

According to Sulisty-Basuki (1991: 87), information technology is technology which utilizes information, saves, produces, operates, and shares the information. In 20th century was imagined as the first mass media. In this time, you can also find the changing of awe and fear which is influenced by mass media. Although there is big change in the society after emerging the information technology but it looks like there is no any change. Moreover, people cannot leave their new behavior in operating the internet to get some information.

Website is a collection of components which consists of text, picture, sound animation that gives interesting information to be visited (Pipiapioh: 2010). Website is information page which is provided via internet. According to Nichols (1996), website bridges its users to give many kinds of information. The contents of website can be text, picture, sound and video that can be accessed by anyone who have computer and internet access, without being tied a time and place.

The presence of website becomes one of the answers for information needs and it can be a place to increase users' creativity. One of the creativity is creating meme. Meme (/ 'mi:m/) is a new phenomenon in the virtual world and becomes one of the most popular forms of humor on the internet. The word *meme* comes from Greek *mimesis* which means imitate or mimicry (Dawkins, 1976: 192). Meme is used to describe a concept which spreads via internet, although meme's real meaning focuses on a concept or category about culture information widely. So, in a short explanation meme internet is

meme which spreads in internet via social media, blog, e-mail, and so on. In the real world, meme is called “idea”, but most people call it as meme (Richard Face, 2012: 4-5).

Mimicry in meme can be seen from the people’s tendency to share meme ideas or making something similar. An idea which is contained in a meme can be activity, incident, or interesting information. This interesting property can make the idea spread easily in the virtual world and make meme become popular.

Meme is created by replication and modification process from photographic imageries which have been available in Google search engine. The creators usually just add the finding picture with the text, or do editing the picture by using digital imaging process. The editing process depends on what information is going to be delivered. After the creating process done, meme is going to be shared via media share, retweet, or repost service in social media.

This research focuses on meaning that is contained in meme. Semiotics is defined as a science of significance, obtained by two people, a Swiss linguist, Ferdinand de Saussure (1857-1913) and an American philosopher of pragmatism, Charles Sanders Peirce (1839-1914) (Vera, 2015: 3). Saussure and Peirce develop Semiotics in the same period but they do not know each other. Saussure usually calls his study as Semiology and Peirce calls Semiotics. According to Zoest (1993: 1) semiotics is a branch of science

dealing with the study of signs and everything connected with the sign, such as sign systems and processes that apply to use of sign. Semiotics itself comes from Greek *semeion*, means sign. Semiotics is a study of signs. It can replace something else that can be thought or imagined. This branch of science originally developed in the field of language, and then develops in the field of art and visual communication design (Tinarbuko, 2008: 16).

Meme which combine between pictures and words also has signifier and signified which produce a denotative and connotative meaning. Denotation is when you mean what you say literally. Connotation is created when you mean something else, something that might be initially hidden. Meme itself can be video, picture, or text display. Text display meme usually consists of text which is supported by macro picture so that both picture and text display can support each other.

There are so many kinds of meme. But, here the writer just wants to focus on *Troll Football*. Based on its name, it talks about football. The word *troll* here means uttering the satire word. Football is a sport played by two teams each teams consist of eleven players. Each team tries to score as many as possible into the opponent's goal and tries to defend their goal in order to make the opponent cannot score a goal (Sarumpaet, 1992: 5).

According to Susetyo (2013: 7) football is one of the most popular sports in the world. Football is believed as a universal language which can

unite several of ethnic groups on earth. All people can play this game, from just a hobby until to be used as a career to earn money.

Natakusumah (2009: 3) states that at the first time modern football is initiated and disseminated by Englishman into the whole world, nobody probably thought someday football is going to be a mighty power which influences many life aspects in this world. Football is not just a game, but the effect of that game have penetrated other aspects such as social, religion, information technology, entertainment, politic, and economy.

The writer chooses this meme to be analyzed in this research because of some factors. (1) Meme *Troll Football* is the most popular meme used to satirize fans for bad result in the game play or express the happy feeling of each football fans. People usually use it by changing the display picture on Blackberry Messenger. (2) It has specific theme then other memes, its theme is about football. Meme *Troll Football* is created by the true story that happen in the football. This meme talks about football play and something related with football players, stuffs, and fans.

As the other writers have done in doing the research, having been aware of the previous studies is really important to get more qualified in the research. Indriani Triandjojo (2008) *SEMIOTIKA IKLAN MOBIL DI MEDIA CETAK INDONESIA*, Siti Sopianah (2010) *ANALISIS SEMIOTIK TERHADAP IKLAN SUSU BENDARA EDISI RAMADHAN 1430 H DI TELEVISI* and Rosa Redia Pusanti (2015) about *REPRESENTASI KRITIK*

Arsene Wenger's photo in the center of meme means insulting expression. Arsene Wenger is Arsenal coach which often brings Arsenal finished in 4th position in table classmen. Arsenal finish in 4th position seven times since 1993 and six times was brought by Arsene Wenger. So that's why Arsenal often associated with number 4.

This post is talking about meme *Troll Football* fans page on Facebook has got four million likes.

In the other hand, the writer limits this study only on August 2015 to June 2016 football game play which is posted in *Troll Football*'s website on *trollfootball.me*. The writer gets 8.950 post during 335 days which accessed in *Troll Football*'s website among doing the research. From those data, the writer divides some aspects as like social, religion, information technology, entertainment, politic, and economy aspect.

F. Definition of Key Terms

1. Meme is an image, video, piece of text, etc., typically humorous in nature that is copied and spread rapidly by Internet users, often with slight variations.
2. *Troll Football* is a collection of football-themed meme site which talks about satire in football.
3. Semiotics is the study of sign which talk about signifier and signified in verbal or written communication.