

## CHAPTER I

### INTRODUCTION

This chapter consists of background of problem, statement of problem, research purposes, significances of study, clarifications of study, and previous studies.

#### 1.1 Background of Problem

There are a lot of signs meaning in this life. In the linguistics study, these signs are known as semiotics. Semiotics is the study of the signs that exist in human life and the meaning behind them. According to Saussure in Dewi (2008) that semiotics is divided into two parts, namely signifier and signified. Signifier is the physical form of an architectural work while signified is the meaning revealed through a concept, value or function in an architectural work (2008, p. 2). One of the most well-known authors who used semiotics analysis is Roland Barthes. He developed the thinking of his predecessor a father of semiology or semiotic Ferdinand de Saussure. At the beginning of the middle of the last century, his writings were published in a magazine in France which contained various messages. Then he called these messages a myth. This myth is what Barthes calls a second order semiotics system.

Barthes (2006) discusses myth more seriously in his book entitled 'Mythologies' in the 'Myth Today' section, the book was published by Noondy Press in 1972. Myths of Roland Barthes does not refer to mythology in the everyday sense, like traditional stories. Barthes said, "Myth is a communication system, it is a message. Myth is not an idea, concept or object but a form, a way of signification" (2006, p. 151). In addition, he also said that, myth is a form of message or speech that

must be believed to be true even though it cannot be proven. For Barthes, mythological speech is not only in the form of oral speech but can also take the form of writing, photography, films, scientific reports, sports, performances, even advertisements and paintings. Barthes revealed a number of modern myths hidden behind all that.

This myth is what Barthes calls a second order semiotic system, whose significance must be revealed. It is coverage of the concepts of contemporary myths. According to Barthes, photography will be the type of speech as a newspaper article, even other objects will become speech, if it means a meaning (2006, p. 154). One of myths is in a photo, where there is communication, it is a message that contains discourse in the photo. Basically everything can be a myth; one myth arose for a while and sank for another time, because it was replaced by another myths. According to Sudarma (2014:2), photo media is one of the communication media, namely media that can be used to convey messages or ideas to others (F. Hamdan, 2014, p. 8), for example is the photo in a social media, namely Instagram.

Instagram is a social media for sharing photos or videos that contain certain information. Especially photos, on Instagram many photos are displayed from people in different parts of the world. Everyone can see and criticize the photo or video. In addition to beauty, photos are also a form of communication between owners and appreciators. In this study, the researcher will analyse Instagram photos that contain quotes of words and images. The researcher uses a semiotic approach to analysing words and images containing myths. In other words, the words captioned in the photos (images) mostly showing the words of wisdom will be examined by the researcher.

Quotes is a sentence that is considered interesting, meaningful, useful so that it is often used as a reference material or source to strengthen, add and clarify writing. But behind all that, there is meaning contained in quotes. So, that's why many people are interested in quotation, even many people who make these quotes as motivation in

their life. Then comes the myth of the view of human life on quotes as motivation in their life. Then comes the myth of the view of human life on quotes. An example of a myth on the Instagram quotes of Rupi Kaur is as follows :

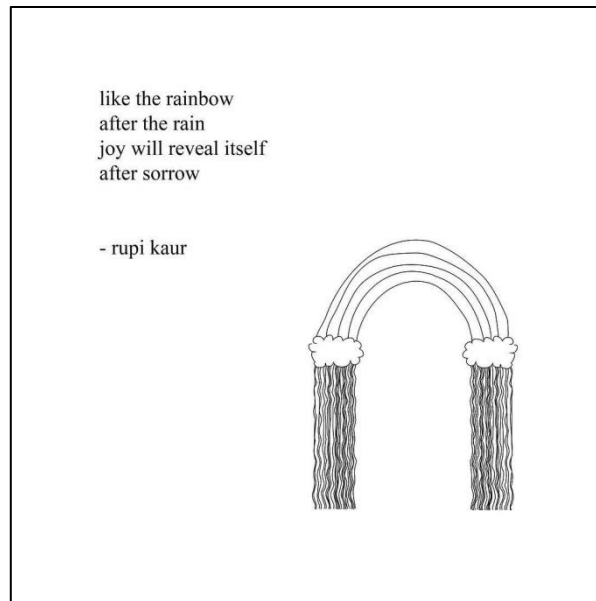


Figure 1. Example of quote

The researcher chooses the object of this research because she is very interested in the works of Rupi Kaur, which is now very well known among literary lovers. Rupi Kaur is a 26 years old Canadian poet born in India. In 2004, this feminist character published a poetry book entitled “*Milk and Honey*”, filled with inspirational words about love and life. The poetry book became a bestseller in various countries, including Indonesia. The researcher sees that someone can believe in the quotes even though only because it can represent their feelings. What’s interesting about these quotes is not only the words but also the existence if images which both have meaning.

