CHAPTER I
INTRODUCTION

1.1   Background of The Study

In this modern era, internet users have various ways to convey messages, feelings, ideas, and thoughts. Memes are a unique way to communicate on the Internet. In general, memes are used to express feelings that are short and easy to understand. Typically, these memes involve some sort of expressive image and some block of text that contains signifiers (words, pictures, sounds) and signified (the meaning of its words, pictures, and sounds) which produce connotative (subjective) and denotative (objective) meaning. These memes have a powerful meaning and are designed to help convey an emotional state in an easy-to-understand way. Usually, the messages conveyed through memes can be in the form of jokes, satire, or trolls. Both creators and viewers of these memes usually have the same experience as that represented by the meme.

Social media platforms on the Internet enable people to contribute and leave comments on relevant content without any moderation. Although most internet users are inoffensive, some produce offensive content as a result of the privacy and freedom provided by social networks. People are becoming more expressive in their humor as a result of this freedom by creating memes. Although memes are intended to be humorous, they can become intimidating and disrespectful to certain people or communities (Suryawanshi et al., 2020).

The term "meme" was formed by evolutionary biologist Richard Dawkins (1976) through his search for a term to describe the cultural counterpart to genetic

evolution. He describes memes as replicators, which should be viewed as information units that are transmitted through symbol (Johann & Bülow, 2019).

One of the ways to that can be used to understand memes is by analyzing it using semiotic approach. According to Umberto Eco (Wibowo, 2013: 25) , Semiotics is concerned with everything that can be referred to as a sign. Saussure Chandler (Rudrakumar & Venkatraman, 2022), said that the signifier and the signified produce a sign as a byproduct. The actual utterance of the object can be defined as a signifier. It is a material aspect of an object that may exist as a visual, auditory, or graphic aspect. A signified is the mental aspect of an object, in which the image of the object is more significant than the actual object. The signified is the meaning presented by the speaker and the listener. As a result, a sign, according to Saussure, is the arbitrary nature of the bond between the signifier and the signified.

Semiotic analysis provides a useful framework for studying memes because it focuses on the ways in which signs and symbols are used to create meaning. In the context of memes, signs and symbols can include the image or video, the text overlay, and the cultural references that are embedded within the meme. Semiotic analysis can be used to identify the different elements of a meme and how they contribute to its overall meaning.

The FIFA World Cup is the most-watched sporting event in the world, attracting billions of viewers worldwide. The 2022 FIFA World Cup, which is scheduled to take place in Qatar, has generated significant attention and anticipation among football fans worldwide. In recent years, the use of memes has become a popular way for fans to express their excitement and emotions about

sporting events. Memes are humorous images, videos, or pieces of text that are shared widely on social media platforms and are often used to express cultural and social commentary.

Semiotics is the study of signs and symbols and their interpretation and significance in communication. Semiotic analysis is a method of analyzing cultural phenomena, including texts, images, and media, to understand the meanings and messages they convey. The use of semiotic analysis can help to identify and interpret the underlying cultural meanings and values of memes related to the FIFA World Cup.

Many football fans use memes as a tool to convey information or experiences as well as satire, provocation, or to make fun of the opponents of the team they support and their fans. Therefore, the writer will examine the sign and symbols from the FIFA World Cup Qatar 2022 memes shared on the internet by football fans, which include the national team, players, and even fans. These memes are interesting to discuss and analyze because there are still so many people who do not understand the meaning of the meme content that they saw. Furthermore, these memes have distinct and intriguing semiotic meanings, which could serve as research material for this research.

From the explanation above, this research was formulated to answer several questions, such as analyzing signified and signifier and identifying denotative and connotative interpretations of the FIFA World Cup 2022 Qatar meme.

