CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of background of the research, statement of problems, research purposes, research significances, conceptual framework and previous studies.

1.1. Research Background

One of the social media is Instagram. There are writings that motivate readers. Writings, images, or sentences can be referred to as post-Instagram. The post has the meaning contained in it. Many present a post accompanied by a form of implied meaning. Dealing with signs requires a fairly deep understanding. The rise of signs of meaning around is included in a instagram post. In linguistics, signs are recognized as semiotics. Semiotics is a science that explains the signs in life and the meaning contained therein (Siti, 2020, p. 5). That means all signs in Instagram posts will be able to be studied by semiotic studies. One of the most famous writers to use semiotic analysis is Roland Barthes (Paul & Jansz, 2012, p. 98).

The concepts of denotation and connotation by Roland Barthes. Denotation is the meaning that is directly visible in a sign. Meanwhile, the connotation is an implied meaning that requires a fairly deep understanding. Roland Barthes added the term myth in his semiotic theory. Myth is not a superstition but rather a tradition or meaning that has been understood by the surrounding community for a long time (Sofiah, 2021, p. 5). Understanding denotation, connotation, and myth is important in the study of an Instagram post. Semiotic analysis is one way of understanding signs, symbols, images, and texts (Wijayanto & Iswari, 2021, p. 4). In semiotics there is an in-depth analysis of meaning that helps the process of understanding Instagram posts in connotations to form a myth (Fitriana et al., 2020, p. 5). Every Instagram post will cause a communication process from various sides of the reader. In understanding communication, it must be precise and not misunderstood because if communication experiences misunderstanding, it will certainly harm everyday life.

Denotation refers to the explanation of the primary meaning of a sign, text, or other element. The denotation level explains the relationship between the signifier and the signified in a sign, as well as its relation to referents in external reality (Bambang, 2013). On the other hand, connotation involves the interaction between a sign and emotions or feelings related to ideology and cultural background (Barthes, 1987, p. 53). In Barthes' concept, myth is defined as a narrative accepted by society in interpreting facts, which becomes a way of culture describing or understanding aspects of reality or nature. According to Nurfatwa et al (2018) that the concepts of denotation and connotation are two elements that are interconnected in the process of understanding meaning. Through this understanding of meaning, myths arise, myths are also a process of understanding meaning that is more emphasised in ideology or a certain culture (Barthes, 1991)

Understanding posts also requires a deep understanding of the images, sentences, or signs presented. This is to ensure the posts are successfully conveyed and can motivate the readers and not misguide them. Generally, readers do not want to analyze more deeply such as the myths or meanings hidden behind Instagram posts. Yet how important it is to understand the signs or meanings intended in a post. In order not to fall into a misunderstanding that will cause motivation not to be conveyed correctly. The word and picture if understood and researched properly can change people's views in a more positive direction. Not always, the post delivered will mean denotation or actually. Sometimes instagram post of texts will slip a figurative sentence, it requires deep understanding or connotation meaning. If it is not understood in connotations, then the conveyance of meaning to sentences and images will not get to the point, it can even lead to misunderstanding of the assumption of various meanings that are considered correct. Therefore, the author identifies the importance of understanding myths, denotations, and connotations of texts, images, signs, or symbols in an Instagram post, because the use of symbols in an Instagram post cannot be avoided. Many netizens only see the picture without knowing its meaning in depth. Netizens are only interested in the combination of images and writings that are displayed directly in denotation on an Instagram post.

The researcher chose the @iuliastration Instagram account because the posts presented are very creative and the sentences presented are full of beautiful art. Iulia is a Romanian artist who raised her work in Switzerland. The instagram followers of @iuliastration is **773k** followers. The strands of sentences and the combination of elements and colors used are very interesting and affect the reader to understand the sentences presented. The strands of sentences presented contain inner expressions that have long been pent up but since 2019, Iulia decided to share her extraordinary work on Instagram and spontaneously reaped a positive response. Moreover, the post made received global recognition, because many readers were interested in the texts and creative images presented, Iulia also shared her story related to inner experience https://www.iuliastration.com/about . Bravely, the spark of her story is poured into a beautiful work that inspires the reader's mind.

