

**DECODING LUCIFELA'S EXPRESSIONS IN
WEBTOON SERIES *FROM A KNIGHT TO A LADY*: A
VISUAL SEMIOTIC AND DISCOURSE ANALYSIS
STUDIES
THESIS**



UIN SUNAN AMPEL
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*FROM A KNIGHT TO A LADY: A VISUAL SEMIOTIC AND
DISCOURSE ANALYSIS STUDIES*

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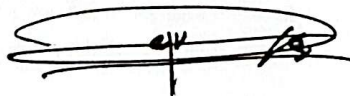
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ABSTRACT

Syuhra, M.A.P. (2024). *Decoding Lucifela's Expressions in a Webtoon Series From a Knight to a Lady: A Visual Semiotic and Discourse Analysis Studies*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd, (II) Raudlotul Jannah, M. App. Ling.

The study is aimed to examine Lucifela Aydin's expression in *From a Knight to a Lady* Webtoon. Therefore, in this study the author will answer the formulation of the problems in this study, namely (1) how are the visual semiotics of Lucifela's expression represented? and (2) what are the significance and purpose of a narrative to complement Lucifela's expression?

This study uses qualitative approach in relation to the use of clear and systematic description about the phenomena being studied. Descriptive study in textual analysis was applied in this study to analyze conversation of the main characters expressions in Webtoon. Data was collected by taking a screenshot of each panel featuring Lucifela's face in *From a Knight to a Lady* Webtoon and noting the narration next to the image. There were 77 images identified, which were then reclassified based on their expressions. From the classification process, six types of expressions have been found: anger, confusion, ecstasy, anxiety, arrogance, and shyness. The images were then identified with Charles Sanders Peirce's visual semiotics to determine the object, representation, and interpretation. Meanwhile, the narratives were analyzed using James Paul Gee's discourse analysis to see the significance and purpose of the communication or words.

The results of the study show that the six expressions that have been identified provide an overview of human expressions. Similarly, learning about communication's significance and purpose can help one position oneself when interacting with others. Therefore, this study shows that comics are not just an entertainment medium but can also be used as a learning medium. Suggestions for future research are to add the social psychology side to see how changes in expression can be influenced by social conditions and the people with whom they interact.

Keywords: visual semiotics, discourse analysis, Lucifela's facial expression

ABSTRAK

Syuhra, M.A.P. 2024. *Menguraikan Ekspresi Lucifela dalam Serial Webtoon From a Knight to a Lady: Sebuah Studi Semiotika Visual dan Analisis Wacana*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd, (II) Raudlotul Jannah, M. App. Ling.

Penelitian bertujuan untuk meneliti ekspresi Lucifela Aydin pada Webtoon *From a Knight to a Lady*. Maka dari itu dalam studi ini penulis akan menjawab rumusan masalah dalam penelitian ini yaitu (1) bagaimana visual semiotika pada ekspresi Lucifela direpresentasikan? (2) apa signifikansi dan tujuan sebuah narasi ada untuk melengkapi ekspresi Lucifela?

Penelitian ini menggunakan pendekatan kualitatif deskriptif untuk mendapat deskripsi yang jelas dan sistematis tentang fenomena yang sedang dipelajari. Studi deskriptif dalam analisis tekstual diterapkan dalam penelitian ini untuk menganalisis ekspresi karakter utama dalam Webtoon. Data dikumpulkan dengan mengambil tangkapan layar di setiap panel yang menampilkan wajah Lucifela pada Webtoon *From a Knight to a Lady* beserta mencatat narasi yang ada bersebelahan dengan gambar. Terdapat 77 gambar telah teridentifikasi yang kemudian diklasifikasikan kembali berdasarkan ekspresinya. Dari proses klasifikasi terhitung ada enam jenis ekspresi yang telah ditemukan, yaitu: kemarahan, kebingungan, kebahagiaan berlebih, kecemasan, kesombongan, dan malu. Gambar-gambar tersebut kemudian diidentifikasi dengan visual semiotika milik Charles Sanders Peirce untuk mengetahui objek, representasi, dan interpretasinya. Sementara itu untuk narasi dianalisa dengan analisa wacana milik James Paul Gee untuk melihat signifikansi dan tujuan komunikasi atau perkataan tersebut.

