

SEMIOTICS STUDY ON *SKRIPSI*'S MEMES

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Abstract

This study is conducted to analyze semiotics on meme dealing with *skripsi*. This study is aimed at explaining the denotative meaning and connotative meaning of each meme of dealing with *skripsi*. The writer uses a qualitative approach and content analysis as the research method. The sources of data are 5 selected memes taken from internet, such as Instagram, Twitter, Facebook, digital news media and web. The data are collected by searching the meme dealing with *skripsi* on internet such as Instagram, Facebook, Twitter digital news media and web which contain semiotics, then screenshotting the meme dealing with *skripsi*, and finally choosing the meme dealing with *skripsi* to be analyzed, while the procedure of data analysis are first selecting the meme dealing with *skripsi* that have been collected, then classifying the meme dealing with *skripsi*, after that describing denotative and connotative meaning of each meme of dealing with *skripsi* using Roland Barthes' theory of semiotics and the last is drawing the conclusion. In this research, all meme dealing with *skripsi* have the denotative and connotative meaning. Most of them are about the difficulties of students in writing *skripsi*.

Keyword: Semiotics, Memes dealing with *skripsi*

1. INTRODUCTION

Communication can be done in various ways, communication can also be done without using words. Humans can communicate through body gestures, eye contact, or signs that are often found in everyday life. In linguistics, the study of signs is semiotics. According to (Saussure, 1916), Semiology would reveal what signs are and what rules control them. A sign in semiotics is anything that conveys a meaning to the interpretation of the sign that is not the sign itself. The meaning can be explicit meaning, such as when a word is said with a certain meaning, or implicit meaning. Semiotics can be found in a variety of places, including advertisement, movie, traffic

signs, and symbols that are commonly found every day. Semiotics can also be found in a various meme that is circulating on the internet.

A meme is a cultural element or system that contains behavior that is usually shared by many people because it has a context that is considered represent. Meme is a neologism created by Richard Dawkins (2006) which stated that memes are generally used for chatter, jokes or satire. Actually, meme have a function that is more than just "joking". Memes can be used for politics, education and more, but still with a relaxed and even humorous impression. Some of text in meme which found are, (1) *Selamat pagi pak, saya ingin melakukan bimb-, maaf saya sedang sibuk minggu depan saja,* (2) *Siapa dosen yang susah ngasih waktu untuk bimbingan? Nanti oppa tembak dia!,* (3) *Jadi ga bisa menikmati liburan gara-gara ditanya "kapan lulus?".* Different reactions will be rises by this text in meme as considered as humor, sympathy, hope or even complaint.

The meme spread out on internet by Instagram, Twitter, Facebook, digital news media and web. Apart from feeling represented by several memes circulating on social media, memes of dealing with *skripsi* are very interesting to study because not many have made memes dealing with *skripsi* the object of study. And also, memes are feelings represented humorously. It is hoped that this research will slightly change the stigma that considers working on a *skripsi* to be torturous and burdensome, which in fact has a funny and fun side to working on a *skripsi* that can be seen from the memes that the writer found.

From many memes dealing with *skripsi* circulating on social media, this research explores what is denotative meaning and connotative meaning of each meme of dealing with *skripsi*. The objective of this research is to describe denotative meaning and connotative meaning of each meme of dealing with *skripsi* using Roland Barthes' theory of semiotics.

2. LITERATURE REVIEW

In this chapter it includes discusses of some theories, definition and also previous study which are related to the research of this study. Related theories which have links with this analysis are connotative and denotative of semiotics. The source of data for this research will be the meme dealing with *skripsi* will be obtained from the internet.

2.1. Semiotics

The Swiss linguist Ferdinand de Saussure described semiotics, also known as semiology, as "the study of signs" (Chapman & Routledge, 2009). According to the linguist Saussure, "semiology" is "a study that investigates the role of signals as part of social life." Semiotics is the study of everything that 'stands for' anything else, not only what we call 'signs' in everyday speech. In a semiotic sense, signs take the form of words, pictures, sounds, gestures and objects (Chandler, 2007).

