

**A SEMIOTIC ANALYSIS: PHENOMENON OF THE
EMOJI USE IN THE ENGLISH CHAT BY INDONESIAN
GEN Z IN THE WACANA WHATSAPP GROUP**

THESIS



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ABSTRACT

Kholiliyah, D. H. (2024). *A Semiotic Analysis: Phenomenon of the Emoji Use in the English Chat by Indonesian Gen Z in Whatsapp Group*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

This research aims to find out the meanings contained in emojis used when communicating using WhatsApp and seeks to enrich the understanding of semiotics, especially signifiers, and signifieds, through online communication in the WhatsApp group of English Literature students "WaCaNa." From this research, we can understand how signifiers and signifieds are used and applied in online communication. In the WhatsApp application, there are emojis that message senders use to represent the emotions they feel when sending messages. This research uses Saussure's (1965) semiotic theory, which focuses on how culture and society shape language, and meaning is one of its significant contributions.

The type of research used was qualitative research using semiotic analysis from Saussure (1965), which is used to see the meaning of the "WaCaNa" WhatsApp group emoji. Qualitative and descriptive approach were used to examine the data obtained in this study. The data collection technique used is a documentation study by collecting screenshots of chat activities of English Literature students who are currently studying at UIN Sunan Ampel Surabaya class of 2021 who are Gen Z. The data analysis techniques used are data presentation, data classification, and semiotic analysis from Saussure.

Through the analysis of screenshots of "WaCaNa" group chat activities, it is evident that the combination of verbal and visual cues enriches digital communication and allows the sender to convey emotions and reactions more effectively. Among the forty eight datas, forty two emojis aligned with the sender's verbal context, while six emojis showed a misunderstanding of meanings. The findings highlight that emojis play an essential role in communication among English Literature students at UIN Sunan Ampel Surabaya, with usage essentially following standard writing conventions.

Keywords: emoji, semiotics, misunderstanding of meaning, Gen Z, WhatsApp.

ABSTRAK

Kholiliah, D. H. 2024. *Sebuah Analisis Semiotika: Fenomena Penggunaan Emoji dalam Obrolan Bahasa Inggris oleh Gen Z Indonesia di Grup Whatsapp*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Tristy Kartika Fi'aunillah, M.A., (II) Prof. Dr. A. Dzo'ul Milal, M.Pd.

Penelitian ini bertujuan untuk mengetahui makna yang terkandung dalam emoji emoji yang digunakan ketika berkomunikasi menggunakan WhatsApp dan berusaha untuk memperkaya pemahaman mengenai semiotika, khususnya penanda (*signifier*) dan petanda (*signified*), melalui komunikasi daring dalam grup WhatsApp mahasiswa Sastra Inggris “WaCaNa” dalam kurun waktu satu tahun. Dari penelitian ini, kita dapat memahami bagaimana penanda dan petanda digunakan dan diaplikasikan dalam komunikasi daring. Dalam aplikasi WhatsApp, terdapat emoji yang digunakan pengirim pesan untuk merepresentasikan emosi yang mereka rasakan ketika mengirim pesan. Penelitian ini menggunakan teori semiotika Saussure (1965), yang berfokus pada bagaimana budaya dan masyarakat membentuk bahasa, dan makna merupakan salah satu kontribusi yang signifikan.

Jenis penelitian yang digunakan adalah penelitian kualitatif dengan menggunakan analisis semiotika dari Saussure (1965), yang digunakan untuk melihat makna dari emoji grup WhatsApp “WaCaNa.” Pendekatan kualitatif dan deskriptif digunakan untuk menelaah data yang diperoleh dalam penelitian ini. Teknik pengumpulan data yang digunakan adalah studi dokumentasi dengan mengumpulkan tangkapan layar aktivitas obrolan grup mahasiswa Sastra Inggris yang sedang menempuh pendidikan di UIN Sunan Ampel Surabaya angkatan 2021 yang merupakan Gen Z. Teknik analisis data yang digunakan adalah penyajian data, klasifikasi data, dan analisis semiotika dari Saussure.

Melalui analisis tangkapan layar aktivitas obrolan grup “WaCaNa,” terlihat bahwa kombinasi verbal dan visual memperkaya komunikasi digital dan memungkinkan pengirim untuk menyampaikan emosi dan reaksi secara lebih efektif. Di antara empat puluh delapan data, empat puluh dua emoji selaras dengan konteks verbal pengirim, sementara enam emoji menunjukkan kesalahpahaman makna. Temuan ini menyoroti bahwa emoji memainkan peran penting dalam komunikasi di kalangan mahasiswa Sastra Inggris di UIN Sunan Ampel Surabaya, dengan penggunaan yang pada dasarnya mengikuti konvensi penulisan standar.

Kata Kunci: emoji, semiotika, kesalahpahaman makna, Gen Z, WhatsApp

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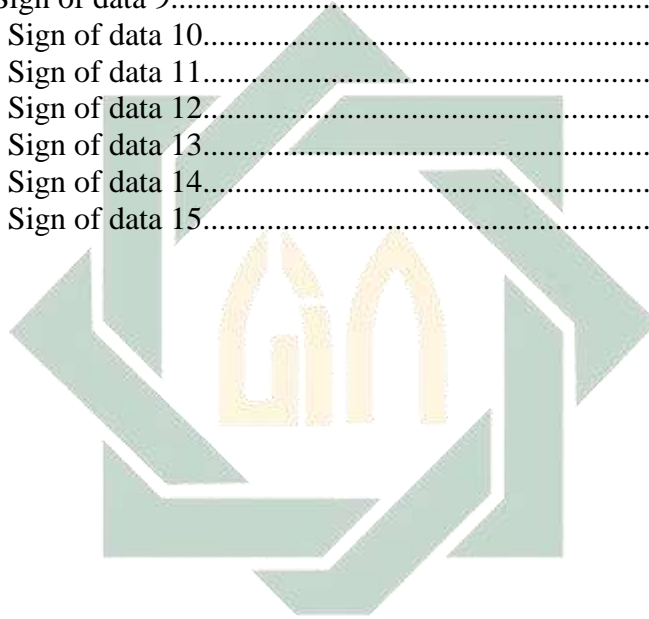
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