CHAPTER I

INTRODUCTION

In this part, the researcher discusses introduction in this research. Those are background of study, problem of study, objectives of the study, the significance of the study, scope and limitation of the study and definition of key terms.

A. Background of Study

Communication is the most important things in life. By doing communication, it can spread knowledge and information to others. People communicate to the others not only by direct communication but also by indirect communication, they share information can use some medias such as newspaper, magazine, books, social media or others printed products which exist in their environment. In this era, everything has related in life is made more attractive by insert pleasing things in communication. For example, students more like outdoor study than studying in class which sometimes boring, everyone in this world also uses chat in social media to communicate because it is more interested than just short message. It is also has effect in delivery message or information. Messages or informations that made more colorful and inserting by picture or non verbal element are more interested to read and it also easier to understand because the picture can help the reader to comprehend the meaning of the messages.

Visual literary as an essential part of social communication encompasses the analysis and interpretation of messages communicated with nonverbal means such as lines, drawings, and symbols are something attracting. Nowadays, social communication can by the text or words which are verbally and also by non verbal element to deliver messages to others. Visual literary has developed to a wider context of study as globalization and technology emerge. In analyzing visual objects texts is closely connected with the study of the education media language. It is aims to improving skills of textual analysis that can be attached to a fixed or moving images combined with the texts.

Multimodality refers to the fact that all texts combine and integrate diverse semiotic modalities. It also refers to the co-presence of multiple modes (Wu, 2014). Modes are culturally regularized groupings of semiotic resources. Semiotics is a science which learns the sign, object, and its meaning, in Semiotics, there are the signifier and the signified, the signifier refers to the sign and the signified refers to the something that is signified (Ming, 2015). Based on the Kress's theory, the combination used of different modes to make meaning has gone to the point that it is now possible that when making sense of a text, even of its linguistic parts alone, we should have a clear idea that some other features might be contributing to the meaning of the text. But the reality is that little attention has been paid to the non-linguistic resources. The various objects that the researcher can analyze,

such as children' picture books, graphic novels, textbooks, magazines, poster and advertisements.

But here, the researcher makes different because of using quotes with image to be analyzed. Inspirational quotes have been chosen by the researcher because it can use as positive messages addressed to everyone in achieving success which can be considered social perspective. Quotes persuade students to view new perspective of education as advantageous and not tedious thing and also to view academy success as attainable (Collins, 2016). Otherwise, the researcher did not find previous study in Semiotics which analyzed about quotes, so the researcher used quotes as the object to be analyzed in this research. Quotes can be wise word to motivate doing something better. Quotes usually along with the picture to support itself meaning to the viewer.

In analyzing semiotic signs, it is not just about what exists on the image, but what the meaning of the image is. It relates to the mythology concept described in Barthes's semiotic theory which deals with meaning on the picture or image. Nowadays, semiotic theory is divided into two kinds. Those are verbal signs such as expressions, phrases (linguistic structures) and nonverbal signs that are about drawings and gestures. In this semiotics field, presents a new challenge for media and communication studies through the analysis and interpretation of connotative data in order to explain clearly how media produce meanings from the sign system. The image refers to many patterns of existence which is linked between semiology and media through this analytical method in which Barthes made great contribution in this field.

By seeing the picture, viewer can get deeper meaning than just reading the text. Picture helps the viewer to understand the meaning that is mostly connotative, so picture is supporting element in the quotes. The researcher thought that semiotic approach is really suitable and useful to analyze the signs and it helps people to interpret pictures some other signs in semiotic field. In addition, digital photography, graphics programs and printed technology enable writing and image to be brought together and presented in ways that were not possible 20 years ago (Mavers, 2004), and that are now expected in posters and quotes. Text and image are able to do different and contrasting work in represent the meaning. It is possible if quotes which exist in social media not at all are having relation between verbal and non-verbal meaning.

There are some previous studies which do research in Semiotics that used by the searcher as references, they analyzed some objects such as cartoon, magazine cover, graffiti in dump trucks and Tobanese batik ulos. The research about cartoon conducted by Ahmad Shadiqi (2014). The title is "Semiotic Analysis of South Park Cartoon Comedy Season I". As the result, this research showed that through semiotic analysis, South Park can be considered as an educational discourse since it often comes up with critiques and ideas building up the society.

Another study about graffiti in the dump trucks did by Nur Laili Mazidah by the title "A Semiotic Analysis of the Dump Trucks". The result of this study approved that there are various meaning which produced by

graffiti of the dump trucks. The meanings are denotative which means literal meaning, connotative which means additional meaning and mythology which produced by the connotative as the ideology.

