VISUAL AND VERBAL SIGN OF DONALD TRUMP'S POLITICAL CARTOON SATIRE ON PINTEREST: SEMIOTICS AND MULTIMODAL ANALYSIS

THESIS



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ABSTRACT

Wardini, U. S. (2020). Visual and Verbal Sign Analysis of Donald Trump's Political Cartoon Satire: Semiotics and Multimodal Analysis. English Department, UIN Sunan Ampel Surabaya. Advisor: Murni Fidiyanti, M. A.

Keywords: visual sign, verbal sign, metafunction, denotation, connotation, semiotics, and multimodal.

This thesis was the collaboration two studies field of semiotics and multimodal components focusing on the visual and verbal signs. Those theories investigated the components of visual and verbal signs and the way to deliver the meaning of Donald Trump's political cartoon satire. There were fifty cartoons illustrate his policy.

The researcher used multimodal meta-function from Kress and van Leeuwen and M.A.K Halliday to serve the first point. The researcher elaborated on the component of visual and the verbal sign of the political cartoon satire. For the first point also, the researcher utilized the denotation and connotation of Roland Barthes's theory to explore the meaning of political cartoon satire. For the second point, the researcher used her interpretation to get the way of the cartoonist deliver the meaning. This work gave important knowledge about the visual and verbal sign deliver the meaning by two modes of semiotics at the same time. Additionally, this research used a descriptive qualitative method. The descriptive-qualitative method applied to analyze the visual and verbal signs through the political cartoon. The data were collected by searching on Pinterest. Then, it captured by two criteria that must exist is Donald Trump's image and the bubble text. The captured data was continued by observing and identifying the visual and verbal components. Finally, the meanings were represented by looking at the component of the visual and verbal signs.

As the result, the researcher found two main depictions of political cartoon satire. Those are the visual and verbal depictions. In the visual sign's depiction, the researcher found the depiction of Donald Trump is a "Big mouthed", "Big headed", "Big bodied", "Stunted bodied", and "Big bellied". Then, in the verbal sign, the researcher found three depictions. They are the power of the leader, authoritarian style, and racism. Then, the researcher also found the way the cartoonist delivers the meaning. Firstly, the cartoonist uses visual framing. Secondly, the cartoonist uses the congruence in visual and verbal sign.

ABSTRAK

Wardini, U.S (2020). Analisis Tanda Visual dan Verbal dari Satir Kartun Politik Donald Trump: Analisis Semiotika dan Multimodal. Jurusan Satra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: MurniFidiyanti, M. A.

Kata kunci: tanda visual, tanda verbal, metafungsi, denotasi, konotasi, semiotika, dan multimodal.

Tesis ini merupakan kolaborasi dua bidang studi dari semiotika dan komponen multimodal yang berfokus pada tanda visual dan verbal. Teori-teori itu menyelidiki komponen tanda - tanda visual dan verbal dan cara menyampaikan makna sindiran kartunp olitik Donald Trump. Ada lima puluh kartun politik yang menggambarkan kebijakan – kebijakan tersebut.

Peneliti menggunakan meta-fungsi multimodal dari Kress dan van Leeuwen dan M.A.K Halliday untuk menjabarkan poin pertama. Peneliti menguraikan komponen visual dan tanda verbal dari satir kartun politik. Untuk poin pertama juga, peneliti menggunakan teori denotasi dan konotasi dari Roland Barthes untuk mengeksplorasi makna pada satir kartun politik. Pada point kedua, peneliti menggunakan interpretasinya untuk menemukan maksud dari kartunis. Penelitian ini memberikan pengetahuan penting tentang tanda visual dan verbal dan menyampaikan makna dengan dua mode semiotik pada saat yang sama. Selain itu, penelitian ini menggunakan metode deskriptif kualitatif. Metode deskriptif-kualitatif diterapkan untuk menganalisis tanda-tanda visual dan verbal melalui kartun politik. Data dikumpulkan dengan pencarian di Pinterest. Lalu, data tersebut diambil dengan cara tangkapan layar dengan dua kriteria yang harus ada dalam gambar adalah gambar Donald Trump dan teks. Data yang diambil dilanjutkan dengan mengamati dan mengidentifikasi komponen visual dan verbal. Akhirnya, maknadiambil dengan melihat komponen tanda-tanda visual dan verbal.

Hasilnya, peneliti menemukan dua poin utama dalam penggambaran Donald Trump pada satir kartun politik. Point tersebut ialah penggambaran visual dan verbal. Pada tanda visual, peneliti menemukan penggambaran Donald Trump sebagai *mulut lebar, kepala besar, badan besar, kerdil, dan perut besar*. Lalu, dalam penggambaran secara verbal, peneliti menemukan tiga penggambaran untuk Donald Trump. Penggambaran tersebut adalah *kekuatan seorang pemimpin, cara otoriter, dan rasis*. Kemudian, peneliti juga menemukan cara dari pembuat cartoon untuk menyampaikan arti dari kartun. Pertama, kartunis menggunakan framing visual. Kedua, kartunis menggunakan kesesuaian pada tanda visual dan verbal.

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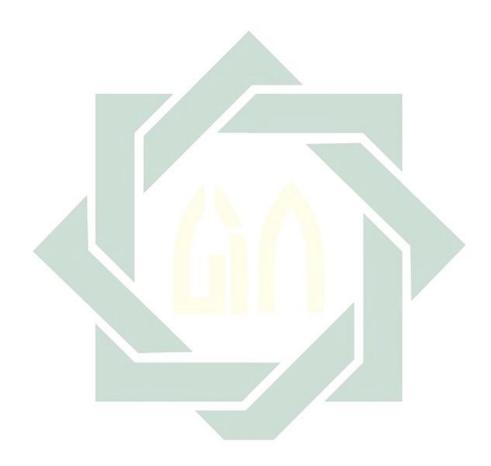
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CHAPTER I

INTRODUCTION

This chapter contains the background of the study, research problems, the objective of the study, the scope and limitation study, the significance of the study, and the definition of key term.

1.1 Background of the Study

The development of science and technology spring up quickly (Karimi, 2013, p. 40). It affects human communication. Most people use the tool to do virtual communication. The virtual tool is the way people express emotion, getting information, promoting a product, finding a job, and sometimes for having fun. The virtual tool is Social Media. So many social media stylessuch as Facebook, Twitter, Instagram, Pinterest, and so on that can be the crock to attract consumers and find issues (Putri, 2013, p. 280). All of the tools are generally familiar to human being. Moreover, each social media has its superiority. For example, Facebook is a social media that is used to make the status, sharing stories, sending messages, commenting on photos or videos, and promoting products or online shopping. It is different from twitter. Twitter is a place creating status, sending messages, comment on photos, or videos. Some of the functions are the same, but on twitter, there is a tool to find out what the world trending at that time. It looks different from Instagram. Instagram is the first social media that can share their video or photo stories by the tool story. People can share everything in the story tool. It can be the activity, the achievement, or the supporting text. Instagram is also the tool for shopping online but it so many fake

accounts that will cheat the customers. All in all, social media is unique. It is also Pinterest. In detail, Pinterest has its capability on social media. Pinterest is an actual newsletter that allows users to locate pictures and videos. Here, the users disseminate a suitable and creative image for critics, ideas, and images. In general, the message created to be interesting, using their tactics to exploit the various way of capturing the attention of other users with the combination of color, text, and animation. It can be visual, speech full, and social. Generally, the language makes the invitation of readers as attractive as possible. In Pinterest, there are so many types of users share such as motivation, animation, poem, funny video, until the serious topic likes politic.

In recent years, most people begin to care about politics. They try to contribute toward politics. Politics is the kind of sensitive issue that developed in a country because it can affect the human inside there. Politics encompasses all the activities of the governors and the citizens. It can be said that politics is the way the governor sets its citizens. They will take out the rules or policies to fix the problem of a country. The rules or policies are can be good policy or bad policy. The good policy will get the support of the citizens but if the bad policy, they get the critic. The critic can do by demonstration in front of the government building, making trending news in social media, and also by a cartoon.