Nowadays, self-love is a hot topic of conversation. Self-love refers to a sense of love, respect, pride, and a focus on the care and development of oneself (Herri Setiawan, 2023). This is relevant to the content of Instagram posts on the @iuliastration account with the theme of self-love. By conducting research on the work, it will reveal important meanings that lie implicitly in the Instagram post. Understanding the meaning that appears directly or indirectly is necessary for viewers as well as following the account. By understanding the meaning, the motivation related to self-love will be conveyed correctly so that it can increase the self-confidence of those who read the post. Thus, understanding the denotation and connotation in the post is necessary to facilitate the delivery of the motivation conveyed and not only the aesthetic side is seen. Then, understanding connotations will bring out the mythical side that is generated through the process of conversation or opinions that have been approved in their respective regions. Therefore, researchers want to decipher the meaning that is clearly contained and hidden behind @iuliastration's Instagram posts by using Roland Barthes' theory, denotation, connotation, and myth in these posts to study them from a semiotic point of view. This research is supported by several previous studies that have almost similar studies, as follows.

The first is the study written by Larasati (2022) with the title "Semiotic Analysis of the Love Myself Message in the BTS Song Lyrics 'Epiphany'". This study analyses the meaning of self-love that emerges from the South Korean boy band, BTS, with its song Epiphany. The four aspects of self-love that must be fulfilled to encourage self-love to grow are self-awareness, self-esteem, self-respect, and self-care. The study of this research is related to whether the song Epiphany sung by BTS contains the four aspects of self-love. The method used is Ferdinand de Saussure's theory. The data was analysed by determining the signifiers and signs in the lyrics of Epiphany. The findings show that the lyrics of Epiphany contain four aspects of self-love, namely self-awareness, self-worth, self-esteem, and self-care.

The second is the study by Cevania & Merrita 2023) with title "Signs Through Songs: A Semiotic Analysis Of Self-Confidence Lyrics". This research aims to find out the denotation and connotation meanings in three song lyrics using the theory of Semiotics by Roland Barthes. The method used is descriptive qualitative by unpacking the meaning of messages related to self-confidence in the song lyrics. The results show that the three song lyrics contain meanings related to self-confidence that appear in the understanding of denotation and connotation meanings in each verse.

The third is written by Siti (2020) with the title "Myths of Life On The Instagram Quotes Of Rupi Kaur Through Roland Barthes's Semiotical Approach" Researcher use Roland Barthes' theory through the identification of signifiers, signifiers, and the relationship between signifiers and signifiers in Rupi Kaur's quotes. This research uses descriptive qualitative method. Researcher took data containing quotes on Rupi Kaur's Instagram (@rupikaur). The data taken were 25 data with a purposive sampling technique. Based on the analysis that has been done, it is concluded that there is a myth about life in Rupi Kaur's Instagram quotes post. In general, these myths describe real situations that occur in people's daily lives. With the emergence of myths in the quote, readers seem to believe that the quote is true and experienced by many people who may also feel the same way. Therefore, there are several myths in the quote.

The fourth was obtained from a journal written by Widayati & Nugriani (2023) with the title "Representation of Personal Branding in Cruella Film (Roland Barthes Semiotics Analysis)". The purpose of this study is to find out personal branding in the film Cruella by using qualitative methods and Roland Barthes semiotic analysis consisting of connotative, denotative, and myth. The findings regarding the film "Cruella" are as follows, (1) The meaning of extension and connotation is represented by the fact that the character Cruella has a talent for designing clothes, and the character likes to express herself through clothes. (2) Mythical meanings are explained from a social perspective, such as cultural changes that affect social status and the meaning of clothing. The researchers used Hubert Rampersad's personal branding theory which consists of 11 criteria. The researchers concluded that the character "Cruella" from the film "Cruella" fulfills all the important concepts of personal branding.

