

CHAPTER 1

INTRODUCTION

This chapter is an introduction to the study. It contains background of study, statement of problem, purpose of problem, research significance, definition of key terms and organization of the paper.

1.1. Background of Research

Through various developments in technological systems one of which is digital, giving impact to digital users in this millennial era. In fact, social media is affecting users quickly. This can have positive and negative effects for everyone who uses it. Social media users already have new tools or new ways of communicating, in addition to communication that is becoming a habit in general, namely direct communication. With this media, almost every individual shares the stories with their experience in the realm of social media. However, most users do not understand how adverse effects will be mastered when using a social media, without being balanced with knowledge and awareness of ethics in behaving in this virtual world. If every user understands how to apply this social media, of course there will be many benefits that can be taken, one of which is enriching information that has never been known before.

In fact, social media can be used as a target of research that will produce new discoveries about a science, because the benefits of research will be felt by every human being, but also these effects will easily spread widely because social media is one of the most important for social life in the present. This is in accordance with the objectives in this study that use social media as its object, so that it will produce something new in general knowledge based on accurate findings that can be analyzed. Every problem found in the research process, then analyzed with the support of several theories so that the results of the research can be accepted and used as material for learning. Therefore, this will change the perspective of every individual in the world regarding the adverse effects in the use

of social media. These new theoretical discoveries prove that social media contains many benefits when used in accordance with the requirements and the rules.

Based on the general knowledge, that a language is not only in the form of spoken speech but also can have signs that can be described through images, icons, and so on. With the development of technology, language development has become more rapid and easier to use. Social media for example, almost everyone uses social media to communicate with each other, exchange opinions and so on. Various features in social media can be used to communicate, one of which is Instagram. In this more modern age, everyone knows what Instagram is. An application that can be used to post a photos or videos and also as a means of communication between the world. Various kinds of features needed are available in this application. In fact, Instagram is only part of social media, but it is quite popular with the public. While social media isn't just Instagram, there are a number of other applications that can be used to communicate. The difference, Instagram application makes new innovations in the application that is the Instagram story feature. Instagram story is a feature that allows users to take photos or videos, apply digital filters, add other icons that have been prepared in Instagram stories, then after that can share them to the public. But this publication only lasted 24 hours.

Based on the Instagram story, there are various icons that can be used such as determining the location, time, temperature, then can tag someone you know, and can add a GIF to give a funny effect. With a variety of icons on Instagram, this has become something interesting to study. This research will focus on something that most people don't know about, the GIF in the Instagram application. This can be combined with various sciences, and supported by various theories that are accurate and recognized. One of them is a science called semiotic, which examines how the relationship of a sign with meaning. Previously, GIF on Instagram consisted of images and texts that convey certain meanings. Associated with semiotic, in this application there is a feature that contains signs that are formed in an image or more commonly referred to as stickers. But in the Instagram application, a sticker is called GIF.

The object of this research was obtained from an application of Instagram, especially GIF, which was possible to analyze because it was in accordance with the research questions in this paper. This GIF or sticker is not only found on an Instagram application, but can also be found in other applications, namely WhatsApp. As for the advantages of GIF found on Instagram when compared to the GIF found on WhatsApp, it can be seen from the complete features that have been provided. In addition, this Instagram user will also be facilitated in searching for a desired GIF, and the most important thing in this GIF is that there is text that supports or clarifies a picture or sticker. This is different from GIF on WhatsApp because it only consists of images without writing that clarifies, although there may be only a few of them.

This GIF on Instagram can be applied in a story on every account owned by someone. Every individual has the same opportunity to use these stickers as they like. Because most GIF users express their feelings through stories that can be seen by everyone who follows them. Instagram is used as a platform for someone to express themselves because it is considered more comfortable and complete than communicating directly. The GIF on Instagram consists of lots of images accompanied by writing, both of which have harmony to convey the intended information.