A cartoon is one of the media to prove the truth and have a relation with reality (Eide, 2018, p.163). From that statement, a cartoon is a way to criticize issues from reality. It also supports the cartoonist for giving opinions by a creative cartoon. On the other hand, a critic by cartoon is the reflection of the reaction

from citizens to government politically and rightly (Rostboll, 2010, p.411). Sometimes, cartoon gives humor, funny, and simple. In the political cartoon, the cartoon becomes annoying because it combines reality pointing to the satire for the government that there is something wrong inside (Rash, 2013). Besides that, the political cartoon is the power to protest everything of what the government did. Furthermore, the political cartoon always uses the great political figure or the influential figure to show the strengthening of the cartoon. The ability of political cartoons is an important way to understand how the cartoon can be the satirize tool to the political condition.

Moreover, one of the influential political figures in the world is Donald Trump. Trump is the president of the United State. He becomes a leader around 2016 until now. All in all, Donald Trump is the head of whole authority of the United State in the direction of his cabinet and White House staff (Wicket, 2017, p. 3) with his sensational policies that make the world shocks. That authority supports the users to criticize the policies and do protest on the political cartoon. Therefore, visual and verbal signs become the favorite topic for the researcher. Hence, conducting research is a crucial act because this research refers to the policies of Donald Trump as a leader of the United State.

In the political cartoon, it produces by two modes of semiotics; visual and verbal. Two combinations of visual and verbal are multimodality. Multimodality is closely related to Kress and van Leeuwen (1996). He is the first man who introduced Multimodality. He brought the rules such as the component of visual image, frame, salience, saturation, and the whole of image (Liu, 2013, p. 1259) to

help the readers or viewers understand what the cartoon means. Here, Kress and van Leeuwen (2006) have three components of Multimodality; Representational, Interactive, and Compositional meaning components. The representational component has many components such as; the sayer, the phenomenon, the senser, the goal, the accompaniment, the setting, the means, the utterance, the verbal process, the interactor, and the reacter. Then, the interactive meaning has components such as; contact, social distance, and attitude. Lastly, the compositional component includes information, salience, and framing. From those components, the multimodality gives the method to analyze the visual and verbal components (Bezermer, 2012).

In a verbal component of the cartoon, it can be analyzed by the Systemic functional linguistic or Systemic functional grammar theory by Halliday. There are three components of the functional language. The first is the Ideational component. The ideational component is the experience of human action. The second is the Interpersonal component that focuses on the relationship between one person to another person. The third is the Textual component that relates to the main topic and supporting topic. From the visual and verbal components above, it makes the viewers know the connection between visual and verbal components. Then, the researcher combines the multimodality with semiotic to deliver the meaning. Semiotic is the way to deliver a clear meaning by analyzing the visual and verbal aspects there (Bezemer, 2012). Here, the researcher uses the semiotic of Roland Barthes's theory to deliver meaning. Roland Barthes divided two ways to deliver meaning. The first is denotation and the second is

connotation. Denotation is the real meaning of the object whereas the connotation meaning is the abstract meaning.

In recent years, a visual and verbal sign has attracted the interest of several researchers such as Zaenal Muttaqin (2011), Hartoyo Ariyadi (2014), Dormasi Sitanggang (2018), AyodejiOlowu (2015), Ariyo and Kayode Samuel (2017), and May Samir (2019). The first previous study is Zaenal Muttaqin (2011). Zaenal Muttagin had the tittle "Denotative and Connotative Meaning in the Axe-Advertisement". In this research, he focused on denotation and connotation meaning in the advertisement that he analyzed five data such as Nun edition, Chocolate month, Vice with forbidden fruits, Hillary, and Phoenix Axe Production using the theory of Roland Barthes to answer his research problems. The data is a visual image type that less verbal text or it can be said that Zaenal's data are less linguistic. Those are five data whereas four data include the verbal text but the first data is the only visual image. He can use the data more linguistic, so he can explore his argument about denotative and connotative in the visual and verbal sign. Then, in the research, he found that the denotative meaning of the visual image is to gain the customers to buy the product whereas the connotative meaning is the "message" that deliver by the Axe Company.

The second, Hartoyoariyadi (2014) already conducted his research entitled "Denotative and Connotative Analysis on the Advertisement of New Axe Provoke Even Goddesses will Fall version". In this research, Hartoyo focused on denotative and connotative in the advertisement. He used Roland Barthes's theory of denotative and connotative theory to answer his research problem. Here, he

used data that represents video type, then he captured each part of the video. So, it represented the visual image of each part. From his research, Hartoyo found the denotative and connotative of visual meaning. The denotation meaning refers to the producers that offer the product to customers. Then, the connotative meaning refers to the profit of using the product. Lastly, he explored the myth that reflected the ideology of the Axe advertisement. The ideology is masculinity. Wherever this research has tended to focus on the visual sign rather than on verbal sign. It proves less verbal text in the analysis. He can explore the music of the video to deep analysis of denotative, connotative, and myth.

The third is the thesis from Dormasi Sitanggang (2018). He explored political satire on Pinterest. His research was "A Multimodal Analysis of Pinterest Political Satire". He focused on interrelating multimodality and semiotic in the satire. Wherever this research used Kress and van Leeuwen (2006) for visual components and Halliday of Metafunction theory for the verbal text analysis. Then, he analyzed the satire by using Lemke's Theory. Here, Sitanggang's research used Pinterest for his source of data that selected 20 data randomly around 2016 until 2017. With random data, it becomes the data that is not specific. The result of this research is found in the data that occupied comparative, additive, and consequential relation.

The fourth is the research from Ayodeji Olowu (2015). He criticized the visual component and linguistic in Malaria drugs advertisement. This study aims to portray the meaning of visual components that exist in Malaria drugs advertisement. He mentioned two sources of data, primary and secondary data.

The data primer was four posters and stickers. He depicted the visual image such as color, image, symbol and icon, gaze, and posture by using Kress and van Leeuwen's theory. For the linguistic component, it can be found in the meaning or the semantic of advertisement. The lack of this study locates in the discussion of the color. Ayodeji Olowu does not explain the data D. He explained the color component of data "A", "B", and "C". The other lack of this research is in the abstract, he wrote that he used two sources of data, four posters, and stickers, but in the discussion, he explained four posters without the stickers. It can be said that the discussion does not convenient with the abstract.

The fifth is Ariyo and Kayode Samuel (2017) who investigated the implicating messages in visual images in TELL news magazine. This study is different from previous studies above because this research used the magazine as a medium. This study used Multimodal by Gunther Kress and van Leeuwen's (2001) theory that has two sources of data. That data is the primary and the secondary data. The primary data are drawn by the cartoon of TELL news magazine while the secondary data are seen by journal articles of the internet. This research analyzed four cartoons selected from January and February 2016. The explanation of the TELL magazine has further proved but in the third and the fourth issues is the same topic about corruption. The researcher can find other issues that happen at that time. Perhaps, he can analyze the violence on children or wife or other.

The last previous studies is from May Samir (2019). He had the research entitled "Caricaturing two revolutions: Multimodal Discourse Analysis of

Egyptian Political Cartoons". This thesis is unique because he combined the Multimodal theory and Semiotic theory. May Samir used Kress and van Leeuwen's (2006) theory for his analysis in the compositional pattern of political cartoons. Then, he explored the verbal text by using Halliday's theory. All in all, this research used a newspaper by Al-Ahram for his object. It selected on 25th Jan 2011 and 30th of June 2013 revolutions. In this research, May Samir put three research problems. In chapter 4 (Analysis and Discussion), he answered the research question number one and two about the compositional component of the political cartoons and the basic linguistic that exist inside. In the research question number three, he does not explain in the third point. He already combined the research question number 3 into research question number 2. Wherever this data mostly used the interpretation of the researcher. It makes fewer citations of this research.

From the explanation above, despite those, the previous studies connecting to visual and verbal sign analysis, rarely have been conducted by putting Donald Trump's political cartoon satire as the main topic whereas previous topics mostly interesting to the visual sign on the advertisement. The current study looks for the kind of Donald Trump's policies that has so many contradictions with the citizens by the political cartoon. While the previous studies above explained were mostly a visual or a verbal sign arranged in advertisements. The present research analyzes a visual and verbal sign of Donald Trump's political cartoon satire on Pinterest. The researcher chooses Donald Trump as a political cartoon satire because Donald Trump is the one president in the world that his policies are always controversial.