The last, study was written by Aulia (2023) with the title "denotative, Connotative and Myth in Fashion Advertisement on Youtube Channel GUCCI 2021-2022". This research uses a qualitative method. With a qualitative descriptive approach, namely describing and analysing the problems found in the research. The results of the study are denotation and connotation signs including product releases that coincide with the big year celebrations. Myth identified by Barthes into three categories obtained, namely nine linguistic message data, 11 symbolic message data, and five literal messages.

This research also provides significant novelty in terms of research data, namely Iulia's Instagram post account which has not previously been researched by any research with a topic that emphasises self-love in the instagram post and also uses myth theory which is identified into three messages by Roland Barthes, namely symbolic messages, linguistic messages, and literal messages. From the formulation of the problem, which is also supported by various previous studies, it can be concluded that Roland Barthes' semiotic theory is used as an analysis to explore and describe the meaning contained in the story of Iulia Boschis and interpret it.

1.2. Research Question

Understanding the denotation, connotation, and myth is very important to pick up the meaning conveyed in a post. Seeing that the post contains myths that form a new meaning is self-love. Therefore, it is important to explore the aspects of self-love topics represented in Iulia Boschis's post that are interesting to analyze with semiotic analysis. From the above statement, the researcher concludes that two questions are the main focus of this study, namely:

1. How is the denotative of self-love on the Instagram post @iuliastration?
2. How is the conotative of self-love on the Instagram post @iuliastration?
3. How is the myth of self-love on @iuliastration's Instagram post ?

1.3. Research Purposes

This research explains Roland Barthes' semiotic theory contained in a post on Instagram. The researcher conducted this research to find out what denotations, connotations, and myths are found in Iulia Boschis's Instagram post. The existence of signs and meanings in images or texts is an interesting thing to discuss. So this research was created to analyze the denotation, connotation, and myths in @iuliastration post Instagram. Based on the statement of research objectives above, the researcher states the specific objectives of this study, as follows:

1. To analyze the denotative of self-love on Iulia Boschis instagram post
2. To analyze the connotative of self-love on Iulia Boschis instagram post
3. To analyze the myth of self-love on Iulia Boschis instagram post

1.4. Research Significances

This research has two significances, namely theoretically and practically. Theoretically is the benefit provided in theory, while practically is the benefit caused directly.

1. Theoretically, this research is expected to contribute to the understanding of denotation, connotation, and myth according to semiotic theory, especially Roland Barthes.

2. Practically, this research is expected to provide practical thoughts in the field, as for that:

   a. Readers, this research can be used as a reference by readers to understand the meaning of a post and be able to increase love for themselves.
   b. The next researcher, this research can be a reference in further research and is expected to motivate to explore the adaptation process in the field of linguistics, especially semiotics.

1.5.Conceptual Framework

This research aims to investigate two important objectives, namely denotation, connotation, and myth as well as the mythical relationship in Instagram quotes belonging to the @iuliastration account. This research uses a semiotic approach because an advert contains several images and writings that have meaning in them. To answer the first and second questions, the researcher used Roland Barthes' semiotic theory.

Roland Barthes is a French semiotician, whose early theoretical debates were about myth with a Saussurean semiological approach (Rusmana, 2005). Barthes' theory, which is very important in interpreting a text, is about the difference between Denotation meaning (primary meaning) and Conotation meaning (secondary meaning) (Barthes, 1991, p. 82). According to Barthes, denotation is a sign that produces explicit meaning or is the literal meaning, and the real meaning. Meanwhile, connotation is a sign whose sign has an open meaning. That is, a meaning that can produce a second meaning that is implicit. Usually connotation refers to the meaning attached to the word, but in Barthes' Semiology, connotation not only has additional meaning but also contains both parts of the denotative sign (Mulyaden, 2021).

The following is a semiotic table according to Roland Barthes:

| 1. Signifier	2. Signified	
3. Denotative sign		
4. Connotative signifier		5. Connotative signified
6. Connotative sign/Myth		

Table 1.5 1 Roland Barthes' Map

Looking at Barthes' map above, it can be seen that the denotative sign (3) consists of a signifier (1) and a signified (2). At the same time, the denotative sign is also the connotative sign (4). Thus, the connotative sign contains additional meaning. Denotation is the first level of the signification system, while connotation is the second level.

