

CHAPTER II

REVIEW OF LITERATURE

In this chapter the researcher explains discussion of some theories and the review of previous research. The theory include this analysis are semantic, semiotics, connotative and denotative, Ferdinand de Saussure's Theory and Roland Barthes Theory. Since the researcher concerns with a semiotic analysis Korean Memes which is get from the internet.

A. Theoretical Bases

1. Semantic

Language studies that discuss the meaning of language signs is semantic. Semantics is linguistic and philosophical research of meaning, in language, programming languages, formal logic, and semiotics. It is concerned with the relationship between signifiers like words, phrases, signs, and symbols what they stand for their denotation. The word of "semantic" comes from the Greek sema (noun meaning "sign" or "symbol" the verb is semaino which means "mark" or "symbolize" (Chaer, 2009: 2) which means a sign or symbol here as a synonym for sema is a sign linguistics.

Tarigan (1985: 2) says that semantics can be used in a broad sense and in a narrow sense. Semantics in the narrow sense can be

interpreted as examining the relationship of signs to objects that are the container for the application of these signs. Semantics in the broadest sense can be interpreted as the research of meaning. Semantics examines symbols or signs stating the meaning, the meaning of the relationship with other meanings, and their effects on humans.

The semantic word is agreed upon with the term used for the field of linguistics which studies between linguistic signs and the things they mark. Therefore the semantic word can be interpreted as the science of meaning or meaning, namely one of the levels of analysis of language: morphological, grammatical, and semantic (Chaer, 1995: 2). Can be concluded that what is meant by semantics is one branch of linguistics that addresses the problem of meaning.

Here are elements of semantic:

a. Signs and Symbols

Signs and symbols are two elements that exist in language.

Signs developed into a theory called semiotics. Semiotics has three aspects related to linguistics, namely syntactic aspects, pragmatic aspects, semantic aspects.

b. Lexical Meanings and Reference Relationships

The lexical element is the smallest unit in the meaning system of a language and its existence can be distinguished from the other smallest units. Lexical meanings can be categorematical and syncategorematical, namely all words and images, scientific

groups with structural meanings that must be defined in units of construction. Whereas referential relations are relationships that exist between a word and the outside world that the conversation refers to.

c. Naming

Naming is the process of finding language symbols to describe concept objects, processes and so on, usually by utilizing existing vocabulary, such as with changes in possible meanings or with the creation of words or groups of words.

2. Semiotics

The research of Semiotic is one of a growing scientific approach mainly on the humanities and science communication. Semiotics becomes important to understand the various social realities of life human culture especially the various meanings and signs that live and grow in the society. This research focuses in sign or symbol that used in Korean Memes. According to Beny H. Hoed (2011:3) as his understanding, semiotics is a science that examines the signs in people's lives. It can be said semiotic is the science of signs. Semiotics is research about the system, a rule that produce the signs meaning.

The word of “semiotics” basically is derived from Greek “semion” or “same” an interpreted of sign. A sign can be found in everywhere. In semiotic sense, sign take from of words, images,

gestures and objects (Chadler 2007:2). Semiotics observes all aspects in a culture as a sign for example language, body language, behavior, hair style, dress, and the type of house, car and others.

It can be said that semiotic is research about sign. Semiotic is the way the analyzed signs found around us. It also helps to explain the habits and rules in all elements in our communications environment. Spoken or written language, pictures, movies are the things that have many variations to be explained.

3. Sign

In our daily activity, we cannot be free from communication. As human being we communicate with others using verbal and nonverbal language. Verbal language and nonverbal language which is use by people is from expression comes from to their mind. Language is a system of sign used as an instrument for communication and an instrument for expression of thought (Shaumyan:1987). There is someone who walks wearing uniform, it is clearly communicates from other.

The concept of sign is simple, Danesi (2010:10) said that sign is anything that a represents someone or something else or capacity or definite view. In short, sign is everything that indicates something else. If something do not indicates something else it cannot be say as sign.

There are two kinds of communication that use in this world verbal and nonverbal

a. Verbal

Verbal communication is that produced with tool of speech like words, sentence and others. When we communicate by using words it means we communicate with characteristic verbal. According to Sobur (2004 : 112) verbal sign is a sign produces by speech synthesizers that are not word. Verbal sign is not just simple sign, verbal sign has two important function. That is mystical and economical.

b. Nonverbal

Nonverbal communication is communication uses decide tool of speech. When we see someone communicate not with a tool of speech, they use gesture for communicate as like use finger. The form of communication the name is nonverbal communication.

From above it can be conclude that verbal sign is a sign produces by speech synthesizers, while nonverbal sign is sign that are not through speech synthesizers that are not words. Either verbal or nonverbal sign have a meaning. The meaning of verbal and nonverbal sign is subjective, it based on the experience of interpreter or culture.

4. Ferdinand de Saussure's Theory

Ferdinand de Saussure regarded as figures of modern structural linguistics. Saussure emphasis on the arbitrary nature of the sign is

defined as sound-image and concept. Saussure divides sign to be sound-image and concept because he wants to give the emphasis that linguistic sign does not unite a thing with a name but a concept with sound-image (Saussure, 1916: 98). We can understand that linguistic sign does not unite a thing with a name because some words produce easy meaning to be concept. Saussure defines sign is something that created from someone concept which relates with sound image of the something's name. In written language, a sign consists of a concept and a printed word. Saussure divides sign into 3 kinds, those are sign, signifier, and signified.