Then, the writer selects Pinterest as a source of data because Pinterest is an interesting crock to give a specific image when someone types in a searching tab. It will appear in the specific data. Moreover, from the political cartoon on Pinterest, the researcher know what kind of policies that has so many contradiction with the citizens. Therefore, for making this research more linguistic and unique, the researcher analyzes the visual and verbal sign of the political cartoon of Donald Trump by using the theory of Kress and van Leeuwen's (2006) theory, M.A.C Halliday theory, and Roland Barthes theory. The theory of Kress and van Leeuwen focuses on the component of the visual sign. Then, the metafunction theory of Hallidayexplored the verbal sign of the political cartoon. Lastly, the denotation and connotation theory of Roland Barthes delivered the meaning of the political cartoon. All in all, this thesis has a purpose to investigate the visual and verbal sign components of political cartoons by using Kress and van Leeuwen's theory and Halliday theory. Besides, the researcher pointed out the policies of Donald Trump that exactly true or just hoax news.

1.2 Research Problems

The problems of this study are formulated into two questions:

- 1. What are the visual and verbal sign components of Donald Trump's political cartoon satire on Pinterest?
- 2. How do the visual and verbal signs of Donald Trump's political cartoon satire on Pinterest deliver the meaning?

1.3 The Scope and Limitation of the Study

This study focuses on Multimodality on the visual and verbal signs of Donald Trump's political cartoon satire that combines with semiotic of denotation

and connotation by Roland Barthes to deliver the meaning. The object of this study is the political cartoon satire of Donald Trump from Pinterest. The important thing of this study is to be able to extend to the next researcher to explore deeply in the same topic.

1.4 The Significance of the Study

The significance of this study is classified into two categories. Those are the theoretical significance and practical significance.

- The theoretical significance of this study is the researcher expects this
 research becomes useful for readers to enrich their knowledge in the theory of
 multimodality and the semiotic theory, especially in visual and verbal signs of
 Donald Trump's political cartoon satire as the way to deliver the meaning.
 Then, the readers become more critical through political cartoon satire
 intended meaning.
- The practical significance of this study is to give valuable information to every reader who will conduct a depth study in this research by using different theories.

1.5 Definition of Key Terms

- Visual is the experience of sight or the physical thing created by God or human that looks by eyes.
- 2. Verbal is the essence of the language which can be organized by written or spoken form.
- 3. Cartoon is the medium to represent every idea and declare a different opinion.

- Political cartoon is visual communication by a cartoon that contains political perceptions.
- 5. Satire is indirect criticism for someone whether it delivers funnily or seriously by a visual or verbal sign.
- 6. Pinterest is one of media social that has the function to share photos, videos, critics, ideas, and motivation.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the theory used in this research. Those are the definition of semiotics, denotation, and connotation, multimodality, systemic functional grammar (SFL), political cartoon, satire, and Pinterest.

2.1 Semiotics

Semiotics or semiology is the term if the sign's scientific theory that was first declared by Ferdinand de Saussure as the linguist from Swiss (Cobley, 2010, p. 8). Semiotics as a science of signs relates to the things or the objects that refer to the interpretation of specific things. On the other hand, Roland Barthes declared that the purpose of semiology is to give sign systems such as image, gesture, music, and object (Barthes, 1968). Moreover, according to Dyer (1982, p.115), the approach of semiotics analysis needs a critical change from the simple interpretation of the object and the form of communication to investigate the organization and the structure of artifact and especially to investigate how they create the meaning. On the other hand, the semiotic analysis focuses on interpreting with seeing the signs inside the image. It permits the researcher to make what it has hidden behind (Chandler, 2001, p.31).

From the development of linguistic, semiotic is part of an important field referring to the sign of society. It can be a visual or verbal sign. In the Saussurean perspective, there are three parts of the sign. The first is a sign. The second is signified or it can be called "the meaning" of the sign. The third is the signified. It can be called a signifier. It can give the meaning of the material of the sign. From

that principal background, the semiological analysis that relates to visual or verbal sign connects with interpreting, describing, evaluating, and explaining the visual significance of the sign system (Bouzida, 2014, p. 1004). Semiologically is the way to learn and to analyze the visual image (Bouzida, 2014, p. 1003). The visual image mostly takes from the sign of visual image including a verbal sign that works to create the meaning. Also, Roland Barthes adduced his argument that he identified semiology as a function of sign that related to context and the significance of the object. So, Roland Barthes provided two levels to create meaning. That is known by the Connotation and Denotation theory.

2.2 Denotation and Connotation

The object that can be the visual or verbal sign will give an impression to create the meaning. It can be direct meaning or behind of the real meaning. From Roland Barthes, he argued that the meaning divided by two levels. The first level is "Denotation". Denotation is the literal meaning of the object (Bouzida, 2014, p. 1005). It means that Denotation meaning can appear from what people or viewers see or read directly without relating any culture or society. This level points to the obvious meaning.

The second level is "Connotation". The connotation is the abstract or the idea supported by the condition of the author. Here, the connotation meaning is not the basic meaning of the visual or verbal sign. In this level, people will adduce their interpretation relating to the experience or emotion that they have. It can say that this level creates the meaning of personal subjective. This level has the general, regional, and diffuse character (Barthes, 1997, p.91).

From the definition above, it can conclude that the concept of Barthes's theory is not different from Saussure. The signifier is the denotation meaning while the signified is the connotation meaning. From the example, the image of white-red has the denotation meaning as color while the connotation meaning refers to the uniform of the elementary school in Indonesia. Here, the denotation meaning is the literal meaning of the type of color. Then, the connotation meaning will affect by the emotion or condition and the region by the person.

2.3 Multimodality

Multimodality is an academic method that considers interaction and diversity to be more than words. Multimodal techniques have established principles, tools, and processes for the compilation and evaluation of, and relation between, visual, symbolic, and spatial aspects of connections and environments (Leeuwen 2000, p.179). A multimodal approach to text analysis takes into consideration the various meaning modes that express meaning, including visual, textual, audio, gestural, and technological modes (Periasamy, 2014, p.152). According to Lindgren (2010, p.4), sense presentations of Visual (mostly governed by images) consume space, so control depends on who influences the presentation of meaning in many forms and many aspects. Visuality and visual experience are also the factors that need to be addressed and linked to awareness approach and training.

All in all, Kress and Leeuwen (2006, p.15) introduced the way to analyzing visual components of an ideational, interpersonal, and textual perspective are portrayed on Halliday's metafunction theory become his perspective "representation", "interpersonal", and "compositional". The ideational depicts in the materialization of the visual image.

2.3.1 Representational Meaning Components

Based on Stenglin (2011, p.33) representational meaning relates to the manner of people that can represent the obviousness through the process, participant, and circumstance. From Kress and Leeuwen (2006, p.59) representational meaning has the narrative structure whereas the components are displayed below:

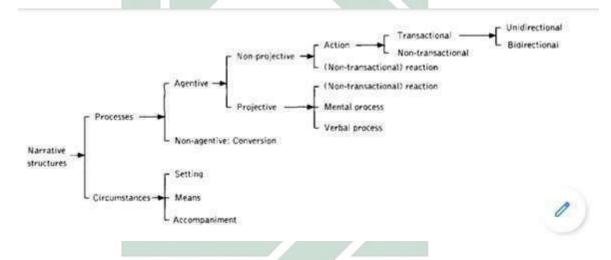


Figure 2.1 Representational Component

The materialization of visual image components based on Kress and Leeuwen 2006 such as :

- Unidirectional transactional action is the action that relates to two participants in a frame. Two participants are an Actor and a Goal.
- Bidirectional transactional action is the action that creates participants as the Interactors.

