TABLE OF CONTENTS

APPROVAL PAGE i
LEGALIZATION PAGE ii
DECLARATION OF OWNERSHIP iii
PREFACE iv
ACKNOWLEDGEMENT v
MOTTO vii
ABSTRACT viii
ABSTRAKSI ix
TABLE OF CONTENTS x
CHAPTER I INTRODUCTION 1
1.1 Background of the Problem 1
1.2 Statement of Problem 5
1.3 Research Purpose 5
1.4 Research Significances 5
1.5 Definition of Key Terms 7
CHAPTER II THEORETICAL FOUNDATION 8
2.1 An overview to Semiotics 8
2.2 Denotative 14
2.3 Connotative 15
2.4 Meme 16
2.5 *Know Your Meme* 19
2.6 Virgin vs. Chad 22
2.6.1 Chad 24
2.6.2 Virgin 26
2.7 Swole Doge vs. Cheems 27
2.7.1 Doge 28
2.7.2 Cheems 28
CHAPTER III RESEARCH METHOD 34
3.1 Research Design 34
3.2 Sample of Data 34
3.3 Source of Data 37
3.4 Technique of Collecting Data 38
3.5 Technique of Analysis Data 38

UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG

CHAPTER IV FINDINGS AND DISCUSSIONS 39
4.1 Denotative and Connotative in Virgin vs. Chad Meme 39
4.1.1 The Virgin Thanos vs. The Chad Dr. Doofenshmirtz 41
4.1.2 The Virgin Funko vs The Nendochad 44
4.1.3 Virgin Movie Monster vs. Chad my Dad's Belt 47
4.1.4 The Virgin Hairstylist vs. The Chad Barber 49
4.1.5 The Virgin *Harambe* vs. The Chad *Grape-kun* 53
4.1.6 The Virgin Islands vs. The Chad Republic 56
4.1.7 The Virgin Gru vs. Megachad 59
4.1.8 The Virgin Black Panther vs. The Chad Blade 63
4.1.9 The Virgin [deleted] vs. The Chad [removed] 66
4.1.10 The Virgin Happy vs. The Chad Ronald 69
4.2 Denotative and Connotative in Swole Doge vs. Cheems Meme 71
4.2.1 Journalists in the 1990s vs. Journalists 2020 72
4.2.2 Phones in 90s vs. Phones in 2020 74
4.2.3 Old Cartoons vs. Cartoons Now 76
4.2.4 Air conditioner then vs. Air conditioner now 79
4.2.5 Netflix, Spotify vs. WinRAR 81
4.2.6 Teachers in normal class vs Teachers now 83
4.2.7 My mom's signature vs. My signature 86
4.2.8 Me in 2nd grade vs. Me now 88
4.2.9 Plants outside vs. Plants at home 90
4.2.10 Doctors 1620 vs. Doctors 2020 92
CHAPTER V CONCLUSIONS AND SUGGESTIONS 95
5.1 Conclusions 95
5.2 Suggestions 96
REFERENCES ..... .98

UNIVERSITAS ISLAM NEGERI SUNAN GUNUNG DJATI BANDUNG