitting a message in the form of a symbol as a mixture of thoughts and feelings formed by thought, information, faith, hope, belief and created by one person to another person, either directly. An important part of communication is nonverbal. Non-verbal communication without language or communication without words. (Effendy, 1989: 60)

## F. Previous Studies

Previous research is about the semiotic analysis of “stiker in Line messenger” made by Muhammad Arif Nugroho Saputro (2018). This study aims to identify line messenger stickers and how semiotic characteristics can form meaning. In this case, semiotics plays a very broad role and needs to be described in depth.

Previous research entitled Analysis of icon, indexes, and symbols to "Youtube advertisement of wardah perfect bright creamy foam facial wash" by Jimmy Alfiqry, Lala Nurhanifah, and R. Myrna Nur Sakinah (2020). This study aims to identify YouTube advertisements as well as how the icons, indexes and symbols are. In this case icons, indexes and symbols play a broad role and need to be described in depth.