1.2 The Problems of Study

The problems in this study are:

1. What are the connotative and denotative meanings of FIFA World Cup Qatar 2022 memes?

2. How are the connotative and denotative meanings of FIFA World Cup Qatar 2022 memes realized?

1.3 The Objectives of Study

The objectives of this study are:

1. To find the connotative and denotative meanings of FIFA World Cup Qatar 2022 memes.

2. To describe the connotative and denotative meanings of FIFA World Cup 2022 Qatar memes.

1.4 The Scope of Study

The scope of this research is an analysis of semiotic meaning. this analysis was limited to the analysis of sign that exist in some FIFA World Cup Qatar 2022 memes. The writer uses Roland Barthes's semiotic theory that develops from Saussure's semiotics by studying the relationships between the signified and the signifier in a sign. The data collected is in the form of an image format totaling 8 images collected from several websites on the internet such as *9gag.com*, *boredpanda.com*, and *twitter.com*. The time of data collection is taken from a certain time frame, namely the date around when the competition is in progress (20 november 2022 – 18 december 2022).

1.5 The Significances of Study

The research significances are:

1. Theoretically :

    a. This research can be useful for enriching the theories on semiotics,

    particularly for improving and widening the knowledge about type of semiotic sign and its interpretations.

    b. This research can be used as reference material in the field of semiotics.

2. Practically

    a. For students, the writer hopes that students are required to gain confidence in understanding the many signs of semiotics, andthis study is expected can be the references.

    b. For lecturers, are expected to develop and maximize the student's achievement in comprehending semiotic signs.

    c. For readers who have an interest in discussions in the field of Semiotics.

CHAPTER II
REVIEW OF RELATED LITERATURE

2.1 Semiotics

Semiotics is the study, of signs and symbols and their use or interpretation of language and how language becomes the dominant influence that shapes human perception and thought (Manik et al., 2022). In general, the semiotic analysis method examines both the sign and its interpretation.

Semiotics is a wide study of signs as well as a way for analyzing sign interpretation or sign system functions. According to the philosopher Charles Sanders Peirce (Chandler, 1999: 8) 'semiotic' was the 'formal doctrine of signs' which was closely related to Logic. For him, *'a sign is something which stands to somebody for something in some respect or capacity'*. He declared that '*every thought is a sign*'.

Apart from Charles Sanders Peirce, the semiotic approach that continues to evolve today is heavily influenced by other Semiotics founders, particularly Ferdinand de Saussure, who focuses on linguistic semiotics, according to Saussure, semiotics is "*A science that studies the life of signs within society is conceivable. It would be part of social psychology and consequently of general psychology. I shall call it semiology (from Greek semeion "sign"). Semiology would show what constitutes signs, what laws govern them*" (Danesi, 2004: 3). There are at least five views of Saussure that are well-known, namely *signifier, signfied, form, content, langue* and *parole, synchronic*, and *diachronic*, also *syntamatic* and *associative*.

According to Umberto Eco, "*General semiotics was first of all concerned with the concept of sign*" (Eco, 1984: 7). Roland Barthes (1915-1980) was the first to apply semiotic theories gained from linguistics to visual imagery such as food commercials, photography, and motion pictures.

The work of Roland Barthes provides a fair synthesis of the major aspects of semiotics outlined above. Essentially, he intended to examine how the meanings we assign to images are not a "natural" result of what we see; that is, images are not self-evident and universal in how we comprehend what we see (Curtin, 2009: 54). According to Roland Barthes, semiology "*aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, and the complex associations of all these, which form the content of ritual, convention or public entertainment: these contitute, if not languages, at least systems of signification.*" (Barthes, 1968: 9).

Roland Barthes, (Simandalahi et al., 2022) defines semiotics utilizing the theory of Ferdinand De Saussure. *Ferdinand De Saussure's Cours de linguistique générale* is being read by Roland Barthes. Ferdinand de Saussure inspired Roland Barthes' theory. Denotation is the very first level of signification in Barthes' semiology, followed by connotation. Denotation is more implicated with closed meaning in this case. As a response to the literality of such an oppressive connotation, Barthes attempted to eliminate and reject it. Only certain connotations for him. He went on to say that the literal meaning of "literal" is something natural, recognized as the theory of signs.

