A SEMIOTICS ANALYSIS OF THE STICKERS' EXPRESSIONS USED BY THE MEMBERS OF GROUP OF FIB *BERSEMI KEMBALI* IN LINE MESSENGER

THESIS

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2013

ABSTRACT

Titisari, Diah. 2013. **A Semiotics Analysis of the Stickers' Expressions Used by the Members of Group of FIB *Bersemi Kembali* in LINE Messenger**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Fatimah, Co-supervisor: Widya Caterine Perdhani.

Keywords: semiotics, Peirce's triadic model of sign, LINE messenger, sticker, stickers' expressions

Communication is a process of giving understanding to the hearer about what is meant by the speaker. As stated by Raymond S. Ross (1983) as cited in Mulyana (2004, p.62) that communication is a process in choosing and sending symbols by the speaker to be understood by the hearer. One of media which is mostly used to communicate is messenger. LINE messenger is one of the new instant messaging applications used by society. In this study, the writer conducts the semiotics analysis of the stickers' expressions in LINE messenger. There are three problems to be solved in this study, namely: (1) Which stickers' expressions of each character are frequently used by the members of group FIB *Bersemi Kembali* in LINE messenger, (2) What are the meanings of the stickers' expressions of each character which are frequently used by the members of group FIB *Bersemi Kembali* in LINE messenger, and (3) To what extent those stickers' expressions of each character support the users' messages.

This study uses descriptive qualitative approach since the writer analyses the visual picture as signifiers and the concept of meanings as signified as the data. The analysis is included to document analysis because the data are taken from the stickers' expressions in LINE messenger.

The analysis aims to answer the problems of the study. In the analysis, the data were analyzed based on Peirce's triadic model of sign which consists of *representamen*, *interpretant*, and object. Moreover to support interpreting the stickers, the writer also uses the theory of colors based on theory of colors by Gon et al (2005), Morton (2000), and Smith (2013).

This study reveals that Moon's expressions which are frequently used by the member of group FIB *Bersemi Kembali* are the expression number 4, 12, 15, and 2. James' expressions which are frequently used are number 24, 18, 44, and 17. Brown's expressions which are frequently used are number 16, 13, 22, and 17. Meanwhile, Cony's expressions which are frequently used are number 36, 16, 21, and 14. There are some elements to build the interpretation toward the stickers' expressions. They are colors, lines, dots, gestures and accessories of each expression. The stickers' expressions also support the user's messages since the writer finds that the stickers' expressions are multi-interpreted and can be used in some contexts of conversations.

The writer suggests the next researchers to broaden the semiotics scope in analysing the stickers' expressions by using other theories. Moreover, the writer also suggests the next researchers to analyze other stickers' expressions in LINE messenger aside from those top four stickers' expressions of each character which have been analyzed by the writer.

ABSTRAK

Titisari, Diah. 2013. **A Semiotics Analysis of the Stickers' Expressions Used by the Members of Group of FIB *Bersemi Kembali* in LINE Messenger**. Program Studi Bahasa Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Fatimah, (II) Widya Caterine Perdhani.

Kata kunci: semiotika, model triadic tanda Peirce, LINE messenger, stiker, ekspresi-ekspresi stiker

Komunikasi adalah proses memberikan pengertian kepada penerima pesan tentang makna yang dimaksud oleh penyampai pesan. Seperti yang dinyatakan oleh Raymond S. Ross (1983) yang tercantum pada Mulyana (2004, p.62) bahwa komunikasi adalah proses memilih dan mengirimkan simbol-simbol sehingga dapat dimengerti oleh penerima pesan. Salah satu media yang sering digunakan dalam komunikasi adalah *messenger*. LINE *messenger* adalah salah satu aplikasi pesan instan baru yang digunakan oleh masyarakat. Dalam studi ini, penulis melakukan analisis semiotika terhadap ekspresi-ekspresi stiker di LINE *messenger*. Studi ini akan menjawab tiga pertanyaan, yaitu (1) Ekspresi stiker mana yang sering digunakan oleh anggota pada grup FIB Bersemi Kembali, (2) Apakah arti dari ekspresi stiker yang sering digunakan oleh anggota pada grup FIB Bersemi Kembali, dan (3) Sejauh mana ekspresi stiker mendukung pesan pengirim pesan.

Studi ini menggunakan pendekatan deskriptif kualitatif karena penulis menganalisa gambar *visual* sebagai penanda dan konsep arti sebagai petanda yang digunakan sebagai data. Studi ini menggunakan analisis dokumen karena data yang digunakan diambil dari ekspresi-ekspresi sticker di LINE *messenger*.

Tujuan analisis ini adalah untuk menjawab permasalahan pada studi. Data dianalisa dengan menggunakan model tanda *triadic* Peirce yang terdiri dari *representamen*, *interpretant*, dan objek. Selain itu, teori-teori warna oleh Gon dkk. (2005), Morton (2000), dan Smith (2013) juga digunakan untuk membantu mengartikan stiker-stiker tersebut

Studi ini menunjukkan bahwa ekspresi Moon yang sering digunakan oleh anggota grup FIB Bersemi Kembali adalah ekspresi nomor 4,12,15, dan 2. Ekspresi James yang sering digunakan adalah nomor 24, 18, 44, dan 17. Ekspresi Brown yang sering digunakan adalah nomor 16, 13, 22, dan 17. Sedangkan ekspresi Cony yang sering digunakan adalah nomor 36, 16, 21, dan 14. Ada beberapa elemen yang membangun makna pada ekspresi-ekspresi stiker. Elemen-elemen tersebut adalah warna, garis, titik-titik, gerakan tubuh, dan aksesoris yang ada pada tiap ekspresi stiker. Stiker-stiker tersebut juga mendukung maksud pengirim pesan seperti yang ditemukan penulis bahwa ekspresi-ekspresi stiker bersifat multi-tafsir dan bias digunakan dalam beberapa konteks percakapan yang berbeda.

Penulis menyarankan kepada peneliti selanjutnya untuk memperluas cakupan semiotika dalam menganalisa ekspresi-ekspresi stiker dengan menggunakan teori yang lain. Selain itu, penulis juga menyarankan peneliti selanjutnya untuk meneliti ekspresi-ekspresi stiker yang lainnya.

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