

**SEMIOTIC ANALYSIS ON @VANS.INDO INSTAGRAM  
USING PEIRCE'S THEORY**

**THESIS**



**UIN SUNAN AMPEL  
S U R A B A Y A**

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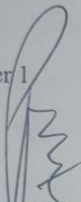
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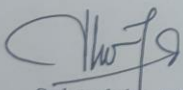
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## ABSTRACT

Abdulloh, T. F. (2023). Semiotic Analysis on vans.indo Instagram Using *Peirce's Theory*. English Literature Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. A. Dzo'ul Milal, M. Pd.

The purpose of this study is to analyse the signs in six vans.indo Instagram pictures. The researcher generated two problem formulations for this study. First, what types of signs are contained in pictures posted on vans.indo? Second, how are the interpretations of signs contained in pictures of vans.indo?

This research uses a qualitative descriptive method. Six online advertising pictures were taken on the official Instagram account page vans. indo. In data collection, all pictures were taken by searching through international network services to get words, images, and symbols that encode semiotic signs on the Instagram account page vans.indoo. The data collection steps are searching for pictures, selecting pictures, classifying the semiotic signs in the selected pictures, and collecting all the signs in the six pictures.

In this research, researchers found three types of semiotic signs: icons, indexes and symbols found in 6 vans.indo Instagram photos. After data analysis, researchers found 31 types of semiotic signs. There are 12 Icons, 8 Indexes and 11 Symbols in 6 vans.indo Instagram photos. The interpretation of signs is explained from the relationship between the sign/representation and its object based on sign classification. From these findings, it can be concluded that there are many objects around where semiotic signs can be found. To understand the signs on the object, interpretation of the signs is needed. This research is recommended for future researchers who want to study semiotic signs. Furthermore, English Department students are encouraged to read this research to better understand and use semiotics.

**Keywords:** semiotics, types of sign, interpretation, Instagram

## ABSTRAK

Abdulloh, T. F. (2023). *Analisa Semiotika Instagram @vans.indo Menggunakan Teori Peirce*. Jurusan Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Prof. Dr. A. Dzo'ul Milal, M. Pd.

Penelitian ini bertujuan untuk menganalisis tanda-tanda pada ke enam foto vans.indo Instagram. Dalam penelitian ini, penulis merumuskan dua rumusan masalah. Yang pertama, jenis tanda apa saja yang diberi kode pada foto yang diposting di vans.indo? Yang kedua, bagaimana interpretasi tanda-tanda yang diberi kode pada foto vans.indo?

Dalam penelitian ini menggunakan metode deskriptif kualitatif. 6 foto iklan online diambil pada halaman akun resmi Instagram vans.indo. Dalam pengumpulan data, seluruh foto diambil dengan cara searching melalui layanan jaringan internasional untuk mendapatkan kata-kata, gambar, simbol yang mengkodekan tanda-tanda semiotik di halaman akun Instagram vans.indo. Langkah-langkah pengumpulan data adalah pencarian foto, pemilihan foto, pengklasifikasian tanda-tanda semiotik pada foto yang dipilih, dan pengumpulan seluruh tanda pada 6 foto.

Dalam penelitian ini, peneliti menemukan tiga jenis tanda semiotika: ikon, indeks, dan simbol yang terdapat pada 6 foto Instagram vans.indo. Setelah dilakukan analisis data, peneliti menemukan 31 jenis tanda semiotik. Terdapat 12 Ikon, 8 Indeks, dan 11 Simbol dalam 6 foto Instagram vans.indo. Penafsiran tanda dijelaskan dari hubungan antara tanda/representasi dengan objeknya berdasarkan klasifikasi tanda. Dari beberapa temuan tersebut, dapat disimpulkan bahwa ada banyak objek disekitar yang dapat ditemui tanda-tanda semiotika. Untuk memahami tanda yang ada pada objek tersebut, dibutuhkan interpretasi tanda. Penelitian ini direkomendasikan bagi para peneliti masa depan yang ingin mempelajari tanda-tanda semiotika. Selanjutnya mahasiswa Jurusan Bahasa Inggris didorong untuk membaca penelitian ini agar lebih memahami dan menggunakan semiotika.