In finding the desired GIF so that it can be applied to a story, the step used is to write the key word in the GIF feature that has been provided. Uniquely, this sticker in Instagram has many different picture variants, even in one key word. It can be concluded that so many images contained in this Instagram application. This makes researcher choose Instagram as the target of the research compared to other applications, even though GIF is not only found on Instagram. Because this research is not only focused on image analysis, but also on the arrangement of words (writing) is associated with the study of the relationship meaning in the sentence based on the structure (syntagmatic).

There are several previous studies that will be reference material and with the existence of previous research it can also help to find new things from different objects. The first is Restu Rendiawan Putra (2017) with the title *Semiotic Analysis*

of Nike Tagline Advertisement which explains that a sign has signifier and signified. He has conducted research on an article contained in an advertisement. In addition, he has analyzed how the signifier and signified in the advertisement. In this study, the authors chose to analyze the semiotics of Saussure. In this tagline there are several types such as specific, provocative, imperative, descriptive, and superlative. And from each of these types have different meanings and functions in an advertisement. This is also a motivation to find new things in semiotic studies.

The second is Dodi Ramadhan (2017) with the title *Semiotic Element in Advertisement of Indonesian Beauty Product*, in this study besides using the same theory and the same discussion, namely analyzing the signifier and signified in an advertisement, but in this paper also have been analyzed the elements of semiotic in the advertisement. In his research he had found approximately 16 semiotic element data and also 64 data regarding signifier and signified in the advertisement.

The third is the research of Muhammad Assegaf Aldhillah (2017) with the title *A Semiotic Analysis on the Seminar and Workshop of Brochure of Universities in Bandung*, this study also uses the object of advertising because brochure is included in the form of advertising media used to promote something. In his research he has used a theory from Peirce which consisted of three characteristics, namely representant, object, and interpretant. This form of analysis also connects the images and text contained in a brochure. And it has been proven that in seminars and workshops of universities in Bandung have representant, objects, and interpretant.

The fourth is the research of Imroatus Solikhah (2017) with the title *A Semiotic Analysis in 10 Magnum Advertisements: Ferdinand de Saussure Theory*, this study also investigates Signifier and Signified The objectives of this are to describe the kind of verbal text and nonverbal signs and to reveal signifier and signified also analyzing meaning on Magnum advertisements. This study reveals that verbal text and nonverbal sign are found in Magnum advertisements, such as the slogan, the description, the picture and the meaning. The result of this study also show that Magnum advertising there are signifier and signified meaning in each

advertisements. Each advertisement also has Messages to the costumer. Magnum advertisements always invite the reader to seek the pleasure and being happiness.

The fifth is research of Mutmainnah (2017) with the title *Beauty Concept on L'Oreal Paris Commercial Advertisement*, in this study it can be concluded that L'Oreal Paris forms the ideological concept of beauty. And the beautiful concept according to L'Oreal Paris is about respecting everyone in this world. In addition to selling products, L'Oreal paris advertisement contain messages to everyone in the world that we are so valuable. The purpose of this research is also to identify the meaning and concept in an advertisement for L'Oreal Paris, using theory from Ferdinand de Saussure and Roland Barthes that connects the concept and meaning.

The sixth is a study of Amelia (2017) with the title *An Analysis of the Coca-Cola's Advertisement on the "Tasted the Feeling "Version*, in his research can be found approximately 21 signs in the version of "tasted the feeling" and besides that it can be found that all of the Coca-Cola advertisement have the same verbal language and have a relationship between text and content advertisement. But only in the third and fourth images have the same thing. So it can be concluded verbal and nonverbal markers on the video and the data are varied. In this research, the theory used is the theory of Roland Barthes. Significant verbal signs and nonverbal signs are the input they receive in the video. The input can be selected from signs that have the meaning of the text and images of each scene and the lyrics of the video. The input can be selected verbal and nonverbal signs derived from each scene, such as the slogan "tasted the feeling" in advertisements.