- Non-transactional action is an action that formed by the bubble thought of a
 participant. That participant is called the Actor but does not refer to other
 participants.
- 4. The actor is the active doer of the action process.
- 5. The goal is the passive doer that has a relation with the vector.
- 6. The interactor is the doers in a conversation that creates the bubble thought.
- 7. Transactional relation is an eyeliner that relates two persons. It called Reacter and the Phenomenon.
- 8. The non-transactional reaction is an eyeliner that creates by the Reacter and does not have any relation with the other participant.
- 9. Reacter is the active process of reacting to conversation.
- 10. A phenomenon is a passive person in conversation.
- 11. Conversion is the changing condition of conversation.
- 12. The mental process is the conventional way of conversation that connects two persons. Those are the Senser and the Phenomenon.
- 13. Senser is the bubble thought of participants.
- 14. The verbal process is a balloon that relates two doers. Those are the Sayer and the Utterance.
- 15. Sayer is the participant that relates to the verbal process.
- 16. An utterance is the bubble thought that refers to the verbal text.
- 17. The setting is the area of the image as a dark area or soft area.
- 18. Means is the tool of the action happens.

19. Accompaniment is a participant that does not create the topic and does not have any relation with all participants.

2.3.2 Interactive Meaning Components

The interactive meaning connects the meaning between the text and the viewer. It refers to how the translator exchanger values with each other and composes the relationship in power and solidarity (Stenglin, 2011, p. 33).

The interactive meaning components are structured below:

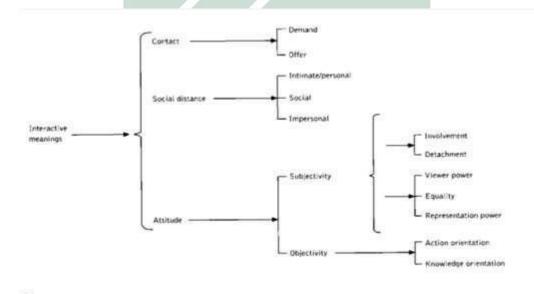


Figure 2.2 Interactive Components

The Realization of interactional meaning components are found such as follows:

- 1. Contact is the condition of the participant and viewer that their eyes meet.
- 2. Social distance is the distance of the object's existence with the environment.
- Attitude means the expression of the participants or represents the characteristic of the participation.
- 4. Demand is the way the doer looks at the viewer.
- 5. Offer is the existence of the doer that creates the gaze.

- 6. Intimate or personal is the relation of the participation that takes with the close shoot.
- 7. Social represents the distance or angle that happens in a medium shot.
- 8. Impersonal represents the character of participation that takes in a long shot.
- 9. Involvement is the participation that looks from a frontal angle.
- 10. Detachment will take in the oblique position of the viewer.
- 11. Viewer power represents how strong the message will deliver. It shots by high angle.
- 12. Equality takes in center angle or eye-level angle.
- 13. Participant power takes in low angle.

2.3.3 Compositional Meaning Components

The compositional meaning delivers to the manner whereas interpreter gives the context within the interpreter interacts the audience make sense; the way interpreter delivers and arranges the ideational and interpersonal meaning to audience or viewer understand (Stenglin, 2011, p.33).

The compositional meaning components are arranged below:

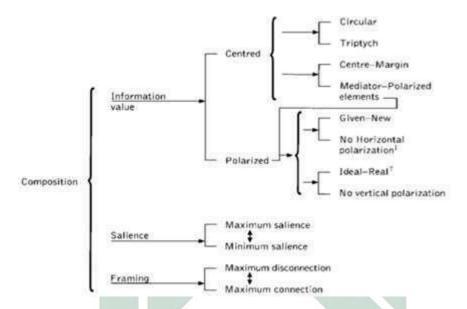


Figure 2.3 Compositional Components

The realization of compositional meaning components are found such as follows:

- 1. Information is the position of the object. It can be a center or polarized position.
- 2. Salience relates to participants, illustration, and power to attract the viewer.
- 3. Framing is the existence of the boundary in the visual image. It makes it easy for the viewers to know the boundary of the visual image.
- 4. Centered is the position of the visual image that is in the center place.
- 5. Polarized is the position of the visual image such as the left position, right position, or bottom position. It can be all the positions except in the center.
- Triptych is the three-place of the image such as right and left or above and below position.
- 7. Circular means the place of the object that place in the round of center area.
- 8. Margin is the element to identify the place of the object that creating symmetry in a compositional component.

- The mediator is the bridge to connect between Given and New or Ideal and Real element.
- 10. Given is the left element of the object.
- 11. New is the right element of the object.
- 12. The ideal is the top element of the center position.
- 13. Real is the bottom element of the center position.
- 14. Salience is the whole element of the object such as the size, tone, sharpness, and other features.
- 15. Disconnection is the element that separates one element to other elements by the line, space, type of color, and shape.
- 16. Connection is the element that combines with other elements in a visual image.

2.4 Systemic Functional Language

Systemic functional language known as systemic functional grammar is the theory that emphasizes the study in semiotic (Sitanggang, 2018, p. 22). This theory explains the utterance and the text can potentially create the meaning. It relates to the speaker's reason for delivering the utterance (Sitanggang, 2018, p.22). SFL is the method to observe the relation between the meaning and the language system whereas it can interpret the knowledge.

Halliday as the first person who introduced this theory that he adopted from J.R Firth (Anggraini, 2018, p.13). J.R Firth is an expert in the context of culture and context of situation theory. Moreover, Halliday developed Firth's theory that combined with the language. Here, Halliday defined that language is "functional". Functionalmeansthelanguageisthesystemtomakeandexchangethemeaning

(Anggraini, 2018, p.13). There are exist three components in the SFL. The components are ideational, interpersonal, and textual functions (Halliday & Webster, 2009, p.5).

Ideational is the function that relates to the experiences of humans. Type of action that still happening or already happened. This experience is identified by three processes. The first is the Material process. This process describes the physical verb or material verb. The second is the Relational process. The relational process is a verb that describes the relationship. The third is the projecting process that relates to the verbal process and thought of human beings.

Interpersonal Function is function relates to human relationships. This function is close with "Finite". Finite is the verbal group that expresses the interpersonal function. From the verbal group, it can divide two main roles. The first role becomes the signal time. The second role is the sign of the speaker's opinion. From the kind of finite, it can make it easy to know the relationship between one person to another person.

The textual function is the function that points to the message of what the speaker said. For delivering the message, the textual function has theme and rheme components to differentiate what the main topic and what the supporting topic. The theme is the main topic or it can be said to start point. It can be the independent clause while the rheme is the supporting clause or the phrase that includes important information.

2.5 Satire

According to Leboeuf (2007, p.1)Satire is a strong art form capable of pointing out the flaws in certain human behaviors and the social issues that arise

from them in such a way that they become ridiculous, amusing, and engaging the audience. Nowadays, it has been found in many artistic forms of expression, including memes on the internet, literature, Instagram, commentary, television shows. Moreover, satire uses irony, sarcasm, ridicule, or the like to expose, denounce, or deriding vice, foolishness, etc.

Therefore, Based on Feinberg (1963, p.9) Satire is a playful distortion of reality. Satire also has the ability to protect its creator from critical guilt because it is implied rather than publicly stated; it thus becomes a great tool for political opposition in difficult or oppressive political and social times(Leboeuf 2007, p.1). The researcher believes that no better tool than satire exists for voicing criticisms in these unstable times.

2.6 Political Cartoon

A political cartoon is the way of political communicative by a visual cartoon. That communicative has four functions. Those are to entertain the viewers; to subtract the emotion, to establish the event, and framing, and to politic history (Sousa &Medhurust 1982, p. 124). In other meaning, the political cartoon is a powerful weapon in influencing public opinion on national interest issues such as what the researcher considers through the application of Pinterest. The researcher sees in the application of how a specific cartoon determines the netizens. Some of the netizens are critical, some are influenced, and some don't understand the meaning of the cartoonist. As a result, many viewers or readers have difficulty interpreting metaphorical cartoons, so having a lot of information on related issues will be the best solution for understanding political cartoons.

Obviously, political cartoons deliver the message of reality to the public. It can be satirized on political government or leader. It can illustrate in a creative frame or funny subject. The layout in cartoons is distinct from a commercial. To interpret the message and purpose in cartoons, interpreting two separate verbal or graphical semiotic texts, or evaluating multimodal is the solution to finding meaning in cartoons.

