

## **CHAPTER I**

### **INTRODUCTION**

This chapter consists of several parts. They are background of the study, research question, objective of the study, significance of the study, scope and limitation, and definition of key terms.

#### **A. Background of the Study**

Human needs a tool of communication to understand each other. A complex understanding of communication is language. Furthermore, Sitindoan (1984) stated that “language is symbol of the sound produced by means of human said, and the system has means that are arbitrary; used by human in their life”. In Oxford Dictionary, language (Hornby, 2015) is likewise a system of communication consisting of sound, word, and grammar, or the system of communication used by the particular country or profession. As the communication, language can also be defined by Keraf’s (Keraf, 1980) statement that it is the means of communication between members of the common symbol of sound created by human words. Language is definitely a communication system to depict mind, idea, concept, thought, feeling, and expression of what human wants to describe.

On one hand, not only does language as social product create reality in what the society discusses about, and describe the social class or the privilege they have but language as cultural product can also be social aspiration, activity

and social act (Sumarsono, 2014:20-21). Halliday (Halliday, 1978) stood briefly out with Saussure as the semiotician who developed language being serious study that “language is social facts, in the frequently-quoted words of Saussure; and to recognize this is, in Saussure view, a necessary step towards identifying ‘language’ as the true object of linguistics”. Linguistics is one of study to deeply conduct inquiry research.

On the other hand, language can be identified by language archeology such as inscription, heliograph, paint or picture that found in a cave etc. The history doesn't appear without knowing what the society left in their civilization and it can be text, book, or intellectual work. People, by communicating, can create imaginative material of receiving language sign containing information. According to Shoimmah (2019) to share information and to spread out knowledge, people use some media such us; magazine, newspaper, book, social media or other printed product which exist in their environment.

The media used by people messages and meaning in communication (Ibrahim, 2020). It means that human makes a deal with both language sign appearing to media and what they convey the sign in their communication. All the signs hide on media. This media mostly applies two language signs; verbal and nonverbal. Either verbal and nonverbal or their aspects are very familiar in semiotics analysis. The verbal signs are usually in the form of sentences with the function. The form of sentences helps the reader or audience quickly. The nonverbal signs are generally informative and attractive (Sukarni & Nie Nie, 2015).

The signs on language can help people to articulate with another idea of what they inform because they cannot communicate without a sign. Since communication sequentially happens with intercession of signs where the signs are the premise of all communication (sobur, 2004). Communication practically concerns in both spoken and written matter. The people ought critically to consider of the signs for they are consciously dominated by sign appearance.

Eco (1976) discussed about sign appearance can be vehicle as process of communication that is from cultural process; therefore, each of these processes would seem to be permitted by an underlying *system of signification*. He made this distinction clear in order to avoid either dangerous misunderstanding or a sort of compulsory choice imposed by some contemporary semiotician.

According to Fiske (1990) cited by Rabiah (Rabingah, 2020) the scientific study of sign is semiotics and the sign conveys information. One of founder semiotic field, Charles Sanders Peirce, developed an elaborate of sign and sign relation. Saussure, the structuralist founder of semiotics, named the study of sign with semiology. Semiology is a general science of signs that aims to take in any system of signs, whatever their substance and limits; image, gesture, musical sounds, object and complex associations of all these, which form content of ritual, convention or public constitute, if not language, at least systems of signification (Barthes, 1968).

Eco (1976) stated that image and language can be considered by dividing them in their semiotic register or feature. He also asserted that the contraposition

pervades almost the entirety of intellectual and cultural history and becomes visible in the opposition between the iconic and the discursive, the figurative and the symbolic, the analogue and the digital. The human cognitive, aesthetic point of view and their creativity are rooted in mixed forms located beyond the clear demarcation line between word and image (Kramer & Ljungberg, 2016).

People literally think using image or pictures. To dig deeply in the meaning of both image and picture usually uses a semiotics analysis. The authoritative theory of semiotics is Charles Sanders Peirce's model. He formulated his theory on three types of sign and the most famous of which in the literature are icon, indexes, and symbols (CP. 1. 369) cited by (Culache & Obada, 2014). In Peirce's model, there are three important terms on his study; furthermore, they are known by triadic theory that consists of *representamen*, *interpretant*, and *object*.

In this study, the researcher is interested in analyzing the sign meaning on images and pictures in the anti-corruption education module for university by semiotics analysis. This module is the effort of KPK to fight against corruption phenomena by educating every element of society with module. KPK not only did present this module by forming text with some instruction, explanation and procedure of investigation of corruption but KPK also provided module by illustrating visual image. The visual image such as pictures, image or cartoon contribute the meaning order of playing their vital role and have a significant usage to the language (Erfani, 2012). The image appearance used in a module also has message whether it relates with text or not.

The researcher applied Peirce's theory because his concern study of sign in semiotics has detail description and systematic account. The triadic theory provides the analysis of sign meaning. Not only was the sign constructed by verbal or words, but non-verbal or image also is formed by what the signs say or do.

Anti-corruption education module of KPK for university provides knowledge products for the society and it can construct idea, minds, moral value to avoid or fight corruption. Therefore, Indonesian people especially university students have to absorb the significant meaning that is delivered by the signs behind image or picture in anti-corruption education module of KPK for University.

## **B. The Research Problem**

The substantial thing based on the background of this study is to specify the problems that guide the researcher to escape ambiguity of the work. This study purposes to get a clear of the following research question as follows **“What are signs meaning found in anti-corruption education module of KPK for University according to semiotics theory of Charles Sanders Peirce?”**.

## **C. Objectives of the Study**

Related to the research question of this study, this research goes on to the objective of the study to answer of the research questions that is to analyze signs

meaning found in anti-corruption education module of KPK for University according to semiotics theory of Charles Sanders Peirce.

#### **D. The Scope and The Limitation**

In this study, the researcher is to limit the scope of the study. In the scope of the study, the researcher deals with semiotics features analysis focusing on the signs and the signs meaning in anti-corruption education module of KPK for university that is accessed at *Buku Antikorupsi (kpk.go.id)*. Meanwhile, the study limitation the researcher carries out the primary theory of Charles Sanders Peirce by his triadic theory.

#### **E. The Significance of the Study**

This result of the study is expected to be able to give the significance both the theoretical aspect and practical aspect. It is presented as follows:

1. Theoretically, this study is expected to have impact and contribution in semiotics field especially Charles Sanders Peirce. It can likewise be information and source to the next research that has similar concern in the signs meaning by triadic theory of Peirce.
2. Practically, this study can enrich the next researcher by scientific knowledge has the same sense of research and can give information to the reader that image has a message that is brought by signs.

## **F. Definition of Key Term**

This study provides the primary meaning for some definition of key terms used in this research to strike down misunderstanding and misinterpretation. The terms that are used are explained;

### 1. Semiotic analysis

Semiotic analysis is the scientific work in the semiotic field that analyze on the verbal or nonverbal signs.

### 2. Sign

Sign is something that represents to something or somebody.

### 3. The sign meaning

The sign meaning is the thing or concept of sign that to communicate to somebody or something by what it references.

### 4. Anti-corruption education module of KPK

Anti-corruption education module of KPK (corruption eradication commission) is a module used to campaign in fighting corruption through a handbook.