

SEMIOTIC ANALYSIS ON KOREAN MEMES IN SOCIAL MEDIA LINE

THESIS

Presented to

State Islamic Institute (IAIN) Kediri

in Partial Fulfillment of the Requirements

for the Degree of *Sarjana* in English Language Education



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DECLARATION OF AUTHENTICITY

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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

This thesis is to fulfill the requirement for the degree of Sarjana (SI) in English Study Program, State Islamic Institute of Kediri.

Kediri, August 2019

The researcher,



Arista Sofiana NIM.

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MOTTO

فَلَا تَغُرَّ نَكْمُ الْحَيَاةِ الدُّنْيَا

*“Let not then this present life deceive you”*¹

¹ Q.S Al- Fathir : 5, Yusuf Ali

DEDICATION SHEET

Bismillahirromaaniirrohiim, I would like thanks to the Almighty God and I would like to dedicated this thesis to :

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ABSTRACT

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Key Words : *Korean Meme, Semiotic, Denotative, Connotative*

This research investigates meaning in Korean Meme through semiotic found in website. It discusses about how the sign works in object, result meaning behind of the sign. The objective of this research is to describe the denotative meaning and connotative meaning also the represents meaning find in Korean Meme. It supported by semiotic theory. A semiotic is the way to analyze the meaning contained in a sign. A sign is something which is stand to somebody for something in some respect or capability. In the other words, the first sign to explain and translate the other sign, other sign also translated by the next sign.

The research method used in this research is descriptive qualitative. The researcher is the main instrument in this research. To collect the data, the researcher use picture of Korean Meme by downloading in website. The data are analyzed using some steps as observed, analysis and make conclusion. The researcher tries to analyze semiotic sign on Korean Meme to know the meaning behind of sign. The data of this research are analyzed by using the semiotic theory of Roland Barthes.

The result of this research shows that there are two types of meaning. The denotative meaning and connotative meaning also represents meaning of each meme. The denotative meaning that found in the memes represent the real meaning of the sign. For the connotative meaning the researcher found that some signs of the memes are represent about others meaning that made to represent the identity or the word of figure.

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Finally, I hope that the result of this study will be valuable for all the readers and can be used as a useful reference for other researcher in the future.

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The writer

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