2.7 Pinterest

Pinterest is part of media social including images. This application began in December 2009 and launched in March of 2010 and has 70 million users. From this application, people can save the image and collect everything that they're loved such as, quotes, animation pictures, funny videos, etc (Facebook, 2013). In 2012, there are several popular categories such as arts, crafts, home, style or fashion, and food. It is an easy way to find inspiration forthe decoration of the room, artwork, quotes, and little promoting your business. This application also has a function to give feedback to other posts from other users. This application is connecting to people around the world that have an account.

This application is familiar with Kate Spade, Target, Dolce & Gabbana that have been collected followers and created their product (Pinterest, 2013). Mostly, users spend their time searching on the pinboard to choosing some stuff they like. In around 2018, Pinterest added product catalogs and personalize shopping online. It increases the activity of the users along with playing Pinterest. On the other hand, Pinterest is one of the crock in social media that can increase your knowledge about the view of the place. That activity attracts the attention of users to share their photos or videos from somewhere that good view.

CHAPTER III

RESEARCH METHODS

This research discussed the methods of this research. Those are research design, research data, data source, research instrument, data collection, and data analysis.

3.1 Research Design

In conducting visual and verbal signs, the researcher used descriptive qualitative method. Descriptive qualitative meant to collect the factual issues then identify the issues and make an evaluation. This research used descriptive qualitative based on Saldana (2014, p. 107) whereas to analyzing the data, the researcher gave the interpretation to describe the data.

The researcher interpreted the cartoon as the data analysis with the images and texts then the researcher analyzed based on the multimodal analysis.

3.2 Data Collection

This section explains the data, the data source, research instruments, and the technique of data collection.

3.2.1 Research Data



The researcher took the cartoon by selecting the cartoon that contained satire to Donald Trump. The data of this research were the visual and verbal signs.

The visual sign is the political cartoon satire of Donald Trump. While the verbal sign is the bubble thought in the cartoon. The data were fifty political cartoons satire with two criteria. First, the cartoon must exist Donald Trump's face or body. Second, the cartoon must exist the bubble thought that contains the verbal sign.

3.2.2 Data Source

The data source of this research was the Pinterest website. Pinterest could be opened at www.pinterest.com with the hashtag "#Donald Trump political cartoon satire" on 1st January 2016 until 31st December 2019. The fifty political cartoons were taken by the three accounts. They are GoComics, Keith Gilbertson, and Odyssey accounts.

3.2.3 Instrument

The instrument of this research was the human instrument. It means that an instrument of this research was the researcher itself who was responsible for collecting and analyzing the data. As Ary (2010, p.424) explored the individual investigator was the primary tool for data collection and analysis in qualitative studies. Since qualitative research analyzed human experiences and circumstances, researchers needed a tool that was dynamic enough to capture the uniqueness of human experiences. A tool that could adapt and respond to the environment. Moreover, the researcher used books and e-books to help the writer conducted this research. On the other hand, there were some digital things such as laptop and internet connection for searching and compiling the information and the data. Lastly, the two assisting instruments also appended to the success of this research.

3.2.4 Data Collection Techniques

In this research, the researcher took the data from the Pinterestofficialwebsite; www.pinterest.com because Pinterest contains the specific political satire cartoon to Donald Trump that interesting to criticize. The researcher did some ways to collect the data:

1. Searching the political cartoon satire.

The researcher searched in the searching tool on Pinterest of Donald Trump's political cartoon satire. In this step, the researcher had qualified for the data that those included the picture of Donald Trump and the bubble thought or the bubble utterance.

2. Capturing the political cartoon satire.

The researcher captured the highest of fifty cartoons that included the picture of Donald Trump and the bubble thought. From the website of www.pinterest.com on December, 24th 2019.

3. Observing the cartoon.

The researcher observed frequently and carefully to understand the cartoon well. Moreover, the data was also printed to observe intensively. So, the researcher could give the true meaning of the political cartoon satire.

4. Categorizing the data.

In categorizing the data, the researcher focused on the first research problem. In the second research problem, the researcher used the body language of the cartoon with the interpretation of the researcher to deliver the meaning.

3.3 Techniques of Data Analysis

This research focused on the semiotic approach by Kress and Leeuwen, M.A.K Halliday, and Roland Barthes's theories. The researcher analyzed the composition of the visual and verbal signs found in the political cartoon.

1. Presenting the visual data.

Presenting visual data was the first step to present the representational component of the visual sign. According to Kress and Van Leeuwen (2006), there is the nineteenth component to view the representational components. The researcher made the nineteenth components as the codes easily. The codes are the data below:

Table 3.1 The Example of Coding Data

(UT)	Undirectional transactional Action	(C)	Convertion
(BT)	Bidirectional transactional	(MP)	Mental process
	Action		
(NTA)	Non transactional action	(S)	Senser
(A)	Actor	(VP)	Verbal prosess
(G)	Goal	(SY)	Sayer
(I)	Interactors	(U)	Utterance
(TR)	Transactional reaction	(ST)	Setting
(NTR)	Non transactional reaction	(M)	Mean
(R)	Reaction	(AC)	Accompaniment
(P)	Phenomenon		
SY VP SY P U P			

2. Presenting the verbal sign.

After presenting the visual data, the researcher presented the verbal sign by the metafunction of Halliday. Based on Halliday, there are three components of the verbal sign; the ideational component, the interpersonal component, and the textual component. The researcher used the table to make it easily.

3. Interpreting

The researcher interpreted the relationship between the components of the visual and verbal sign with the meaning of the visual and the verbal sign to make the political cartoon clearly.

4. Making the conclusion.

The last, the researcher depicted the conclusion with a brief explanation by the result of this study.

CHAPTER IV

FINDINGS & DISCUSSION

This chapter is the most critical portion of this study. It presents the study review outcome comprising two parts. That is reported to answer the research of problems. So, the objective of the research can be reached.

4.1 Findings

The finding segment is created to show certain data analysis. Given the statement of problems, there are two topics exposed in this chapter. The first is about the visual and verbal components of the political cartoon. The second is about the political cartoon satire delivers the meaning by using the denotation and connotation theory.

4.1.1. The Components of Donald Trump's Political Cartoon Satire

The researcher has discovered the first research problem about the components of the visual and verbal sign of Donald Trump's political cartoon satire that reflects the depiction of Donald Trump by the cartoonist. The findings of the visual components and verbal components come from various components. The components of the cartoon as the visual elements are more than the verbal text.

4.1.1.1. The Visual Components of Donald Trump's Political Cartoon Satire

From the semiotic framework of Roland Barthes's theory, the researcher found the depiction of Donald Trump from fifty political cartoons satire. There are four illustrations of Donald Trump's political cartoon satire, such as big mouth, big head, big body, stunted body, and big belly. In these findings, the

researcher found lots of Donald Trump's political cartoon satire is depicted as "Big Bodied". Here, for the detail depiction of political cartoon satire.

4.1.1.1. Donald Trump is "Big Mouthed"

In this case, Donald Trump is visualized as a leader who has a big mouth. This is the way of cartoonists to represent the visualization of Donald Trump. This representation encompasses 8 data that have the same visualization or the same visual sign. Those visualizations are appeared on data 1, 3, 5, 6, 25, 40, 45, and 50.

Data 1



As the illustration of data 1, Donald Trump is visualized with the big mouth full of the arrangement of stone or wall. From the visual above, Donald Trump as the "Sayer" or the participant of the cartoon opens his big mouth that represents two meanings. In the real meaning, Donald Trump has a big size of his mouth whereas the connotation meaning, Donald Trump is represented someone who talks too much (Indayani, 2014, p. 7). From the cartoon, the "Mean" or the tool of Donald Trump's mouth is the action of the "Sayer" that has the real meaning of the arrangement of stone in Trump's mouth. In the abstract meaning,

the arrangement of stone is an indication of Donald Trump's policy about "Build the Wall". In 2018, there was a big issue that made citizen panic. The big issue come from Donald Trump that wants to make the United State more private by building the wall. Based on CNN Politics (2018), that Trump will restrict the United State area by the wall separating America and Mexico. From this presentment, this is the way of people, who contra with Trump, does not agree with his policy about "Build the Wall". The cartoonist depicts Donald Trump as the "Sayer" who talks too much about the restriction of the United State. So, the cartoonist depicts Trump with his big mouth to delivers the cartoon that Trump should say something important only.