2.2   Signs

A sign according to Danesi (2004: 4)   is something that stands for something other than itself, such as a color, a gesture, a wink, an object, a mathematical equation, etc. As previously stated, the word red qualifies as a sign because it does not stand for the sounds r-e-d that make it, but rather for a certain type of color and other things. The linguist Ferdinand de Saussure and philosopher Charles Sanders Peirce's conceptions of what comprises a sign are the two major models. Words, images, sounds, odors, flavors, deeds, or objects can all be signs, but they have no inherent meaning and only become signs when we give them meaning. 'Nothing is a sign unless it is interpreted as a sign,' Peirce asserts (Chandler, 1999: 16).

According to Saussure, the sign is the whole that comes from the signifier's association with the signified. 'Signification' refers to the link between the signifier and the signified. A signifier is the form which the sign takes meanwhile signified is the concept it represents (Chandler, 1999: 16). As noted by Ferdinand De Saussure (Chandler, 1999, p. 16) "A sign must have both a signifier and a signified. You cannot have a totally meaningless signifier or a completely formless signified".

Roland Barthes defines a sign as a system consisting of (E) an expression for signifier in relation (R) with content (for signified) (C): ERC. A fundamental sign system might be an element of a more comprehensive sign system with a different meaning than before. As a result, the primary sign is denotative, while the secondary sign is connotative. This connotative idea is central to Roland Barthes' semiotic approach. Therefore, signification according to Barthes is an

activity that connects the signifier and the signified and produces a sign. During the process, two elements of a sign are dependent on each other, in the sense that the signified is expressed with a signifier, and the signifier is expressed with the signified (Wibowo, 2013, p. 21).

2.3 Denotative and Connotative

Denotative and connotative are two different ways of understanding the meaning of words and language. According to Leech (Pratiwi et al., 2020), the denotative meaning is the true meaning of meaning, as defined by the dictionary. A denotative meaning is the recognized meaning of the word woman, which can be specified as human, female, girl, or adult. It can all be concluded based on the true meaning of women, and connotative meaning is the meaning that does not go specifically to the purpose or something, in other words, this meaning surpasses the conceptual meaning itself; connotative meaning is often defined as meaning that is not actually. Connotation and denotation are frequently characterized in terms of representation or meaning levels.

Roland Barthes accepted Louis Hjelmslev's theory of different orders of meaning (Chandler, 1999, p. 92). Barthes explains through the two-order signification model that the first stage of significance is the relationship between the signifier (expression) and signified (content) in a sign to external reality. That's what Barthes calls denotation, namely the most real meaning of the sign (Wibowo, 2013, p. 21).

Connotation is the term Barthes uses to denote the significance of the second stage. This describes the interaction that occurs when the sign meets the feelings or emotions of the reader and the values of his culture. Connotation has a

meaning that is subjective or at least intersubjective. In other words, denotation is what the sign describes to an object, while the meaning of connotation is how to describe it. Connotation works at a subjective level so that its presence not realized. It is very easy for readers to read connotative meanings as denotative facts. Therefore, one of the goals of semiotic analysis is to provide a method of analysis and a frame of mind and overcome the occurrence of misreading (misreading) or misinterpreting the meaning of a sign.

Myth, as defined by Roland Barthes, is related to connotation. Myths are typically associated with classical narratives about the adventures of gods and heroes. However, myths were the dominant ideologies of our time, according to Roland Barthes. In contrast to Hjelmslev's paradigm, Barthes contends that the signification orders of denotation and connotation interact to form ideology (Chandler, 1999, p. 93). Myth is the vehicle through which ideology manifests. Mythology, which plays an essential part in a cultural unit, can be linked to myth. Meanwhile, Van Zoest (1991) (Wibowo, 2013), claims that anyone may detect ideology in a book by looking at the connotations.
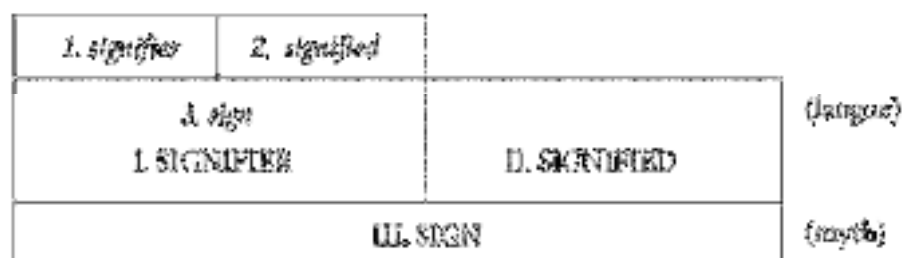

