THE MEANINGS AND COHERENCE OF VISUAL IMAGESAND VERBAL TEXTS ON @9GAG'S INSTAGRAM

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ABSTRACT

Sofian, S. (2022). *The Meanings and Coherence of Visual Images and Verbal Texts on @9gag's Instagram*. English Department, Faculty of Arts and Humanity. UIN Sunan Ampel Surabaya.
Advisor: Prof. Dr. A. Dzo'ul Milal, M.Pd.
Keywords: Visual Meaning, Verbal text, Coherence, Instagram.

This thesis focuses on analyzing an image and verbal text in social media posts, namely Instagram using an account from @9gag. This study aims to investigate visual meaning of images and coherence between visual images and verbal texts. In this study the researcher answeres the problems in this study, as follows, (1) What are the visual meanings of the images? (2) In what way(s) are the visual images coherent with the verbal texts on @9gag Instagram posts?. Data were analyzed using several modes; pictures and verbal text in one discourse.

The data were analyzed with theory of Representational Meaning from Kress & Lauween's (2011) using the Conceptual and Narrative Representation classifications. Data is managed by creating tables to analyze those meaning based on the process. After finding the unified visual meaning, then using the discourse coherence theory by Baryadi (2002) to look for coherence between the image and verbal text in the image and in the post caption. This study used a descriptive method. The data were analyzed through analysis, describing, and making a complete conclusion from the visual images obtained from the posts as the significance of this research. First the data was found on instagram by searchingfor account@9gag. Second, the image analyzed by creating two different tables with each table having a sub-process which are Conceptual and Narative Representation. Finally, the data are grouped according to their meaning and coherence.

The results of the study showed that there were 10 images included in the Conceptual Representation and 10 images included in the Narrative Representation. The data are those that show visual meanings about comparison of images, a plot of a story, emotional expressions, real life events.. The coherence between images and verbal text shows that there are 8 data indicating logical coherence, 4 data perian coherence, 6 data chronological coherence, and 2 data stimulus-response. Some verbal texts tend to function as descriptions of images, become conversational texts, narrate an event in the image, and connect images to one another.

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ABSTRAK

Sofian, S. (2022). *Makna dan Koheransi gambar visual dan teks verbal di Instagram.* English Department, Faculty of Arts and Humanity. UIN Sunan Ampel Surabaya.
Advisor: Prof. Dr. A. Dzo'ul Milal, M.Pd.
Keywords: Visual Meaning, Verbal text, Coherence, Instagram.

Skripsi ini berfokus pada menganalisis sebuah gambar dan teks verbal pada postingan media sosial yaitu Instagram menggunakan akun dari @9gag. Penelitian ini bertujuan untuk mengetahui makna visual gambar dan koherensi antara gambar visual dan teks verbal. Dalam penelitian ini peneliti menjawab permasalahan dalam penelitian ini, sebagai berikut, (1) Apa arti visual dari gambar-gambar tersebut? (2) Dalam hal apa gambar visual koheren dengan teks verbal pada postingan Instagram @9gag?. Data dianalisis menggunakan beberapa mode; gambar dan teks verbal dalam satu wacana.

Data dianalisis dengan teori Representational Meaning dari Kress & Lauween (2011) dengan menggunakan klasifikasi Conceptual and Narrative Representation. Data yang telah diambil diolah dan dibuat tabel untuk dianalisis maknanya berdasarkan prosesnya. Setelah menemukan kesatuan makna visual, kemudian menggunakan teori koherensi wacana Baryadi (2002) untuk mencari koherensi antara gambar dan teks verbal pada gambar dan pada caption postingan. Penelitian ini menggunakan metode deskriptif. Data dianalisis melalui analisis, pendeskripsian, dan penarikan kesimpulan yang lengkap dari gambaran visual yang diperoleh dari tulisan sebagai signifikansi penelitian ini. Pertama data ditemukan di instagram dengan mencari akun@9gag. Kedua, citra dianalisis dengan membuat dua tabel yang berbeda dengan masing-masing tabel memiliki sub-proses yaitu Representasi Konseptual dan Naratif. Terakhir, data dikelompokkan menurut makna dan koherensinya.

Hasil penelitian menunjukkan bahwa terdapat 10 gambar yang termasuk dalam Representasi Konseptual dan 10 gambar termasuk dalam Representasi Narasi. Data yang menunjukkan makna visual tentang perbandingan gambar, alur cerita, ekspresi emosional, peristiwa kehidupan nyata. Koherensi antara gambar dan teks verbal menunjukkan bahwa ada 8 data yang menunjukkan koherensi logis, 4 data koherensi perian, 6 data koherensi kronologis data, dan 2 data stimulus-respons. Beberapa teks verbal cenderung berfungsi sebagai deskripsi gambar, menjadi teks percakapan, menceritakan suatu peristiwa dalam gambar, dan menghubungkan gambar satu sama lain.

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