4.1.1.1.2. Donald Trump is "Big Headed"

The big head is the way of the cartoonist, who contra with Trump, represents his criticism. Donald Trump is depicted as a leader who has a big head. This visualization appears in some data that has the same visualization. Those are data 1, 5, 6, 7, 11, 18, 21, 29, 43, and 50.

Data 5



As an illustration, the data five above, Donald Trump is presented with a big head. In the real meaning, the big head is the head size of someone who has oversize head while, the big head has the other meaning referring to the personal character of someone who is arrogant (Winaya, 2018, p. 827). From the visualization above, Donald Trump as the doer who sits on the red box. That meaning refers to the denotation meaning of the visual sign. Then, the connotation meaning of data above is the criticism of the public to Trump's policy about "Taxes". Based on CNN (2019) states that Steve Muchin said that he was not handling Donald Trump's tax returns because Donald Trump did not pay any taxes. Because of this case, Donald Trump is drawn as the big head. The citizen does not agree if Donald Trump does not pay the taxes even the citizen pay it in a month or a year.

4.1.1.3. Donald Trump is "Big Bodied"

The big body is one of the visual representations by the political cartoonist to Trump. This visualization encompasses 15 data that have the same visualization. Those are available in data 2, 8, 10, 16, 17, 18, 22, 24, 27, 28, 32, 33, 42, 46, and 47. This depiction refers to the size of Donald Trump's body in the cartoon but in the other meaning, the "big body" is represented to people who have the power (Kirby, 2015, p. 274). The power can represent to the wealth or the position of someone. Here, Donald Trump has the power, especially as the leader or the president of the United State who holds the whole authority.

Data 8



As the followed the data 8, Donald Trump is depicted with his big body at high angle of the cartoonist. In this data, he is illustrated by a person who breaks the wall. In other meaning, Donald Trump as the sayer is breaking Obama's policy. That case can know by the word "Obama Era Flood Protection Regulation". Here, Donald Trump has the power to delete the policy. Based on CNN Politics (2017), Donald Trump deleted the policy of the Flood Protection Regulation because he protects the taxpayer of the United State. His policy shows the citizen who does not support him. So, by this cartoon, the cartoonist delivers his criticism to Trump that he does not agree with his policy about deleting Flood Protection Regulation. From this depiction also, the leader especially Donald Trump has the power to decide his policy. Here, he can ignore who does not support his policy and straight with his decision.

4.1.1.1.4. Donald Trump is "Stunted Bodied"

The stunted body is the visualization of Donald Trump's political cartoon satire. It is depicted the small body of Trump by cartoonist. The stunted body also explains the character of someone in the connotative meaning. It can be meant that a stunted body is the people who unimportant things (Farid, 2017, p. 44).

Those depictions are available in data 18, 21, 23, 35, 37, 42, 45, and 50. The unimportant thing here refers to the action of Donald Trump that wasting action in something unimportant.

Data 18



In data 18 above, Donald Trump is depicted in a small body. Here, it can be mean that Donald Trump is the leader that leads his soldier but in the other meaning, it refers to the argument of the cartoonist to Trump's depiction. The "Mean" of this cartoon is the index finger of Trump that means points the soldier. It can represent the other meaning that a pointing person means the command to do something (Pease, 2004, p. 38). The depiction above relates to the verbal sign that Trump needs 15.000 troops to keep his wall in United State restriction. Here, the cartoonist explains that this policy is unimportant things because the total number of 15.000 troops is too much.

4.1.1.1.5. Donald Trump is "Big Bellied"

For this visualization, Donald Trump is shown by his physical body that refers to his big belly. Within this context, Donald Trump is depicted by two

assumptions of the public. The first assumption, his big belly is a genetic factor that everyone has it. Everyone who has a genetic factor of the big belly can happen easily because it stays in their body. In the other assumption, Donald Trump is reflected in being greedy or lazy (Kirby, 2015, p. 35). This is a negative assumption of the public to a leader. This reflection is appeared in data 2, 3, 5, 7, 15, 16, 23, 24, 30, 31, 32, 33, and 49. From that data, Donald Trump is illustrated "take a seat" position. It seems that Trump's big belly has appeared. As an illustration, the data 16 points out Donald Trump as the "Sayer" or the main participant does the action by calling someone.

Data 16



This action delivers the meaning that the leader is busy. By this data, the cartoon also depicts that Donald Trump has a big belly referring to negative assumptions. The negative assumption can take a look on the table. The table shows a mess condition. It reflects that Donald Trump is a greedy person. This part points out that Donald Trump is calling someone about "Teen Vaping Death" while, the connotation meaning is the criticism of Trump's policy about "Vaping". By CNN (2019), there were at least 530 cases of lung injury by using

an e-cigarette and nationwide up to 11 deaths by the e-cigarette. This policy of "Ban Vaping" is begun in June in San Francisco but after 4 months, Donald Trump deleted this policy.

4.1.1.2 The Verbal Components of Donald Trump's Political Cartoon Satire

From the semiotic framework of Roland Barthes's theory, the researcher found the depiction of Donald Trump as a verbal sign. There are three illustrations of Donald Trump's political cartoon satire in verbal sign, such as the power of a leader, authoritarian, and Islam-phobia. In this finding, the researcher found lots of Donald Trump's political cartoon satire is depicted "power of a leader". Here, for the detailed depiction of political cartoon satire in verbal sign.

4.1.1.2.1. Donald Trump is the Power of a Leader

In this part, Donald Trump is represented as a leader that has the power to lead his country. Here, the depiction is revealed from the relational process as the component of the verbal sign that reflects the condition or identity of the participant. For example, data 6, the word "is" is the relation of Donald Trump's policy about "Jerusalem" and the word "capital". Those words identify the relational process that completes the relation of signal time "present" and the circumstance "Palestine". His power is seemed by the way Donald Trump declares to everyone that Jerusalem is the capital of Israel. This power also identifies in the data:

Funding for your programs is brought to you by the letter cuts (data

9)

Climate Change is Chinese Hoax (data 4)

The data above are Donald Trump's words to prove that he is a leader. In the data 9, it looks by the words "is brought" that represent something that already happened in the past. By those words, the cartoonist revealed the power of Trump that Trump already cut the money for the Palestine program. Here, the relational process implies the signal time to explain the relation of the participant with the condition at that time. Then, in the data 4, he also uses the relational process to say that Chinese spreads the hoax news about Climate Change. It makes the readers suggest that Donald Trump has the power to declare something. In data 4, Trump spreads to the public that he does not believe in what the Chinese government says. Donald Trump makes the utterance strengthen in the word "is" represents the signal time at that time and the word "Hoax". So, this is the way of the cartoonist proves that Donald Trump has power as a leader to cut the funding and to declare freely.

4.1.1.2.2. Donald Trump is Authoritarian Style

As the depiction of a verbal sign, Donald Trump is illustrated as a leader that has capability to control his country. Here, the depiction is revealed from the process material as the component of verbal sign whereas the material process is reflecting the action or something happens. As follow the data 1, the word "Build" is the action of Donald Trump's utterance that refers to the authoritarian style. Then, the word "The wall" is an object of the material process that completes what Donald Trump will do. His authoritarian is seem by the way Donald Trump

commands the employee and prepares the citizen that he will build the wall. His style also identifies in the data:

Ban Muslim (data 15)

We need 15.000 Troops on the Mexican Border to shore lip (data 18)

The data above are Donald Trump's utterances as a leader. His utterances reflect the way Donald Trump as the leader by using the material process. In data 15, he also uses the material process in the first word "Ban". It makes the readers suggest that Donald Trump has the power to command his employee to ban the visitor of the Muslim country. Then, in data 18, Trump identifies himself as a citizen of the United State that uses the word "we" to make the material process strengthen. The word "We" as though represents "Donald Trump and the citizen" that is supported by the word "Need" as the material process of doing. It makes the utterance of Trump is urgent or strength. So, this is the way the cartoonist proves that Donald Trump is an authoritarian leader.