In terms of language, denotation is the actual apparent meaning in conveying a factual message. While connotation is generally an implied or veiled meaning, myth in the communication process is the delivery of a stereotypical message of society. Barthes identified three classes of messages in images, namely linguistic messages, symbolic messages, and literal messages. Barthes used the three forms of messages to find out the message contained in a sign, image, or text. Myths can be described through the way the message is conveyed. So the three deliveries of the message can give rise to myths and anything can become a myth (Aulia, 2023).

For more details of this research, see the chart below:
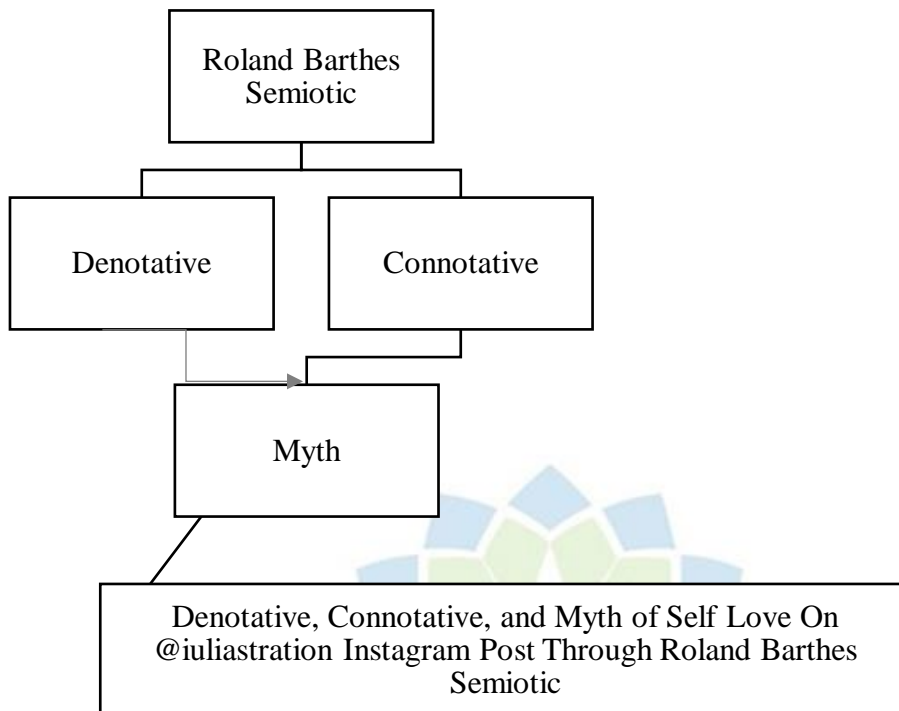
Figure 1.5. Conceptual Framework

1.6. Previous Studies

There are previous studies that are references in this paper.

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that coincide with the big year celebrations. Myth identified by Barthes into three categories obtained, namely nine linguistic message data, 11 symbolic message data, and five literal messages.

1.7. Definition of Key-terms

Semiotic: According to language, it is a branch of science that studies the relationship between forms of signs such as codes, language, signs, etc (Paul & Jansz, 2012).

Connotation: In general, connotation refers to the meaning of a word, but in Barthes' semiology connotation not only has additional meaning (Mulyaden, 2021).

Denotation: is the meaning of a word or image that appears objectively, without any additional meaning (Ishar & Irawan, 2023).

Myth: According to Barthes Theory, myth is one form of connotation development (Aulia, 2023)

Instagram: is a social media application that is popular among smartphone users. The name Instagram is taken from the word "Insta" which comes from the word "Instant" and "gram" from the word "electricity".

Text: is a word that is considered interesting, meaningful, and useful, so it is often used as a reference material or source to strengthen, add, and clarify the writing.

Image: is a picture or visual of something.

Self-love: is a state of self-esteem resulting from actions that support physical, psychological, and spiritual growth.