Figure 2.1 Roland Barthes's Semiological Map (Barthes, 1972, p. 113).

2.4 Memes

Memes are forms of cultural expression, usually in the form of pictures, videos, or sayings, that quickly circulate on the internet through social media platforms, messaging apps, and other digital mediums. The term "meme" was formed by evolutionary biologist Richard Dawkins (1976) through his search for a term to describe the cultural counterpart to genetic evolution. He describes memes as replicators, which should be viewed as information units that are transmitted through symbol (Johann & Bülow, 2019).

The term meme is derived from the Greek word *mimeme*, which means to imitate or mimic. Richard Dawkins, coined the term "meme" in 1976 in his book "The Selfish Gene." Mimeme was then abbreviated to the meme, much like the word gene. Memes can be a song, a concept, a catchphrase, a fashion trend, a method of making pots, or a system of building arches. Similar to how genes spread in the gene pool by leaping from body to body via sperms or eggs, memes propagate in the meme pool by leaping from brain to brain via a process known widely as an imitation (Dawkins, 2006, p. 192).

The content is frequently comical, ironic, or critical and has the ability to communicate a variety of feelings and concepts. Memes have become a general component of digital culture, and they can take many forms, ranging from simple photographs with text to elaborate movies or interactive multimedia experiences. These pieces of content are often distributed and modified by internet users, changing and adapting to various events and contexts.

Memes include several references and require a significant amount of information to comprehend. They include pop culture references, political and

religious references, regional or national references, and references to a specific profession or field. Decoding and comprehending those allusions, both in the written portion of the meme and in the visual used as a basis, is critical in comprehending and later re-creating memes. Understanding these references is largely associated with a specific age group, known as the millenials who comprehend, produce, utilize, and share memes the most due to the amount of time spent on the internet (Kostadinovska-stojchevska & Shalevska, 2018, p. 159).

Richard Dawkins, the author of the 1976 book Gene, described memes on the internet as a kind of human creativity 2013. Richard Dawkins coined the term "meme" in 1976 with his book "The Selfish Gene." (Murtaisah, 2020). Troll memes are offensive memes that are aimed to offend individuals or groups. Trolling memes can spark social media debates and influence specific events. It can cost a company money or ruin somebody's life. As a result, it is critical to identify and limit the spread of trolling memes (Mishra&Saumya,2021).

2.5   Previous Research

The writer in this scenario discovers some prior studies that pertain to the research they are currently conducting. These studies are available in the form of theses and journal articles. The existence of these studies indicates that research of a similar nature has been carried out previously.

Research on semiotics analysis has been carried out by many writers, such as Prasojowati et al. (2019) who discussed analyzing the semiotics that is found in cigarette products. The authors conducted a semiotic analysis of the visual images

of cigarette products. The authors used the descriptive qualitative method. The results of these studies, gathered by the writer, show that the messages or semiotic signs found on cigarette products were successfully conveyed by the active smoker or the viewer, where the active smoker means a person who has been actively smoking for a specific length of time.

Previous research has also been conducted by Isnaini et al. (2019) in their research, a visual semiotic analysis of multicultural values in an Indonesian English textbook is the title of the study. This study examined the multicultural values represented in an Indonesian vocational high school English textbook through the visual images in the textbook using Roland Barthes' visual semiotic theory. According to the results of this research, there are four types of multicultural values represented in the EFL textbook: respecting other people's traditions, appreciating other people's points of view, praising other people's cultural institutions, and respecting women's equal rights. These observations provide students with opportunities to improve their intercultural communication skills by appreciating cultural diversity and accepting racial and religious differences in their surroundings.

