CHAPTER I

INTRODUCTION

This introductory chapter serves as a comprehensive overview of the study by presenting the background of the research, outlining the research questions, defining the objectives of the research, highlighting the significance of the study, and providing definitions for key terms. The chapter aims to set the stage for the reader by offering a detailed context and rationale for the investigation, clearly stating what the research seeks to answer, specifying the goals that the study aims to achieve, emphasizing the importance and potential impact of the research, and clarifying the terminology that will be used throughout the dissertation.

1.1 Research Background

Instagram, has become a rich canvas for artistic expression and cultural exploration. Semiotic theory is a comprehensive and complex framework that explores the nature of signs, their relationships, and the processes of signification (Colapietro, 2008). Within this landscape, the use of symbols plays a pivotal role in conveying meaning, sparking interpretations, and shaping online discourse. According to Charles Sanders Peirce a symbol is one of three fundamental sign categories, along with icon and index. The main principles containing Peirce's theory are the human mind and sign boundaries, the three-dimensional system (triadic/trichotomy) and the relativity regarding the three typologies or taxonomies of signs (Yakin & Totu, 2014). In trichotomy, there are representamen, object, and interpretant, each of them have role to delving meaning from the object it self

According to Cobley (2020) In Peirce's view, every sign is in a special kind of trichotomy relation with the object that it represents and with what he calls its 'interpretant', the effect the sign has on its user or interpreter. What usually goes for a sign in everyday talk Peirce called a representamen. The representamen is something that enters into relation with its object, the second component of the sign, the third component of the sign is the interpretant Symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas,

which operates to cause the symbol to be interpreted as referring to that object (Chandler, 2017). Symbols are signs that have a convention-based relationship with their object, such as mostly Doja Cat Instagram post are using red color that which is very thick with satanic. From that the interpretant, or the understanding that we have of the sign/object relation, is central to the content of the sign, in that the meaning of a sign is manifest in the interpretation that it generates in sign users. Semioticians generally maintain that there are no 'pure' icons - there is always an element of cultural convention involved (Chandler, 2017) Symbolic objects an include tangible items, pictures, or letters. Doja Cat on her Instagram account labeled herself as a musician. The symbol that will be discussed in this research is the satanic element in the Doja Cat Instagram account. from the symbol then we will trace again to the message that represents satanic in Doja cat's post.

The satanic messages in Doja Cat Instagram post are quite clear because in her captions and posts, Doja Cat doesn't seem to deny that she has sold herself to Satanic. For example the existence of satanic messages in music is a contentious issue, with supporters and skeptics presenting conflicting arguments. While some individuals and groups believe that such messages can have a subliminal influence on listeners, others argue that these claims are unfounded and based on misinterpretations. The debate surrounding backmasking and satanic messages in music continues to be a topic of interest and controversy in popular culture. The theory that songs contain satanic messages originated during the "Satanic panic" of the 1980s, when false accusations of satanic ritual abuse spread across the U.S. This phenomenon has resurfaced in the form of QAnon conspiracy theories, which borrow from the fears of the "Satanic panic" and have gained traction in far-right political circles since 2017. Historically satanic is a group of people who base their beliefs and philosophies on Satan. The practice of modern Satanism began in 1966, with the establishment of the atheist satanic church in the United States. Satan worship emerged between the 12th and 17th centuries, when magicians and people who rejected religion began to worship the devil collectively (Rijani, 2013). but according to Ellis (2001) satanic is often associated with religious and cultural contexts, particularly within the framework of Christianity. The history of the

concept is multifaceted and has evolved over time. However, in regarding this ignition, satanic has become concept "traditions of belief" for such clusters of personal experience, secondhand information, media reports, and religious interpretations. Traditions like these are not homogeneous: they may in fact subsume sharp debates or skeptical opinions. They make it possible for people to share puzzling opinions about or apparent contacts with the supernatural world without defining the speaker as deviant (Ellis, 2001). Semiotics is important because it can help us not to take 'reality' for granted as something having a purely objective existence which is independent of human interpretation (Chandler, 2017) Nonetheless the background of this research is to exploring symbol and messages of satanic in Doja Cat Instagram account. By delving into the symbolic representation of the satanic within the context of Instagram post. This study aims to explore and analyze the satanic sign using trichotomy models especially in Doja Cat Instagram post. In Peirce's semiotic theory, there is a trichotomy sign system in which a sign can be clearly interpreted and easily understood. In the trichotomy Peirce system, there are Representamen, interpretants, and objects. Representamen is a sign that can represent something; Representamen also has derivatives such as Qualisign, Sinsign, and Legisign. An interpretant is a meaning or a new sign that develops from the original sign. Interpretant also has derivatives such as rheme, dicent, and argument. Object is the component represented by the sign; object is something else; object also has derivatives like icon, index, and symbol. The analysis will explore the historical, cultural, and ideological dimensions of the Satanic. Then the researcher will analyze the symbol using Peirce's trichotomy theory.