4.1.1.2.3. Donald Trump is Racism Leader

As an illustration of the verbal sign, Donald Trump is illustrated as a leader that has capability to declare something freely. Here, the depiction is revealed from the process material as the component of a verbal sign that reflects something happens. Then, the action can be a neutral action or racist action. It depends on the Donald Trump when he creates the policy. As follow data 15, the word "Ban" is the action of Donald Trump's utterance that refers to the prohibition action. Then, the word "Muslim" is an object that refers to the one religion. The religion is Islam because the follower of Islam is named "Muslim".

This policy reflects Donald Trump that he cannot be a neutral leader. From this policy by using the material process, Trump declares to the airport to closed tourists from Islam countries. So, this is the way the cartoonist proves that Donald Trump is a racist leader.

4.1.2. The Way the Cartoonists Deliver the Meaning

This section represents the second research problem that this part uses the combination of Kress and Van Leeuwen (2006) Theory and Roland Barthes theory of Denotation and Connotation theory. Those are used to reveal the visual and verbal sign of Donald Trump's political cartoon satire to deliver the meaning. The cartoonist creates the political cartoon satire as phenomenal as possible that they try to attract the viewers at that time. Through the visual and verbal sign, the researcher concludes that there are two ways of the cartoonists deliver the meaning. The first, the cartoonists use visual framing. The second, the cartoonists convey the meaning by the congruence of visual and verbal sign.

4.1.2.1. Visual Framing

In this part, the researcher found the way of the cartoonist to convey the meaning. The researcher caught the component whereas that component is the connection between the cartoonists with the viewers. That component is framing. In the visual component, framing locates in the compositional meaning that appears in 50 political cartoons satire above. In this case, those cartoons shows framing clearly that can be seen the doer and the action. Here, the cartoonist choose and arrange the cartoon to publish it. They realise the position of the

cartoon and the perspective from them. From this way, the cartoonist can imply the meaning of each cartoon. It calls connotative meaning. Connotative meaning explains how visual and verbal sign are accepted to the viewers. For example, in the data 13, visual framing is depicted clearly that there are three people in an official room and one of people who is in behind Donald Trump bringing the knife. Here, the cartoonist depicts the knife as a something dangerous. That depiction is called connotative meaning. From that visual framing, the viewers get the meaning that Donald Trump is in danger situation or in problem. Visual framing in 50 political cartoons satire above is easier to catch if there is available the "tool" or the "Mean" in a cartoon. From the tool, the viewers get something striking from the cartoon.

4.1.2.2. The Congruence in Visual and Verbal Sign

In this subsection, when a cartoon is represented in two modalities, visual and verbal, it will affect the meaning. This effect can be congruent or incongruent. The congruence happens when a cartoonist creates a cartoon as a visual sign that relates to verbal sign (Powel, 2015, p. 1001). In other words the verbal sign supports the visual sign. From that congruence, it will improve and give understanding to the viewers about the issues or the actions at that happen at that time. Therefore, the viewers can determine the meaning of the cartoons. It can be denotation meaning or connotation meaning.

For example, the congruence appears in data 31. In this data, the visual sign depicts a colourful stand which is written "Flavored Vapes". That case

looked an attractive view. Then, this argument is supported bu structuring text or bubble thought of Donald Trump. He says "Those flavoured vapes looks pretty good". This case is looked that the visual and verbal sign are congruence or matching. This case appears on the same 36 data from 50 data. Those are data 1, data 2, data 4, data 5, data 6, data 7, data, 9, data 10, data 11, data 12, data 13, data 14, data 15, data 16, data 17, data 20, data 22, data 23, data 29, data 30, data 31, data 33, data 34, data 36, data 38, data 39, data 40, data 41, data 42, data 43, data 44, data 45, data 46, data 47, data 48, and data 50.

Besides, a cartoonist creates the visual sign that is not supported with verbal sign. That creates incongruence between visual and verbal sign that occur with what Caple said (2012, p. 502) that the visual sign can be connected with the verbal sign in a meaningful way but the verbal sign can be independent way. As follows in data 24, the visual sign on the cartoon explains that Indian people kick off Trump to the river. That action is not congruent with the verbal sign. Trump says "Did not see that coming". This data supports the argument of Caple that not all the verbal sign supports the visual sign. This incongruence is applied in 15 data from 50 data. They are data 3, data 8, data 14, data 18, data 19, data 21, data 24, data 25, data 26, data 27, data 28, data 32, data 33, data 35, data 39, and data 49.

4.2 Discussion

In this part, the results of the findings are explored deeply. The researcher elucidated two main points of the research problems. The first point is the components of the visual and verbal signs of Donald Trump's political cartoon

satire. The second is the meaning of the visual and verbal signs of Donald Trump's political cartoon satire.

For the first discussion, the findings already portrayed the total number of political cartoon satire's components that reflects the depiction of Donald Trump in the visual and verbal sign. Here, the researcher found that the political cartoon satire has different components. It is affected by different issues, participants, and tools of the cartoon. Every cartoon represents different issues because the doer and the action of each cartoon are different. The researcher counted all the components around 317 components from fifty political cartoons. The researcher found the doers of visual sign's component were 110 components. Those are the "Sayer" 32 of 110 components, the "Phenomenon" is 28 of 110 components, the "Senser" is 15 of 110 components, the "Actor" is 12 of 110 components, the "Reacter" is 13 of 110 components, the "Goal" is 5 of 110 components, the "Accompaniment" is 5 of 110 components. So, from 317 components, there are 110 that represent the doers. It means that in the political cartoon, the cartoonist uses various participants to support those political cartoons satire. Then, the researcher also found 50 components of the "Mean", 50 components of the "Setting", 35 components of the "Verbal process", and 72 components of the "Bubble thought". Those findings prove that each cartoon uses various participants and tools in fifty political cartoons satire. On the other hand, the cartoonist created the political cartoon satire with "Offer eye contact". It happens because the participant in the cartoon does not see to the viewers. It means that the cartoonists give the chance to the readers to interpret the meaning of the cartoon.

The reader is given the clue to predict what the creator means. It proves by the position and the depiction of the participant in the compositional components of the political cartoon satire.

Continuing the gain of the verbal components, the material process appears the most meaningful part of this present study. It becomes the meaningful part because in fifty political cartoons satire, the material process appears 49 times of 93 sentences. It can take a look in data 1, data 3 especially in the verbal 2, data 5, data 8, data 10, data 14, data 15 (Verbal 1-5), data 16 (Verbal 2), data 18, data 19, data 20 (Verbal 1 and 3), data 21, data 22, data 24, data 25, data 26, data 28, data 29, data 32, data 34, data 35, data 36, data 38, data 44 (Verbal 2), data 46, data 47 (Verbal 2), data 48, and data 50. Those data reflect that the political cartoon shows the experience of the doer in the cartoon. It means that the material process in verbal signs is utilized describing the process of the action. In the other case, the relational process is mentioned in the second position after the material process. This process appears 24 times of 93 sentences that are available in data 2 (verbal 1), data 3 (verbal 1), data 4, data 6, data 7, data 9, data 11, data 12, data 13, data 16 (verbal 1), data 20 (verbal 2), data 23 (verbal 1), data 27 (verbal 1 and 2), data 30, data 31 (verbal 1), data 32 (verbal 1), data 33, data 42, data 43 (verbal 2), data 45 (verbal 1 and 2), data 49. This process reflects the process of simply being. Thus the existential process is the process that relates to the thought or feeling. This process shows 2 times of 93 sentences. Those are in data 39 (verbal 1) and data 44 (verbal 1).

Furthermore, in the first point of discussion, the result of the first finding is related to the depiction of Donald Trump's political cartoon satire. Here, the researcher analyzed by using the combination of Kress and van Leeuwen theory and semiotics of Roland Barthes's framework to deliver the meaning in denotation and connotation meaning. From the visual sign, the researcher found the depiction of Donald Trump of the political cartoon satire as the literal meaning. While, the connotation meaning, the researcher concludes that the way the cartoonist criticizes Donald Trump's policies. Continuing to the verbal sign, the researcher found the depiction of Donald Trump by the verbal sign. In the denotation meaning, the verbal sign of Donald Trump refers to the literal meaning of Donald Trump's utterances whereas, in the connotation meaning, the verbal sign of Donald Trump's policies.