Roman Jakobson, a linguist and semiotician, was certain that 'language is a system of signs, and linguistics is part and parcel of the study of signs or semiotics' (Chandler, 2007). Furthermore, Roland Barthes stated that semiology aims to take in any system of signs, regardless of their substance and limits; images, gestures, musical sounds, objects; these signs constitute a system of significance (Barthes, 1964). Although Saussure proposed semiology as a broad science of signs, of which

linguistics is simply one component, Roland Barthes asserted that semiology is merely a subset of linguistics.

2.2. Roland Barthes's Theory

Semiology, according to Roland Barthes, 'aims to take in any system of signals, regardless of their content and bounds; pictures, gestures, musical sounds, objects; these signs compose a system of significance' (Barthes, 1964). Semiotics according to Barthes, contains three essential concepts: signification, denotation, and connotation.

Signification, according to Barthes, may be regarded as an activity that connects the signifier and the signified and creates a sign. Two elements of a sign are dependent on each other during the process, in the sense that the signified is expressed with a signifier, and the signifier is expressed with signified. For example, the word "cat." The language of the sign "cat" develops when we combine the signifier "cat" with the signified "four-legged animal that meows." This is referred to as signification or a signification system.

Denotative is a sign level that explains an object without explicit meaning. Denotative is the most common sign in a culture since it is based on reality or has meaning according to the dictionary. Connotative is a sign level that explains an object with an implied meaning, or has an explicit meaning. Its meaning is not found in a dictionary or has literary meaning.

2.3. Meme

Meme (/ˈmi:m/) is a unique phenomenon in the virtual world that has quickly become one of the internet's most popular forms of humor. Memes are used to define a thought that spreads over the internet, but their true definition focuses on a concept or category of culture information that is frequently shared. Meme is a language literacy that is widely spread and famous on the Internet, such as pictures, videos, or even people.

The word *meme* comes from Greek *mimeme* which means imitate or mimicry. This meme term first created by geneticists Richard Dawkins in 1976 through his book entitled "The Selfish Gene". In its development mimeme then shortened to meme like the word gene. Tune, idea, catch-phrase, clothing fad, method of producing pots, or method of building arches are all examples of memes. Just as genes spread in the gene pool by leaping from body to body via sperms or eggs, memes spread in the meme pool by leaping from brain to brain via a process that may be broadly referred to as imitation (Dawkins, 2006).

Meme is in the form of ideas, behaviors, ideas which is expressed in the form of an image accompanied by sarcastic words to evoke a sense of humor to their recipients on social media. Memes are generally used for chatter, jokes or satire. Actually, meme have a function that is more than just "joking". Memes can be used for politics, education and more, but still with a relaxed and even humorous impression. There are so many types of memes but, here the writer just wants to focus on meme dealing with *skripsi*. Meme dealing with *skripsi* is a meme that display various images and words from jokes and various feelings of students who are writing *skripsi*.

2.4. Previous Study

Research of semiotics on memes has been done before but with different theory of semiotics and different object of research. The first, Concetta Papapicco et al (2020) has analyzed of *Impact memes: PhDs HuMor(e)*, functions and emotions between humor in PhD Memes on Facebook and Instagram using humor theory. This research used quantitative-qualitative approach. The findings of the study shows that humor in the context of PhD memes has two levels: a cognitive level connected with the perception of something unexpected and an emotional level that explains the existence of negative emotions such as dread. The two social networks differ in terms of emotional importance, with Facebook having a mostly neutral and negative distribution and Instagram having a predominantly positive distribution. The second, Siti Isnaniah et al (2020) has analyzed the meme *Covid-19 in social media* using semiotics theory by Roland Barthes. This research used qualitative approach. The findings of the study shows that the creators attempted to portray societal conditions using Covid-19 memes. Some memes, such as critical memes, parodist memes, and motivating memes, depicted societal circumstances. The third, Kadek Agus Mahendra Putra et al (2017) has analyzed signifier and signified of *the four popular memes in Memecenter.com*, and also explained the function and descriptions of that memes. The data was analyzed used three theories, they were the theory of semiotics by Saussure, theory of signs by Pierce, and the S-P-E-A-K-I-N-G model from Hymes. This research used qualitative approach. The findings revealed that the four popular memes can be divided into the signifier and signified. The four popular memes have different signifier from each other, so that the signified would be different from each other. And also, from four popular memes found the function and description of the memes. Various memes serve different purposes, and when utilized in a post, they may also characterize the present situation.