**Kata Kunci:** semiotika, jenis tanda, interpretasi, Instagram



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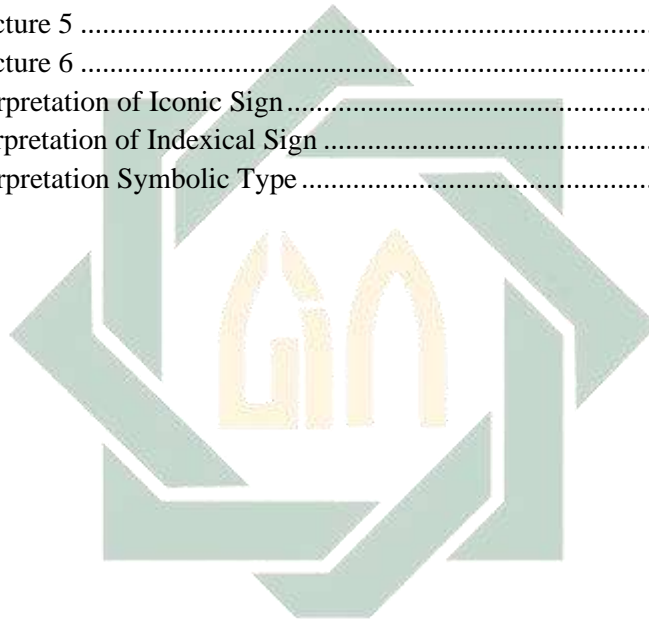
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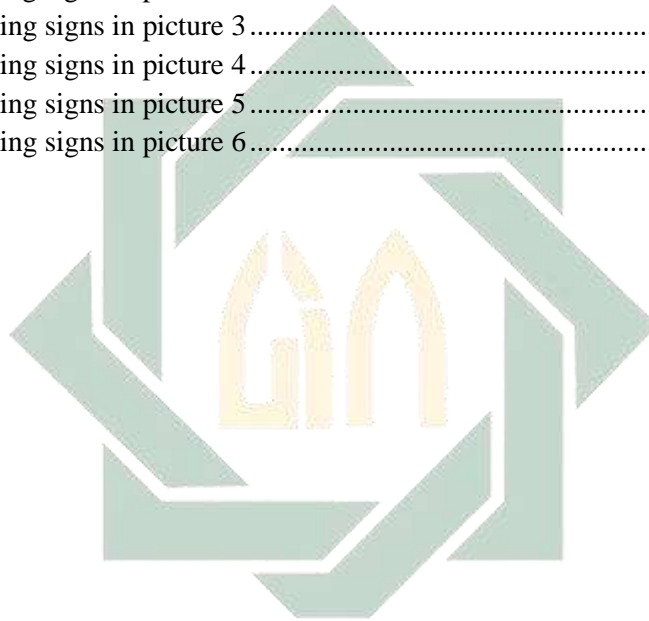
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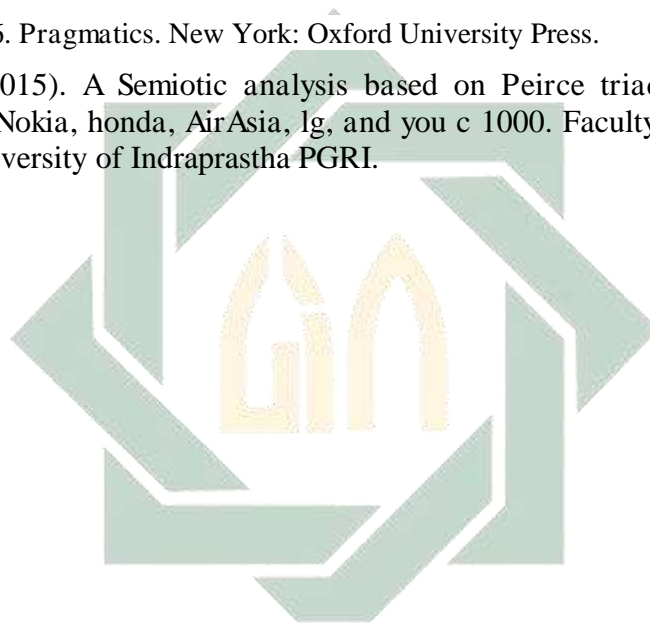
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