As the descriptive – qualitative research, this researcher found the pattern or the depiction of the visual and verbal signs. In the visual sign, the researcher found 5 representation of fifty political cartoons satire. Those are "Big mouthed", "Big headed", "Big bodied", "Stunted bodied", and "Big bellied". Mostly, Donald Trump is illustrated by oversize in part of the body or his body such as his mouth, his head, his body, and his big belly. Those are different to the stunted bodied but, all the representations refer to the trump's physical body. The first representation is a *big mouthed* that becomes the way of the cartoonist depicts to Trump. The cartoonists tried to imply from their point of view that Donald Trump is represented a big mouth. They illustrate Donald Trump in funny images, but in a political cartoon, that funniest thing can become the great critics to Donald

Trump. Big mouthed is symbolized by the person who has a big mouth or wide mouth. In the other perspective, big mouthed is identified as a product of the cartoonists to critic someone when he talks too much or talks something useless. Big mouthed is represented as a negative perspective of the cartoonist because it implies the critics to Donald Trump. They hope Donald Trump saying the important things only especially, in what Donald Trump says to the public. It is because the utterance of Donald Trump can be the policies to United State citizen.

The second representation is *big headed*. Big headed is the sign of people who have the big size of their heads. In the other meaning, big headed is the creation of the cartoonist to give satire to Donald Trump. This satire creates a negatives perspective because it aims to criticize Donald Trump's performance that has the meaning "Arrogant". Here, the cartoonists illustrate the character of Donald Trump especially in data 1, 5, 6, 7, 11, 18, 21, 29, 43, and 50.

The third representation is *big bodied*. *Big bodied* is identified of the big size or over the size of the body. In other meaning, this representation refers to the power of the leader. Based on Kirby (2015, p. 274) the big body represented the wealthy and the power of someone. Here, Donald Trump as a leader that has the power to create policies. In a big body that has the power of the leader. Donald Trump also has the power to assign and delete his policies that happen in the "Vaping" policy. Whether his policy is supported or criticized, he still has the power to decide it. The fourth representation is the stunted bodied. This representation depicts Donald Trump's character of his action. The stunted bodied is the emblem of people who have a small body. In other meaning, this

representation has a negative perspective on the cartoonists. It becomes a negative perspective because this cartoon is represented the political cartoon satire that explains how the cartoonist criticizes Donald Trump. The negative perspective appears in data 18, 21, 23, 35, 37, 42, 45, and 50.

The last representation is a *big bellied*. This representation appears in data 2, 3, 5, 7, 15, 16, 23, 24, 30, 31, 32, 33, and 49. Those data create the oversize of Donald Trump's stomach. Whether he sits or stands, his big belly seems. In the other point of view, the cartoonist tries to criticize Donald Trump's character that refers to the "greedy" action. This action refers to the negative perspective because at the beginning of the campaign. Donald Trump said that he wants to become a greedy person to waste the wealth of the United State (Rampell, 2019). Thus, the depiction of the visual sign is reflected in Donald Trump's political cartoon satire symbolizing to negative perspective.

As the depiction of the verbal sign, the researcher found three representations. They are the power of the leader, authoritarian style, and racism. Those representations appear from the kind of process of the verbal sign's components. The first is the power of the leader. The component of verbal sign that indicated this representation is the process to argue the condition of the participant or the relationship of the policies to the citizen. Then, the second representation is the authoritarian style. This depiction can indicate by the material process that often uses by Donald Trump such as; build, ban, cut, etc. This material process reveals the way Donald Trump becomes the leader. He inclines to authoritarian style. Lastly, the depiction of the verbal sign is racist

words. This depiction proves by the components of the process and the goal in a verbal sign. Here, Donald Trump strikes use racism to one religion. It relates to Trump's policy about "Ban Muslim". The participant is Trump that the goal is Islam. Besides, the racist words explain by Trump in his policy about "Jerusalem". He moves Jerusalem becomes the capital of Israel. From that data, the cartoonist mentions that Donald Trump is depicted as a racist leader. Thus, the verbal sign is reflected in Donald Trump's political cartoon satire inclining to the negative perspective.

Thus as a second point of discussion, the researcher found the way of the cartoonist delivers the meaning. The first is visual framing. This way is striking to the compositional component that represent how the cartoonist reflections the cartoon. This way proves that the cartoon as a image has the power to depict the issues or the action that happen at that time. In this case, the researcher also found that the "framing" in the compositional component is the reason of the cartoonist creates the cartoon. That way is delivered by the angle or the position of the doer and the action in the cartoon. The second is the congruence in the visual and verbal sign. Each cartoonist has different way to deliver the meaning. Some of them strike to the visual only or in verbal only or sometimes the cartoonist strike their cartoon in visual and verbal sign. In this relation, the congruence between visual and verbal sign is required for this data, especially; this is the political cartoons data that including the sensitive topic. From both ways, delivering the meaning will always be related to the denotation and connotation meaning. By the cartoon, denotation meaning refers to the depiction of the cartoonist and the

connotation meaning refers to the critics to Donald Trump by public who do not agree with Trump's policy.

Moreover, there are several important things in this research. The first is this research proves the visual image of the political cartoon. It portrays by political cartoon satire to criticize individual behaviors. For example, the mouth of Trump full of stone. That refers to the Trump policy of Build the Wall. The second is this research proves the verbal text on political cartoons relates to the experience of the cartoon, the connection between the doer and the action, and the main topic of the verbal text. The third is to help the reader builds the literal meaning and connotation meaning of visual or verbal data. Then, the fourth is to explore the power of visual and verbal data that creates political cartoon satire. It makes the viewer understand the condition by a funny cartoon. For example, the cartoonist used the Donkey to be the reflection of the citizen that contra with Trump. It has the meaning of a funny cartoon. The last is this research proves the visual and verbal depiction pattern of Donald Trump's political cartoon satire on Pinterest.

CHAPTER V

CONCLUSION AND SUGGESTION

This research is the final chapter of this research. It provides an explanation of the result and the suggestion to another researcher.

5.1. Conclusion

This research explored deeply the component of visual and verbal signs that can reveal the meaning of Donald Trump's political cartoon satire. For the components of a visual sign, the researcher uses Kress and van Leeuwen theory which provides the visual sign's components. For the verbal sign components, the researcher applies Systemic Functional Linguistics theory from M.A.K. Halliday that exist four processes of linguistics. They are ideational process, relational process, existential process, and mental process. Then, for delivering the meaning, the writer uses denotation and connotation theory from Roland Barthes to examine the pattern of the visual and verbal signs.

From the results, the researcher concludes that the political cartoon found 317 components from fifty political cartoons. The researcher found the doers of visual sign's component were 110 components. Then, the researcher found 93 sentences in the political cartoon that includes the material process appears 49 times of 93 sentences, the relational process shows 24 times of 93 sentences, the existential process depicts 2 times, and the expression process shows 15 times.

Relating to the components of the political cartoon satire in problem number one, the cartoonist depicted Donald Trump as the main doer that creates the eyeline or the topic of those political cartoons satire. Thus, the researcher can

conclude the depiction of Donald Trump as a political cartoon satire. Visually, the researcher shows 5 depictions of Donald Trump, they are the *big mouthed, big headed, big bodied, stunted bodied and big bellied.* Verbally, the researcher proposes 3 depictions, those are the *power of the leader, authoritarian style, and racism.*

Moreover, the researcher found the way of the cartoonist deliver the meaning. The first, the cartoonist delivers by visual framing. The second, the cartoonist conveys by the congruence in the visual and verbal sign. That becomes the way of the cartoonist to deliver their arguments or their critics. All in all, by giving all the findings of this study, the writer already proved that the components of political cartoon satire relate to give the meaning of it. Moreover, this study could reveal that the verbal sign in the political cartoon can disclaim the visual sign.

5.2. Suggestion

As a final result, the researcher explored the multimodality on the political cartoon satire. It represents whether in the component of visual and verbal sign or denotation and connotation meaning. The researcher found the relation of the component visual and verbal sign. In other words, the researcher found the depiction of visual and verbal signs in the political cartoon satire. Therefore, for further investigation, the researcher truly suggests that the other researcher analyze the political cartoon satire on other fields such as CDA. This way can produce interesting collaboration. Then, by the suggestion, the writer hopes that this study can be a reference for linguistics and can inspire them.

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