Whereas, Cakti Annisa Putri and Diah Ariani Arimbi conducted a research about magazine cover by the title "A Semiotic Analysis of the Representation of Indonesian Muslim Women on ANNISA Magazine's Front Covers". And the results show that Muslim women in ANNISA magazines are represented to be fashionable, stylish, modern and pious. As a Muslim women magazine, ANNISA has a specific purpose in spreading concept of Muslim beauty (Arimbi, 2015).

Next research is about Tobanese batik ulos analysis conducted by Yose Julius Situmorang, the title is "Semiotics Analysis On Color Symbols in Tobanese Batak Ulos". The finding of this research shows that Tobanese ulos is difference between one and with others. The difference found in the name, color, motif and user. Color is very important in Batak's life (Situmorang, 2014).

Getting motivation is make everyone feel cheer up and has nice enthusiasm to reach a passion. In this research, educational quotes has chosen by the researcher because it can use as positive messages addressed to everyone in achieving success which can be considered social perspective. Quotes persuade students to view new perspective of education as advantageous and not tedious thing and also to view academy success as attainable (Collins, 2012). This study was conducted to discover the meaning

based on order of signification and elements of mythology at once in an image, since the previous study only examined one meaning only. Otherwise, the researcher did not find previous study in Semiotics which analyzed about quotes, so the researcher used quotes as the object to be analyzed in this research. Quotes can be wise word to motivate doing something better. Quotes usually along with the picture to support itself meaning to the viewer.

In millenial era, human's life cannot be separated with the internet as the technology most used in daily. Everyday even everytime we can access the internet especially in social media to get information. We also can find many motivation words in there. For example, when we open log in to our social media account, we will find some accounts which is specified sharing about motivational words or usually teenagers and young people call it as quotes. In some social media accounts such as: twitter, facebook and instagram there found an account named "quotefancy" which is share about wise words or quotations by famous authors, purposes to give motivation. Besides that, we can find this account in a website by searching in internet on *http:quotefancy.com*. It collects about quotations from some famous authors, celebrities, entrepreneurs, educators and newsmakers. It has so many extensive collection of quotes with interesting picture as the background.

There are many uses of picture. One of them is to support the explanation of something. In analyzing a picture, it is not just about what exists on the image, but what the meaning of the image is. It relates to the mythology concept described in Barthes's semiotic theory. This research uses

the semiotic approach to analyze the representational, interactive, and compositional meaning of the quotes. The researcher uses Barthes's theory to analyze the quotes as the data. In this research, the researcher hopes that the lecturer can easily explain and practice about this subject and the students can memorize and apply theory about semiotics directly by doing the practice in analysis. So, this thesis entitled **Semiotic Analysis of Educational Quotes on** *Quotefancy.com* is appropriate to conduct.

B. **Problems of Study**

Based on the background of the study, the researcher proposes two problems of study:

1. What are the orders of signification meaning of educational quotes on *quotefancy.com*?

2. What elements are found in the mythology of educational quotes on *quotefancy.com*?

C. **Objectives of the Study**

Considering the problems of the study above, the researcher has the objectives of this research. There are:

1. To find out the orders of signification meaning of educational quotes on *quotefancy.com*.

2. To find out the elements are found in the mythology of educational quotes on *quotefancy.com*.

D. Significance of the Study

The research finding of this study is aimed to provide contributions to the discussion or theory of semiotics. The researcher intends to investigate the denotation and connotation meaning of educational quotes on *quotefancy.com* and find out the interpretation based elements that are found in the images which used in the quotes. The researcher also expects that the next researcher can use this research as a reference to do new research but in same field. Moreover, the researcher also expects to contribute the result of this observation to helps improve the quality of education in this college.

E. Scope and Limitation

The scope of this research is data from internet, especially in the *quotefancy.com*. And limitation of this study deals with the types and characteristics of semiotic analysis in the educational quotes which are along with related picture as the background. The researcher uses Barthes's theory to analyze the data. The analysis concentrated on the ten educational quotes from *http:quotefancy.com/education-quotes*.

F. Definition of Key Terms

To avoid the misunderstanding and ambiguity of several words used in this research, the following key term are explained:

a. Mythology

Mythology is a study which specified to analyze image representation based on perspective of society.

b. Quotes

Quotes is words or sentence that can be wise words or phrase in English, that are functioned to motivate the student to do something better.

c. Semiotics

Semiotics is a subject which learns about meaning of symbols and signs, such as shape, color, picture, etc.