

CHAPTER I

INTRODUCTION

This chapter presents the background of the research, research problem, objective of research, significance of the research, scop limitation and definition of key terms.

A. Background of Research

In this modern era, the current of globalization has engulfed various countries, including Indonesia. Various ease and sophistication of technological tools have been help spread it. Through technology someone can get some information fast and easy. One of the technology that can be used as the finding information is internet. Schonherr (1998: 712) argues that the internet with its sets is like a big library which can be accessed by everyone. With internet we can build communication. It as a form of social interaction behavior becomes a means for survive in the midst of society. Communication is one of the basic social processes andvital in human life. Through communication, humans can exchange message and information. The researcher is interested to do this research because mostly Korean Meme lovers especially in Indonesia know their favorite Korea actor by their meme but literary they do not know about the real meaning of the meme and how the meaning of the meme can represent the identity of that meme.

Nowadays, communication on the internet is crowded by the delivery of new messages that are currently popular that is internet meme. The definition of meme was first coined by Richard Dawkins (1976) who said that meme is a unit of cultural dissemination or intimidation and replication. Shifman (2014) meme is a concept, idea, thought or other work used on the internet as a form of visual communication. Internet memes are "Visual entertainment that has various formats, such as images, animated GIFs or videos" (Börszei, 2013: 15). From the explanation meme internet is meme which spreads in internet via social media, blog, e-mail, and so on. In the real world, meme is called "idea", but most people call it as meme (Richard Face, 2012: 4-5). Kinds of the internet meme as images, images to text, expressions.

Meme is created by replication and modification process from photographic imageries which have been available in Google search engine. The creators usually just add the finding picture with the text, or do editing the picture by using digital imaging process. The editing process depends on what information is going to be delivered. After the creating process done, meme is going to be shared via media share, retweet, or repost service in social media. In its development, memes have opened new avenues for combining various elements such as creativity, art, message and humor into internet culture. Now, to express your feelings, regenerate conditions, and criticize a phenomenon poured in the meme.

This research focuses on meaning that is contained in meme. Semiotics is concerned with meaning; how representation, in the broad sense (language, images, objects) generates meanings or the processes by which we comprehend or attribute meaning. According to Beny H. Hoed (2011:3) semiotics is a science that examines the signs in people's lives. In simple method semiotic is the science of signs. Semiotics research about the system, a rule that produce the signs meaning. Ferdinand De Saussure (1983) in course in general linguistic, as “the science review about signs” as part of the social life.

Everyone can give different meanings to a meme, depending on their understanding. Because the meaning can appear creatively the relationship of stimulus with the experience that was previously owned. Boesch (1991) argues that human behavior in the digital world also presents inner experience. This has an effect on the perception of a person to interpret an object. The writer chooses this meme to be analyzed in this research because of some factors. Korean Meme is the most popular meme in this year used to express the happy feeling of Korean lovers. It has specific theme then other memes, the theme is about Korean. Korean Meme talks about Korean artist and something related with Korean fans.

According to Barthes' theory, every ideological sign is either a denotative sign system or a connotative sign system. A denotative sign, which is a strictly descriptive system, is the result of the signifier image and the signified concept combining. In other words the apple is the signifier

and healthy is the signified. A connotative sign is one that has lost its historical meaning. This could be due to a number of things including: changes in culture or terminology, an event, or even just evolution. The researcher focuses to analyze the sign in the Korean Meme. The research focused to find the semiotics meaning that used in Korean Meme whether it contain denotative meaning or connotative meaning. The researcher used the theory because the theory focused to separate the meaning of each sign whether it use denotative meaning that can be seen directly as we see the logo or it use connotative meaning which is need to be analyzed and understand the hidden meaning of the sign in the meme. The connotative meaning also relates to the myth that maybe containing in the meme. This theory helped the first theory to find the identity of the meme through the meaning of the meme.

As other writers have done in doing research, it has recognizing previous studies is really necessary to get more qualifications in research previous authors have carried out research. Wahyu Purba Laksono (2016) *A SEMIOTICS ANALYSIS IN MEME TROLL FOOTBALL* and Rosari Ayuningtyas Utomo (2017) *GAMBARAN PEMAKNAAN REMAJA TERHADAP MEME DIMAS KANJENG TAAT PRIBADI* and Muh. Ilham (2017) *REPRESENTASI BUDAYA POPULER MEME COMIC INDONESIA (ANALISIS SEMIOTIKA MEME DALAM FANPAGE MEME COMIC INDONESIA)*. But, this research has some differences with those preview

studies. It can be seen from data source that is used in this research, Korean Meme.

Based on those cases, the writer sees that the signs contained in Korean Meme need to be observed and analyzed by using the proper tools, namely semiotics. This research deals with written and visual sign that shows in Korean Meme. So, to involved and answer the statement problems, the writer uses Roland Barthes' theory.

B. Research Problem

Based on the problems described in the background, problems can be formulated in the main focus of this research :

1. What semiotics meanings are used in each Korean Meme 2018-2019 ?
2. How are the meanings of the Korean Meme represented at each Korean Meme 2018-2019 ?

C. Objective of Research

Based on the problems described in the background described earlier, the researchers aimed :

1. To identify semiotics meaning that used in Korean Meme 2018-2019.
2. To describe how the meanings of the meme represented at each Korean Meme 2018-2019.

D. Significant of Research

The significance of the research is the result in theoretically and practically.

1. Theoritically

This research give some information to the reader, especially the people who interested with meme and expected to enlarge semeotic analysis. it can make the reader get the point to understanding meme and to complete the theory that exist.

2. Practically

This research practically has benefit to know denotative and connotative meaning on Korean Meme. This research shows people that semiotics not only can be used to analyze advertisement, pamflet but also meme. The writer hope this research can give the encouragement addition for everyone who is interested in this research and it also can be the alternative reference to complement of the research that has been done.

E. Scope and Limitation

The research is focused to analyze and classify the semiotics meaning of the Korean Meme on 2018-2019 by applies Barthes's theory to dismantle the meaning (denotative meaning, connotative meaning and myth). Denotative meaning covers appointed things by words or explicit relation between sign and reality. For example there is picture of something such as human, animal, tree, house, thing and etc. which colored red,

yellow, blue, green, white, black and so on. On the denotative stage just mention the data information (Piliang in Tinarbuko, 2008).

While the connotative meaning covers aspect of color, which relates feeling and emotion along with cultural values and point of view in a community group, for example there is silent face icon can be interpreted as a serious condition or daydream expression. For understanding connotative meaning, people have to understand other elements which support the data (Piliang in Tinarbuko, 2008).

F. Definition of Key Terms

1. Meme is an idea, behavior, or style that spreads from person to person within a culture often with the aim of conveying a particular phenomenon, theme, or meaning. It can be also an image, video, piece of text, etc., usually humorous in nature that is copied and spread rapidly by internet users, often with slight variations.
2. Korean is belonging or relating to North or South Korea, or to their people, language, or culture. A Korean is a North or South Korean citizen, or a person of North or South Korean origin.
3. Semiotics is the research of sign which talk verbal or written communication.
4. Sign is all of everything about signal, picture, sound, gesture, object or anything that represent something else beside itself.

5. Denotation is a word or phrase is its explicit or direct meaning. Another way to think of it is as the associations that a word usually elicits for most speakers of a language, as distinguished from those elicited for any individual speaker because of personal experience.
6. Connotation is a word or phrase is the associated or secondary meaning; it can be something suggested or implied by a word or thing, rather than being explicitly named or described. It is also a word depends on cultural context and personal associations.