CHAPTER II

REVIEW OF LITERATURE

In this part includes the discussion of some theories and the review of previous study. Related theories which have links with this analysis are semiotics, connotative and denotative. The main data in this analysis is the meme *Troll Football* which is got from the internet.

A. Theoretical Bases

1. Semiotics

This research focuses on signs or symbols that are used in meme *Troll Football*. The study of signs is called semiotics. According to Berger, semiotics has two important figures; they are Ferdinand de Saussure (1857-1913) and Charles Sander Peirce (1839-1914). Both of them develop semiotics separately with the different scientific backgrounds, Saussure as a linguist and Peirce as a philosopher. Saussure calls his science development Semiology (Tinarbuko, 2008: 11). Saussure illustrates that a sign consist of signifier and signified. Those two elements as like two sides of a coin that cannot be separated.

Semiotics observes all aspects in a culture as a sign for example language, body language, behavior, hair style, and so on. Sign which are used to convey human mind, information, and command along with

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appraisal, make us possible to explore the perception and comprehension each other in this world.

Semiotics helps us to know and understand how to make communication. It also helps to explain the habits and rules in all elements in our communications environment. Spoken or written language, pictures, movies are the things that have many variations to be explained.

a. Sign

The definition of sign is something conventionally that can replace or represent something else. According to Saussure, signs have entities those are signifier and signified. An utterance only applies a sign if it consists of signifier and signified. While the relationship between signifier and signified is arbiter.

Sign is the representation of phenomenon that has a number of criteria such as: naming, role, function, purpose, whish. Sign is able in every human life (Budianto, 2001: 16).

Sign is everywhere. It can be word, body language, traffic light, flag, and so on. Everything can be sign, so without sign we cannot make communication each other (van Zoest, 1996: vii).

Sign actually a representation from indication that has some criteria such as: naming, function, purpose, hope. Sign is in every human live and it has meaningful action like the actualization on language, religion, knowledge (Budianto, 2001: 16).

1) Ferdinand de Saussure's Theory

Ferdinand de Saussure was regarded as figures of modern structural linguistics. Saussure emphasis on the arbitrary nature of the sign is defined as sound-image and concept. Saussure divides sign to be sound-image and concept because he wants to give the emphasis that linguistic sign does not unite a thing with a name but a concept with sound-image (Saussure, 1916: 98). We can understand his idea that linguistic sign does not unite a thing with a name because some words produce easy meaning to be concept as like; tree, car, or chair. But if those words have philosophy or mystery meaning, it is not easy to concept. We may also have easy words to concept but it does not create the same perception in other people. For example, no one can guarantee that the word 'car' create the same perception on the readers. From this case, Saussure defines sign as something which is created from someone concept which relates with sound-image of the something's name. In written language, a sign consists of a concept and a printed word. Saussure divides sign into 3 kinds, those are sign, signifier, and signified.

➢ Signifier and Signified

Sign is a basic language which is arranged from two things cannot be separated, sound-image as a signifier and concept as a signified. Signifier is sensory material aspect and it can be perceived by the senses. In verbal language, this signifier

is realized in sound-image which relates with a concept or signified. While signified is material aspect from sign that can be called as concept.

This signified is a mental representation form sign and it is not something referred by sign. So, signified is not the object but it is mental representation of object. Saussure states signified mental nature as a concept.

For example:

1. Textual Sign

Letters 'c-a-r' *Signifier*	Category 'car' *Signified*
Written text 'car' *Sign*	

2. Visual Sign

Sign   : Car's picture

Signifier : Car's shape

Signified: Car's category

2) Roland Barthes' Theory

Roland Barthes is Saussure's successor in developing semiotics theory. Saussure interests on the sentence formation complex way and choose the meaning, but less interested in the fact that the same sentence can have the different meaning on different person's interpretation.

There are various levels of signs in semiotics, which allows producing stratified meanings. Barthes (in Piliang, 2004: 94) explains there are two levels in signs, those are denotation and connotation.

a) Denotation

Denotation is sign level which explains the relationship between signifier and signified that has explicit meaning. Denotation is the most conventional sign in a society because its relationship is on the reality or having meaning based on the dictionary.

b) Connotation

Connotation is sign level which explains the relationship between signifier and signified that does not have explicit meaning. Its meaning is not available on the dictionary list or having literary meaning.

For example:

We see that there is a yellow flag is set in the corner of the street.

➤ Denotation

A yellow flag set in the corner of the street.

➤ Connotation

It means that someone is passed away around that area.