The first of previous study about semiotics analysis that found by researcher is from (Abdalla Mikhaeil & Baskerville, 2019) the tittle of the research is "Using Semiotics to Analyze Representational Complexity in Social Media" this research using data such multimedia data brimming with multiple layers of meanings. Social media enable rapid-fire digital communications. These communications are incredibly complex in content, form, and meaning. This representational complexity is a stumbling block in data analysis that stands in the way of deeper

explanations. These unstructured data rich in social meanings are as complex as the phenomena they represent. While it is possible to formulate an entire research methodology around semiotics, it is not always necessary. We can adapt semiotic analysis within existing methodologies. This paper offers and illustrates an analytical technique to address representational complexity that can be used in conjunction with other methodologies such as case study, ethnography, etc.

The second previous study is from (Rahmadina & Ritonga, 2022) the tittle of this research is "Symbols and Forms of Satanism Represented in Travis Scott Concert", Astroworld Festival 2021 this research aims to depict the symbols and forms of Satanism in the Travis Scott concert As a result, the writer is intrigued by the images and shapes discovered by the researchers at this concert.

The third previous study is from (Butter & Knight, 2020). The research title is "Conspiracy theory in historical, cultural, literary history" This chapter discusses how historical, cultural and literary studies have analysed conspiracy theories. It summarises the key contributions in each field and assesses their strengths and weaknesses. The first section traces the shift from conspiracist interpretations as the norm in the nineteenth century, to their becoming characterised as a flawed approach by the middle of the twentieth century. A more concerted focus on the dangers of conspiracism as a significant aspect of European and American political history came with attempts from a psychohistorical perspective to explain the rise of mass political movements. The second section shows how cultural studies scholars around the turn of the millennium challenged the psychopathologising interpretation of the 'paranoid style' of American politics, instead viewing conspiracy theories as increasingly justified, creative and potentially radical challenges to the status quo. The third section explains how literary scholars have examined the connection between conspiracy plots and narrative plots in literature and film, with a focus on post-war American culture at first, but more recently taking in other historical periods and national traditions. Finally, we consider the discomfiting parallels between the interpretive manoeuvres of conspiracy theory

and ideological critique itself, before going on to suggest avenues for future research.

1.2 Research Questions

This research problem seeks to investigate the perceived presence of satanic symbol within Doja Cat's Instagram post. From the background in this research above, the researcher concludes that there are two questions that will be the main focuses on this research, they are:

1. What kind of representamen, object, and interpretant represent satanic symbol in Doja Cat and Fanbase's Instagram Post?
2. How Peirce's Trichotomy theory can explain about negative messages in Doja Cat and Fanbase's Instagram Post?

1.3 Research Purpose

Based on the formulation of the research questions above, the researcher is intended:

1. To identify the satanic representation in Doja Cat Instagram Post using representamen, object, and interpretant (Pierce's Trichotomy theory)
2. To discover negative messages in Doja Cat and Fanbase Instagram Post based on Trichotomy theory

1.4 Research Significance

Theoretically, researcher can explore the underlying meanings and interpretive options connected to the satanic sign by examining the semiotic form of symbols in Instagram posts. This analysis advances the study of semiotics by examining the roles that symbols play and the messages they transmit in literary contexts. Additionally, the symbolism studies enable an analysis of the satanic symbol's

symbolic meaning inside the story through the study of the symbol. Researcher may investigate the symbol's ideological, cultural, and historical aspects to learn more about its wider significance and thematic resonance. This research aims to contribute to the understanding of the semiotic symbol of Satanic in Doja cat Instagram post and its broader implications. It will provide insightful information about the relevance of symbols in culture, their power to engage narrative and shape meaning, and how to undertake a thorough analysis.

In practical terms, this analysis helps to comprehend how the satanic symbol is interpreted by readers and how it is received in modern visual media, particularly Instagram. It won't ignore the importance of reader interaction the practical significance lies in how the satanic symbol captivates readers and adds layers of intrigue to the narrative. Researcher can investigate how a symbol engages readers, elicits emotional responses, and encourages deeper investigation of the subjects offered in each Instagram post by comprehending the symbol's projection.

1.5 Definition of Key Terms

Semiotics is the systematic study of sign processes and the communication of meaning. It deals with the function of signs and symbols in both artificial and natural communication systems.

Trichotomy refers to a framework within semiotics, the study of signs and symbols and their interpretation. This theory posits that signs can be divided into three categories: representamen, object, and interpretant

Representamen (Sign) is a physical form or anything that can be absorbed by the five senses and refers to something. Used to analyze how sensory signs in Doja Cat' Instagram Post, such as colors that can be seen and text that can be read.

Object is classified to three categories, there is symbol, icon, and index. This research aims to explore these three parts in Doja Cat's Post, especially the symbols that will be emphasized along with the message.

Interpretant (Interpretation) divided into three aspects, namely: rheme, decisigin, and argument. In interpreting the object, the researcher will use researcher's own interpretation.

Satanic as a form of Satan worship, involves the use of symbols and rituals to attract the devil's attention and follow his instructions. These rituals often involve free sex, drugs, human sacrifice, murder, mass suicide, animal mutilation, and child sacrifice, which are performed to appease the devil and relieve guilt.