- a. Sign is a basic language which is arranged from two things cannot be separated, sound-image as a signifier and concept as a signified.
- b. Signifier is sensory material aspect and it can be perceived by the senses. In verbal language, this signifier is realized in sound-image which relates with a concept or signified.
- c. Signified is material aspect from sign that can be called as concept. This signified is a mental representation form sign and it is not something referred by sign. So, signified is not the object but it is mental representation of object. Saussure states signified mental nature as a concept.

5. Roland Barthes' Theory

Roland Barthes is Saussure's successor in developing semiotics theory. Saussure interests on the sentence formation complex way and choose the meaning, but less interested in the fact that the same sentence can have the different meaning on different person's interpretation.

There are various levels of signs in semiotics, which allows producing stratified meanings. Barthes (in Piliang, 2004: 94) explains there are two levels in signs, those are connotation and denotation.

a. Connotation

Connotation is sign level which explains the relationship between signifier and signified that does not have explicit meaning. Connotative sign is one that has lost its historical meaning. Its meaning is not available on the dictionary list or having literary meaning. This could be due to a number of things including: changes in culture or terminology, an event, or even just evolution.

b. Denotation

Denotation is sign level which explains the relationship between signifier and signified that has explicit meaning. Denotation is the most conventional sign in a society because its relationship is on the reality or having meaning based on the dictionary. 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.

6. Represents Meaning

Represents meaning means the process of reinterpreting an object / phenomenon / reality whose meaning will depend on how a person express it through language. According to Parmentier (in Ludlow 2001 : 39) representation is an activity or relationship that in one sense represents the other to reach a certain purposes and both by subject or representation of mind. Representation replaces or involves substitution of object, the interpretation of the mind a knowledge gained from an object that can be derived from experiences of representation.

Marcel Denesi (2010 : 3-4) defines representation as, the recording process ideas, knowledge or messages physically. More precisely can be defined as the use of "sign" (pictures, sounds, etc) to re-display something that is absorbed, sensed, imaged or felt in physical form. From a representation, namely X, is generally referred to as marker and meaning can potentially be derived from this representation (X = Y) in a particular cultural environment, referred to as significance (tagging system). This can be characterized as the process of building a form of X in order to direct the attention of something, Y, which exists both in material form and conceptually, in a certain way, namely X = Y. Nevertheless, the effort of describing the meaning of X = Y is not an easy thing. The purpose of the form marker, the historical and social context associated with the

making it and so on is the complex factors which enter the picture. In order for this task to be carried out systematically, here is a typical terminology.

B. Review of Previous Studies

There are some writers talk about semiotics, they are:

1. Wahyu Purba Laksono (2016) *A SEMIOTICS ANALYSIS IN MEME TROLL FOOTBALL*

The researchers interest with a meme Troll Football. This research has pupose about football play and something related with football players, stuffs, and fans. The problems which are stated in this research are: (1.) What is the description of signifier and signified in meme Troll Football post? (2.) What is denotative meaning and connotative meaning of each memes on Troll Football post?

This research uses qualitative approach. This research uses semiotics theory to analyze meme Troll Football. Semiotics analysis is a way or method to analyze and give meanings on the signs which is contained on one packet of message symbols or text. Data source of this research is the data which is got from website.

The word troll had close meaning with criticize. Most of Troll Football posts are about criticizes someone who had basically in football, but not all post is about criticized. In Troll Football also posted

something which had positive activity, such as donate some of the wealth to the needy.

2. Rosari Ayuningtyas Utomo (2017) *GAMBARAN PEMAKNAAN REMAJA TERHADAP MEME DIMAS KANJENG TAAT PRIBADI*

The purpose of this research is to analyze illustrate the meaning of meme especially in the late teen. The problem which is stated this research “How is the description of the final adolescent’s meaning to memes ?”

The type of this research method is qualitative research with phenology approach. This research method uses to be able to see adolescent experience related to meme Dimas Kanjeng with hope trough the experience that researcher can find meaning from adolescent.

The result of this research shows data interview the adolescent making meaning of meme source of information, entertainment and bulled way in the meaning that often arise that five informant. In addition the most rare meaning appears in the meaning meme Dimas Kanjeng propaganda media.

3. Muh. Ilham (2017) *REPRESENTASI BUDAYA POPULER MEME COMIC INDONESIA (ANALISIS SEMIOTIKA MEME DALAM FANPAGE MEME COMIC INDONESIA).*

The purpose of this research are to find out the popular markers of memes in Indonesian meme comic and to find out how popular

culture is represented through memes in meme comic. This research take placed in Makassar.

The object of this research is meme. The primer data selected from the Indonesian Fan Page Comic and the seconder data selected from the literature research. This type of research is qualitative by researching the literature relating to the problems studied. The data was collected then analyzed with a descriptive qualitative approach.

The result of this research indicates that meme as a whole uses several marker forms in marking popularity in a given period. Markers are aerated in the form of iconic markers, symbols or index markers of particular age either by using linguistic and image. Furthermore, comic memes or memes as a whole represent popular culture in two positions. First how many combinations of markers do they use. Through this combination, a sign in the form of a popular meme is presented, in this case meme itself is a popular sign practice. Second, biologically similar memes develop and grow in the subject of the sign (sign) to the sign. Subjects that have memories of signs in the form of icons, indexes, or certain symbols cause the subject to give a certain assessment based on memory or reference.