B. **Review of Previous Studies**

Before submitting this thesis, there are some writers talk about semiotics, they are:

1. Indriani Triandjojo (2008) *SEMIOTIKA IKLAN MOBIL DI MEDIA CETAK INDONESIA*. Universitas Diponegoro: Semarang

The purpose of this research is to analyze the signs, figurative language or rhetoric, and power relation which is constructed in print media advertisement. Visual and verbal signs are the intensive things to be used in advertisement so the writer analyzes the advertisements in Suara Merdeka's daily to explain that we can use Semiotics approach to analyze signs usage, figurative language or rhetoric, and power relation, so that we can analyze and get its meaning.

Semiotics is used by the writer to analyze 59 car advertisements to utter verbal and visual sign in car advertisement, how the signs are used to communication, to persuade or make sure the reader.

The problems which are stated in this research are: (1) How is the description signifier and signified. And is there any relation between signifier and signified; the relation between form or expression the advertisement and contained meaning in car advertisement posted in print media. (2) How is denotation and connotation in car advertisement? (3) What are the contents of icon, index, and symbol in car advertisement which is presented by the manufacturer? (4) Where is the manufacturer promoting the product to the consumer? (5) Which rhetoric is used in car advertisement in print media?

In this research, the writer uses descriptive qualitative method because this research is meant to give depiction about signs, power relation and rhetoric language which is contained in Indonesian car advertisement in print media. In conducting this research, the writer does collecting, sorting, and categorizing the data. Then, the data is analyzed by using Semiotics theory. Finally, the writer presents the result.

The result of this research shows many kinds of signs, figurative language, and power relation in car advertisement. This research shows kinds of signs which cover signifier-signified, denotation-connotation, and icon, index and symbol. Besides showing the signs, this research also shows 88 figurative languages; those are 20 rhymes, 5 alliterations, 12 anaphors, 1 epistrophe, 1 anadiposis, 2 parisons, 3 antithesis, 18 hyperboles, 7 rhetoric questions, 5 metonymies, 7 metaphors, 3 homonyms, 1 atanaklasis, 1 paradox, and 3 ironies and 84 power relations

consist of 28 reward powers, 7 expert powers, 10 legitimate powers, 10 referent powers, and 29 coercive powers.

2. Siti Sopianah (2010). *ANALISIS SEMIOTIK TERHADAP IKLAN SUSU BENDARA EDISI RAMADHAN 1430 H DI TELEVISI.* Universitas Islam Negeri Syarif Hidayatullah: Jakarta

This research starts from the writer's interest about advertisement which is aired on television especially Susu Bendera advertisement Ramadan edition. The creativity of advertising media in conveying the message and product is a packet which has purpose to celebrate Ramadan month and marketing their product.

The problems which are stated in this research are: (1) What is denotative-connotative meaning and myth in Susu Bendera advertising Ramadan edition on television seen by Roland Barthes' perspective? (2) What is the message contained in Susu Bendera advertising Ramadan 1430 H on television?

This research uses qualitative approach. This research uses semiotics theory to analyze Susu Bendera advertising on television. Semiotics analysis is a way or method to analyze and give meanings on the signs which is contained on one packet of message symbols or text. Data source of this research is the data which is got from recording the Susu Bendera advertising Ramadan edition on television.

From the problems which is stated above, this research gets the result that Susu Bendera advertising Ramadan themed *saling menguatkan saat puasa* which is meant by the writer that drinking a glass of Susu Bendera milk can make Indonesian family fasting strongly as like imaged by the model in this advertisement. This research also answers about myth that is crying, taking the air, and breaking wind in the water actually do not cancel the fasting.

3. Rosa Redia Pusanti. 2015. *REPRESENTASI KRITIK DALAM 'MEME' POLITIK (Studi Semiotika 'Meme' Politik dalam Masa Pemilu 2014 pada Jejaring Sosial 'Path' sebagai Media Kritik di Era Siber)*. Universitas Sebelas Maret: Surakarta

This research analyzed meme in social media during the general election in 2014. This research focused on semiotics in political internet meme to criticize the ruling party, politician, political campaigns, and other political events through a humorous message, meme.

The research approach in this research was using qualitative method. The research used qualitative approach having the purpose to explain the phenomena deeply through collecting the data as deep as possible.

This research investigates the signs which can convey the critics in a political meme form. This research takes political meme which consist of eight corpuses concerned corruption of political parties, the props

campaign, mass media, and candidate president-vice president as the object of the research. This research uses semiotics Charles Sanders Peirce's model analysis. Peirce has three levels analysis, those are textual analysis, textual interpretation, and intertextual. This research also observes political meme which spreads in social media *Path*.

This research had conclusion that icons and symbols in political meme has the potential to accurately deliver the messages through visual form. This research saw that meme had become an important vehicle in expressing political view and could be understood that nowadays had appeared wave of interest toward social media user because mass media was considered supporting one side at present.