

## TABLE OF CONTENTS

<b>APPROVAL PAGE</b> .....	<b>i</b>
<b>LEGALIZATION PAGE</b> .....	<b>ii</b>
<b>DECLARATION OF OWNERSHIP</b> .....	<b>iii</b>
<b>PREFACE</b> .....	<b>iv</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>vii</b>
<b>ABSTRACT</b> .....	<b>viii</b>
<b>TABLE OF CONTENTS</b> .....	<b>ix</b>
<b>TABLE OF TABLES</b> .....	<b>xi</b>
<b>TABLE OF FIGURES</b> .....	<b>xii</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1. Research Background .....	1
1.2. Research Questions .....	4
1.3. Research Objectives .....	4
1.4. Research Significances .....	5
1.5. Previous Studies .....	5
1.6. Definition of Key Terms .....	8
<b>CHAPTER II THEORETICAL FOUNDATION</b> .....	<b>9</b>
2.1. Definition of Semiotics .....	9
2.2. Semiotics of Peirce .....	10
2.3. Pragmatics .....	13
2.4. Context .....	14
2.5. Deixis .....	15

2.5.1. Type of Deixis.....	15
2.6. Culture in COVID-19 Pandemic .....	19
2.7. Meme .....	21
2.8. Social Media.....	22
2.9. 9GAG.....	23
<b>CHAPTER III RESEARCH METHODS .....</b>	<b>25</b>
3.1 Research Design.....	25
3.2 Sample and Example of Data Analysis .....	25
3.3 Source of Data.....	30
3.4 Technique of Collecting Data .....	30
3.5 Technique of Analyzing Data .....	31
3.6. Organization of Writing.....	32
<b>CHAPTER IV RESEARCH FINDINGS AND DISCUSSIONS .....</b>	<b>33</b>
4.1. Research Findings .....	34
4.2. Discussions.....	35
4.2.1. Semiotics Signs on 9GAG Memes.....	35
4.2.2. Deixis on 9GAG Memes.....	73
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS.....</b>	<b>93</b>
5.1. Conclusions .....	93
5.2. Suggestions .....	94
<b>BIBLIOGRAPHY .....</b>	<b>95</b>