

ABSTRACT

Daniel Gerald Arizona. NIM 1195030046. "Digital Interactivity and Visual Puns: A Semiotic Analysis of Denotative and Connotative Meanings in Wiinart's TikTok Interaction Responses from Roman Jakobson's Functional Perspective". An Undergraduate Thesis Department of English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisor 1. Dr. Irman Nurhapitudin, M.Hum., Advisor 2 Erlan Aditya Ardiansyah, S.S., M.Hum.

This study examines the denotative and connotative meanings in Wiinart's TikTok interaction response videos using a semiotic approach based on Roman Jakobson's functional perspective. As short-form video content becomes an important medium of digital communication, the research explores how visual, textual, and symbolic elements construct meaning and engage audiences. The data were collected from selected videos on Wiinart's official TikTok account (@wiinart) and analyzed using a descriptive qualitative method. The findings indicate that denotative meanings appear through sketch illustrations, colors, and visual compositions, while connotative meanings reflect creativity, humor, imagination, emotional expression, and audience engagement. From Jakobson's perspective, visual and verbal elements function together to strengthen communication between the creator and viewers. This study highlights the role of semiotic strategies in sketch-based TikTok content and demonstrates how digital creators build emotional and cultural connections through interactive visual narratives.

Keywords: *Semiotics, Roman Jakobson, Denotation, Connotation, Wiinart TikTok.*