This research has several similarities with previous studies, including research methods, theory, and memes as data sources. What distinguishes this research is the theory used and data source. Concetta Papapicco et al who use humor theory and the data source of the research is PhD memes in Facebook and Instagram. Siti Isnaniah et al who used a semiotics theory by Roland Barthes, and the data source of the research is Covid-19 memes in social media. Kadek Agus Mahendra Putra et al who used theory of semiotics by Saussure, theory of signs by Pierce, and the S-P-E-A-K-I-N-G model from Hymes, and the data source of the research is the four popular memes in memecenter.com. Meanwhile this research uses semiotics theory by Saussure and semiotics theory by Barthes, and uses data in the form of memes dealing with *skripsi*.

3. METHODS

The descriptive qualitative method was used in this study. The research uses meme dealing with *skripsi* as source of data. The data are word, images or expression which contain semiotics. There data are 5 memes of dealing with *skripsi* to be analyzed in data analysis. Most of them are about the difficulties of students meeting their supervisors, the difficulties of students in writing *skripsi*, revising and easily offended.

The data were collected by using documents which were the memes dealing with *skripsi*. The memes were taken from internet, such us Instagram, Twitter, Facebook, digital news media and web. The data is taken one by one from the various platforms. The steps taken in collecting the data are first searching the meme dealing with *skripsi*

on internet such as Instagram, Twitter, Facebook, digital news media and web which contain semiotics, then screenshotting the meme dealing with *skripsi*, and finally choosing the meme dealing with *skripsi* to be analyzed.

The data analysis technique of this research is content analysis. In this research, content analysis is used to describe the semiotics of memes dealing with *skripsi*. The steps taken in analyzing the data are first selecting the meme dealing with *skripsi* that have been collected, then classifying the meme dealing with *skripsi*, after that describing denotative and connotative meaning of each meme of dealing with *skripsi* using Roland Barthes' theory of semiotics and the last is drawing the conclusion.

4. RESULTS AND DISCUSSION

This paper focuses on describing the connotative and denotative meaning of selected memes. The writer collected 15 memes from the internet, but only five memes were analyzed because they were considered the memes that most represented the feelings of students who were writing their *skripsi*. The following paragraph will explain in detail of the result of study.

Data 1



Taken From : *cepatlulusdotcom* instagram.com

- **Denotative**

The picture depicts a cat who has three different looks. On the left side of the picture, the cat looked very beautiful written with the text SEBELUM SKRIPSI, on the center of the picture, the cat looked tangled and ugly written with the text SAAT SKRIPSI, and on the right side of the picture, the cat looked very stressed written with the text SKRIPSI SAAT PANDEMI .

- **Connotative**

The written text on meme above talks about the differences in student appearance. The keywords of the written text are before the *skripsi*, during the *skripsi* and the *skripsi* during the pandemic. These three words refer to writing

a *skripsi*. Basically, the word before *skripsi* can be interpreted when students still feel free from heavy tasks, so they still pay attention to their appearance to look beautiful and attractive. However, when starting to write a *skripsi*, especially in a pandemic, instead of paying attention to appearance, for them, finishing the *skripsi* on time is the most important thing.

Data 2



Taken From : *PuntoDamarP* facebook.com

- **Denotative**

In the meme picture above, it is illustrated that there is a student who wants to do guidance with a supervisor, supported by written text SELAMAT PAGI PAK, SAYA INGIN MELAKUKAN BIMB-. But before he could finish his sentence, the supervisor had cut him off by refusing to do guidance because he was busy, and postponed the time until next week, supported by written text MAAF SAYA SEDANG SIBUK, MINNGU DEPAN SAJA.

- **Connotative**

The written text in the meme above talks about a student who wants to do guidance with a supervisor, but was immediately rejected by the supervisor due to his busy schedule. In the illustration also shows that a student sends a heart to the supervisor, which is then immediately broken by the supervisor. It shows that the refusal of the supervisor to the student who is ready to guidance with him can make the student lose the hope with the guidance of write on his *skripsi*.