And the last is the research about semiotic by Bahtiar Rifa'i (2010) with the title *A Semiotic Analysis on Coca-Cola's Commercial Advertisements*, the study in this paper concern with the way the author explore the meaning of sign in semiotic signification. The writer focuses on five images of Coca-Cola's advertisements and wants to know about the sign system and meaning in connotation and denotation level. From the analysis, the writer concludes that each of the sign of Coca-Cola's advertisements has a system and formed by pictorials, texts, and contexts. These elements contribute a meaning in denotation and connotation meaning. Finally, the writer concludes that Coca-Cola's advertisements support an idea about capital

system, cultural and ideological term in connotation meaning. Without realizing that human life cannot be separated from the sign and from the various explanations above, the author will make Instagram GIF an object of research using the semiotic theory of Ferdinand de Saussure.

1.2 Statement of Problem

In social life most people do not realize that life is actually inseparable from language, communication, and signs. Language as a tool which is then practiced through acts of communication and supported by signs as nonverbal languages. The signs to be analyzed in this study are in the form of an image and are explained in a sentence.

All users of social media, especially Instagram, are new features in the world of technology, not everyone understands the meaning of the signs they use. Not many people think critically about the relationship between the image and the writing.

So with these various phenomena, the author wants to try to look deeper into the functions and meanings of various signs that are in an Instagram GIF application. When a sign in the form of images and writing can be analyzed in the form of syntax (structure) and also paradigmatic. This is needed in the academic world so that it can be proven that from simple things but can be useful research and add insight especially in the field of linguistics. From various analysis of these problems, the author will divide into two forms of problems that will be examined, including:

- a. What are the syntagmatic that described in GIF on Instagram?
- b. What are the paradigmatic that described in GIF on Instagram?

1.3 Purpose of Problem

The purpose of this research comprises such points as below:

- a. To analyze what the syntagmatic are that described in GIF on Instagram.
- b. To analyze what the paradigmatic are that described in GIF on Instagram.

1.4 Significance of Research

The results of this study will be very useful for readers to know that a sign that is often found in everyday life has a function, meaning, and position that is important in a science. A sign can be studied in the form of scientific knowledge and can be proven by various examples of analysis that have been successfully made. A research can be supported by the theory used and also with the form of practice carried out in finding new things.

By utilizing objects that are being widely used by the general public, they will be more helpful in the research process. So that the benefits will be greater and accepted by the reader. This scientific analysis is in the form of syntagmatic and paradigmatic analysis, and has a function so that the reader knows that in a sign there is a sentence that can be analyzed through syntagmatic and paradigmatic which is also supported by images that explain a writing or sentence in the sign.

1.5 Definition of Keys Terms

In this study the author will provide several keywords so that they are easy to understand and there are no misunderstandings. Some of these keywords include:

1. Instagram : An application that is used to post photos or videos we like. Besides that, it can also be used for communication via chat or direct message (DM).
2. GIF : GIF is part of Instagram itself. GIF (Graphics Interchange Format), for this format can display animated images or are called animated GIF as we found on Instagram and look like moving images.
3. Semiotics : Semiology is a science that examines the life of signs in social life.
4. Syntagmatic : Syntagmatic relationships exist between units of language in concrete sentences Chaer (2012).

5. Paradigmatic : Relation contained in language, but does not appear in the composition of a sentence. This relationship appears when a sentence is compared to another sentence Chaer (2012).

1.6 Organization of The Paper

In order to present this paper systematically and to make it becomes easier for the reader to understand the content, the researcher presents it into five chapters with the following organization. First, chapter I dealt with background of study, statement of problem, purpose of problem, significance of study, definition of key terms, and organization of paper. Second, chapter II focused on the theoretical review related to the research. Third, chapter III discussed research methodology, the step and procedures of the study and the data resources of the study. Forth, chapter IV focused on the research findings and discussion. Last, chapter V explained the interpretation of the researcher in a form of conclusion and suggestion for further research.