Referring to the background of the study, the researcher tries to examine the signifier, signified and the myths in the relation of signifier and signified on the Instagram quotes of Rupi Kaur. Therefore, people know her as “Instapoet” because of the fame she got from her posts on social media, with Instagram as the main

container. Rupi Kaur's book published in 2015 entitled "Milk and Honey" is a book contains poetry and prose about life, love, femininity, abuse, violence and loss. Therefore, the researcher is interested in examining the myths contained on the Instagram quotes of Rupi Kaur, especially quotes about life by analysing signifier, signified and signification (relation) through the theory of Roland Barthes.

### **1.2 Statement of Problems**

The researcher attempts to find out the myths of life in the quotes of Rupi Kaur by analysing signifier, signified and signification (relation) through the theory of Roland Barthes. Barthes said that Myth is a communication system, it is a message. Myth is not an object, concept, or idea but a form, a way of signification (2006, pp. 151–152). Based on the background study above, the researcher formulates the questions as follows :

1. What are the signifier and signified on the Instagram quotes of Rupi Kaur?
2. How the relationship of the signifier and signified contain myths on the Instagram quotes of Rupi Kaur?

### **1.3 Research Purposes**

Based on the research questions, the purpose are :

1. To analyse the signifier and signified on the Instagram quotes of Rupi Kaur.
2. To find out the relationship of the signifier and signified contain myths on the Instagram quotes of Rupi Kaur.

### **1.4 Significances of Study**

The result of this study are expected to be used theoretically and practically :

1. Theoretical significance

The result of this study are expected to expand knowledge in understanding a sign meaning in the study of semiotics, especially the myth contained in a sign.

## 2. Patrical significance

The results of this study are expected to use strategies to analyze a myth in a social media. Especially for English literature students, for other researcher and especially for linguistics communities.

### a. English literature students

The results of this study can be used to expand and develop linguistic knowledge, especially in the field of semiotics that deals with signs in everyday life.

### b. Other researchers

The results of this study can be used as references for other researchers in completing their research.

### c. Linguistics communities

The results of this study can be used to developed their knowledge in the field of linguistics, especially semiotic which is very much new things that they will find in this study and they will be more interested in learning the signs in life.

## 1.5 Clarification of Study

Clarification of this study are :

### 1. Semiotics

This study used the term Semiotics refers to Rusmana's book that semiotics comes from the greek word *semeion*, which means sign or *semeiotikos* which means 'sign theory'. As a branch of science, semiotics developed around the 1900s although it was known since the Greeks. The term semiotics itself began to be used in the XVIII century by a German philosopher named Lambert (Rusmana, 2004, p. 5).

### 2. Myths Roland Barthes

This study used the term Myth refers to Barthes's book that myth is a communication system, which it is a message. Myth is not an object,

concept, or idea but a form, a way of signification (Barthes, 2006, pp. 151–152). According to him, anything can become a myth as long as there is a discourse, because myth is a type of speech. Basically, everything is not revealed at the same time. Some objects become mythic in a moment, then disappear, others emerge from their place and gain status as myths.

### 3. Myths as a system of semiology

Mythology is the study of types of speech. Forty years ago, mythology was actually a part of the science of sign that Saussure introduced, namely semiology. Semiology is the science of form, semiology studies signification separately from the contents (Barthes, 2006, p. 155). In myth, there are three patterns, namely signifier, signified and signification. However, here the myth has a special system, because it is formed from a previous semiological arrangement. In other words, myth is a second level semiological system (Barthes, 2006, p. 158).

## 1.6 Previous Studies

In previous studies, the researcher found several findings that might be able to support this research, more quality research can be accepted by all groups, especially in the education field. The first previous overview was conducted by Agusetiawan (2017) entitled “*Signifier, signified and signification in anti-smoking poster advertisement*”. The aims of his study is to describe signifier, signified and signification in the anti-smoking poster in [www.webneel.com](http://www.webneel.com).

The second previous study was conducted by Rahman (2011). She focused on finding out the relation of myth in narrative structure of *Diary of a Wimpy Kid* and finding out the mythical characteristic in the narrative structure of *Diary of a Wimpy Kid* based on the system of myth.

The last previous study entitled “*Makna Kecantikan Dalam Iklan (Analisis Semiotika Roland Barthes Iklan Citra Sakura Fair UV Versi Febby Rastanty)*” wrote by Firdaus (2018) in which discusses about the signifier and signified of beauty in

Citra Sakura Fair UV advertisement and the meaning of the beauty sign in Citra Sakura Fair UV advertisement. Although this current study has the same field of study as those of previous studies, namely semiotics approach, the current study tries to fill in the problem not covered by them, the problem is the myth in the relation of signifier and signified.

Furthermore, in this present study, the researcher will focus more on the myths of the quotes itself, which contain words and images. She attempts to analysed the signifier, signified and the myths in the relation of the signifier and signified on the Instagram quotes of Rupi Kaur based on theory of Roland Barthes. The object in this study is the quotes, it can be about life, love, feminity and many more. The researcher attempts to find out the myth in the quotes about life.