Data 3



Mamikos

@mamikosapp



19:45 · 15 Feb 16 · [Hootsuite](#)

Taken From : *mamikosapp* twitter.com

- **Denotative**

This meme depicts a boy with a sad expression on his face, supported by written text JADI GA BISA MENIKMATI LIBURAN GARA-GARA DITANYA "KAPAN LULUS?". The expression of the boy above represents the feelings of a student who are always asked "when do you graduate?" by many people. So that it makes him unable to enjoy holidays or other activities because he gets more stressed when he gets that question.

- **Connotative**

The written text in the meme above talks about students not being able to enjoy the holidays because of the question "when do you graduate?" which they always get from people around them. Actually, there is nothing wrong with the question "when do you graduate?", but the question turns out to be more burdensome for students. Maybe for others, the question is just a small talk, but for students who are writing a *skripsi*, such a small question can make them stressed, because they also want to graduate soon, but their journey was not easy.

Data 4



Taken From : yukepo.com

- **Denotative**

The meme consists of text and a scene cut from K-drama. The picture of the scene cut was Song Jong-ki in Descendants of the Sun K-drama, he is holding a gun with an angry expression, as if preparing to shoot. Supported by the written SIAPA DOSEN YANG SUSAH NGASIH WAKTU UNTUK BIMBINGAN? NANTI OPPA TEMBAK DIA!!

- **Connotative**

The written text in meme above talks about the difficulties of students in conducting guidance with the supervisor. The picture of Song Jong-ki holding a gun with the written *SIAPA DOSEN YANG SUSAH NGASIH WAKTU UNTUK BIMBINGAN? NANTI OPPA TEMBAK DIA!!* describes an offense aimed at the supervisor who is difficult to meet by a student who wants to do *skripsi* guidance. For a student, writing on a *skripsi* is the most difficult thing while sitting in a college. Therefore, students hope that the supervisor will give his valuable time to provide guidance to students. This post is talking about a meme on a website which aims to encourage students who are writing on their *skripsi*.

Data 5

Ketika ada teman yang skripsinya lebih dulu di ACC oleh dosen pembimbing :



Taken From : idntimes.com

- **Denotative**

The meme consists of text and scene cut of Indonesian series. The picture of the scene cut was Putri Marino and Reza Rahadian in Indonesian series, Layangan Putus. In the meme, Putri Marino parodies a student protesting against the supervisor, who in the meme is Reza Rahadian, because the supervisor approves another lazy student *skripsi* first. Supported by written text BAPAK LEBIH DULU ACC SKRIPSI TEMAN SAYA YANG MALAS BIMBINGAN? IT'S MY DREAM! NOT HER! MY DREAM PAK!!

- **Connotative**

The written text in meme above talks about a student who protest angrily to the supervisor for approving to the *skripsi* of another student who she considers is lazy to do guidance. The picture of Putri Marino who is parodies a student looks very angry, showing her disappointment with the supervisor, who in the meme is Reza Rahadian who is considered unfair to her. The text "it's my dream! not her! my dream pak!" shows that she also wants her *skripsi* to be approved immediately, because she has worked hard and has never missed guidance.

5. CONCLUSION

From five data of the meme dealing with *skripsi* was analyzed, it is found the denotative and connotative meaning in meme dealing with *skripsi*. In this research the writer could find all denotative and connotative meanings containing in the meme dealing with *skripsi*. All memes have denotative and connotative meanings. Most of them are about the difficulties of students in writing *skripsi*. These memes can be an entertainment when students have difficulty in writing *skripsi*, it can also help students raise enthusiasm in writing *skripsi*, but it can also be an outlet when unwanted things happen while writing *skripsi*. These memes can be varied in function depend on the user's interpretation of the meme. Many of the memes above are intentionally exaggerated by meme creators. In fact, writing a *skripsi* is not as scary as the meme depicts. However, with excessive memes describing the difficulties of this *skripsi*, it is considered to represent the feelings of students who are writing *skripsi* and are able to cheer them up when they see or use the meme. Meme users should not only look at the literal meaning of meme, but also have to look at the hidden meaning of the memes used.

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APPENDICES (optional)

If there is more than one appendix, they should be identified as Appendix A, Appendix B, etc. Formulae and equations in appendices should be given separate numbering: Eq. (A.1), Eq. (A.2), etc.; in a subsequent appendix, Eq. (B.1) and so on. Similarly for tables and figures: Table A.1; Fig. A.1, etc.