Another semiotics analysis was also done by Gandhi (2020), who analyzed the semiotics of Ruangguru advertising that appeared on television. This study looks at television advertisements that last less than 30 seconds in the hopes of attracting viewers. This study utilizes semiotics to analyze television advertisements for the product. To analyze the signs used in advertisements, the research approach uses an interpretive and descriptive approach. The data resource consists of four video advertisements on television. The analysis begins

with transcription and the creation of video screenshots to help sharpen the analysis. According to the findings, Ruangguru uses signs that indicate superior features to attract television viewers. The features include animated learning videos, practice questions, discussion, and application-based learning.

Previous research on meme semiotic analysis has also been carried out by several writers, Fauzan et al., (2021), who analyze the signifier/signified and meaning of Euro 2020 tournament by using Roland Barthes's theory. Through their research, the authors discovered three memes about trolls and comedy in the Euro 2020 tournament.

Another research about memes semiotics analysis also conducted by Simandalahi et al. (2022), examined cartoons of Kim Jong Un and Donald Trump using Charles Sanders Pierce's theory. This research is aimed at the meaning and types of signs used in Kim Jong Un and Donald Trump cartoons, and the results found in this article are the general meaning of Kim Jong Un and Donald Trump's Semiotic Analysis Cartoons are generally each other's competitive diplomacy about nuclear weapons. The fundamental principle of this study is that they learn and think about making better nuclear weapons to make each other afraid of him..

Several other studies have also been carried out by several authors, namely by examining various objects such as advertisements, poetry, films, memes, and culture using Roland Barthes's semiotic method and analyzing the connotations and denotations of these objects so as to produce exciting and different research results. (Aprillyanto, 2022; Kanzunnudin, 2022; Nasirin & Pithaloka, 2022; Nurhasanah Purba & Khairunnisa Tambunan, 2021; Suryawanshi et al., 2020; Tamara, 2020; Widiastuti et al., 2020).

Based on the research above, it can be interpreted that semiotic research has been successfully carried out, and it can be seen that each study has a different research background and object, such as cigarette advertisements, English books, and other advertisements so that it has different findings and results. Semiotic analysis of memes has also been carried out by several writers with different contexts or types of memes, such as memes about politics or memes about football events, which are similar to research conducted by writers; however, this research has differences from the research above, such as recent sporting events that had never been researched before, namely the FIFA World Cup Qatar 2022, and a selection of memes collected by writers who certainly had not been researched before.

For numerous reasons, analyzing the semiotics of memes related to the FIFA World Cup Qatar 2022 can be important and distinct from other theses. Analyzing the semiotics of memes related to the FIFA World Cup in Qatar can provide new insights into cultural importance, visual communication, fan culture, global viewpoints, social commentary, and digital culture. It offers a wide perspective on the World Cup and its impact on popular culture and society. In another sense, finding the meaning behind the memes made by the creators that the writer has collected is the most important goal, and the relationship between the meaning of the meme and the signs in the meme is based on the social and cultural context, and the writer also examines the purpose of making the meme.
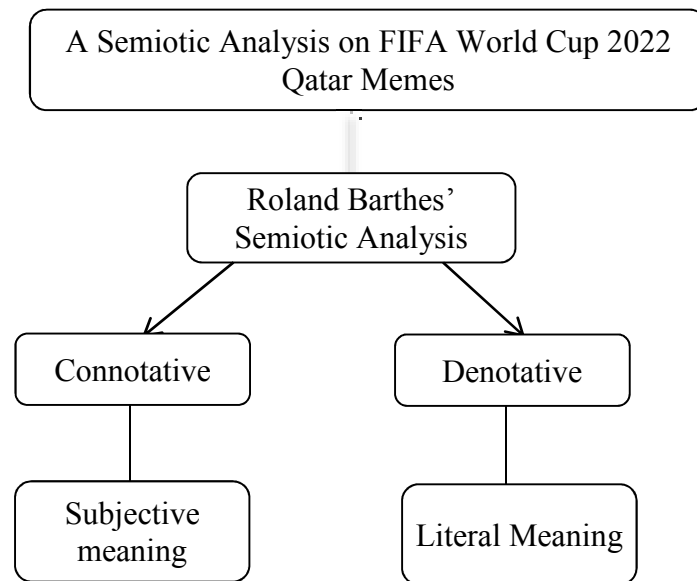
2.6 Conceptual Framework

Figure 2.2 Conceptual Framework of Semiotics Analysis on FIFA World Cup 2022 Qatar Memes

CHAPTER III
RESEARCH METHODOLOGY

3.1 The Research Design

This study uses a descriptive qualitative research method to analyze the FIFA World Cup 2022 Qatar meme. This type of study is used by writers because it analyzes indications and turns them into words. The writer conducted descriptive research to describe textual indications, analyze them, and draw conclusions. (Manik et al., 2022).

An instrument in qualitative research is a person or human instrument, especially the writers themselves. To be an instrument, writers must have a theory and comprehensive knowledge to be able to ask questions, evaluate, picture, and design the social situation under study to be clearer and more significant. (Fauzan et al., 2021, p. 126).

In collecting data, the writer collected the meme pictures from several internet sites, and the writer analyzed the sign found in the meme pictures using Roland Barthes's semiotics theory, which is divided into three parts, namely, connotation, denotation, and myth. The writer also used Roland Barthes's meaning map concept to analyze the data, which means the data has been analyzed in table form.

3.2 The Source of Data

The object of this research is several memes that appeared in image format and were collected from various internet sources, such as *9gag.com,*

boredpanda.com, and twitter.com. The time of data collection is taken from a certain time frame, namely the date around which the competition is in progress. The other source of data is the data references that support the writer in finding this research, such as e-books collected from many websites, journals, theses, and various website references that helped the writer find information about semiotics analysis on the memes of the FIFA World Cup 2022 in Qatar.

3.3   The technique of Collecting Data

When conducting a semiotic analysis of the memes of the FIFA World Cup 2022 Qatar, it is important to use a variety of data collection techniques to gather comprehensive and meaningful data. Here are some techniques that the writer used :

1.   The writer identified the competition by watching all the games of the FIFA World Cup Qatar 2022 via online streams.

2.   To collect FIFA World Cup Qatar 2022 memes, the writer collects data from online searches on platforms such as Google and Twitter, as well as data uploaded by users on websites like 9gag.com, boredpanda.com, and others.

3.   Through the application of semiotics analysis, content analysis is conducted on existing memes to uncover prevalent themes, symbols, and meanings. This involves examining the textual content, images, and other components within the memes.

4. Conclusions were provided regarding the semiotic meaning found in the memes of the FIFA World Cup Qatar 2022.

3.4   The Procedure of Analyzing Data

In identifying the meaning behind the FIFA World Cup 2022 Qatar memes, the writer used Roland Barthes's theory with a descriptive qualitative approach. The meme images appear and are examined in the tables. In order to find the meanings and forms of the meme pictures, the writer described every sign in the meme pictures. The procedure for analyzing data can be explained as follows :

1. Relevant literature on semiotic analysis and its applications in media studies is reviewed.

2. Signifiers in the memes, including images, text, and symbols, are identified. The analysis focuses on the signified meanings and their relationship to the signifiers. Cultural, social, and political contexts in which the signifiers and signified are embedded are considered, along with the identification of denotative and connotative interpretations of the FIFA World Cup 2022 Qatar memes.

3. Denotative and connotative meanings are identified from the FIFA World Cup 2022 Qatar memes.

4. The findings of the analysis are summarized, and conclusions are drawn based on the research questions and objectives.