Hasil studi menunjukkan bahwa enam ekspresi yang telah teridentifikasi memberi gambaran terkait ekspresi manusia. Sama halnya dengan mempelajari mengenai signifikansi dan tujuan berkomunikasi dapat membantu diri sendiri memposisikan saat sedang berinteraksi dengan orang lain. Dengan itu penelitian ini menunjukkan bahwa komik bukan sekedar media hiburan tetapi dapat juga digunakan sebagai media belajar. Saran untuk penelitian yang akan datang adalah untuk menambahkan sisi psikologi sosial untuk melihat bagaimana perubahan ekspresi dapat dipengaruhi oleh kondisi sosial dan orang yang diajak berinteraksi.

Kata Kunci: visual semiotika, analisa wacana, ekspresi wajah Lucifela

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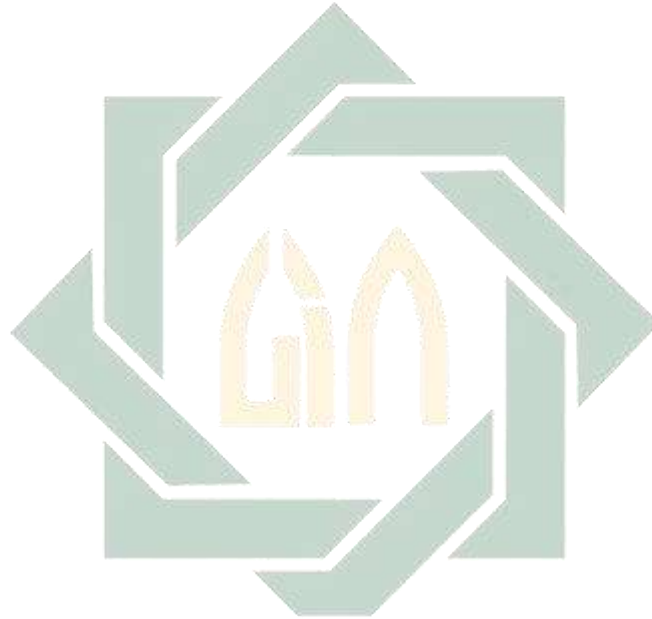
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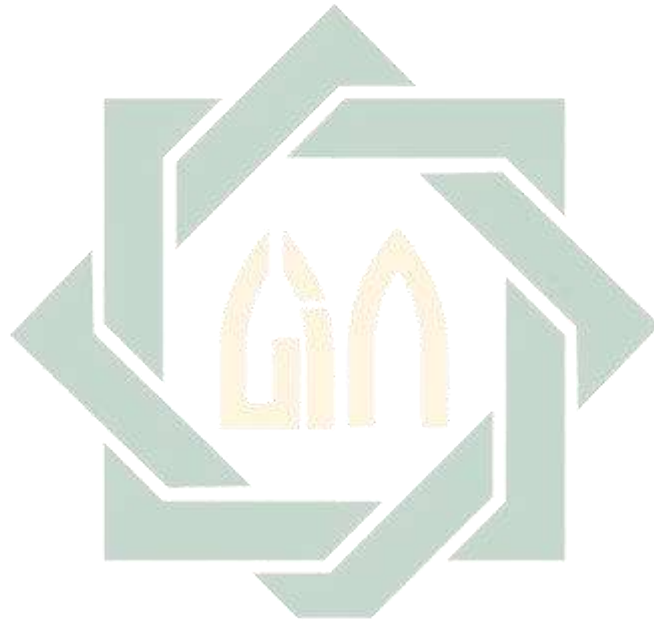
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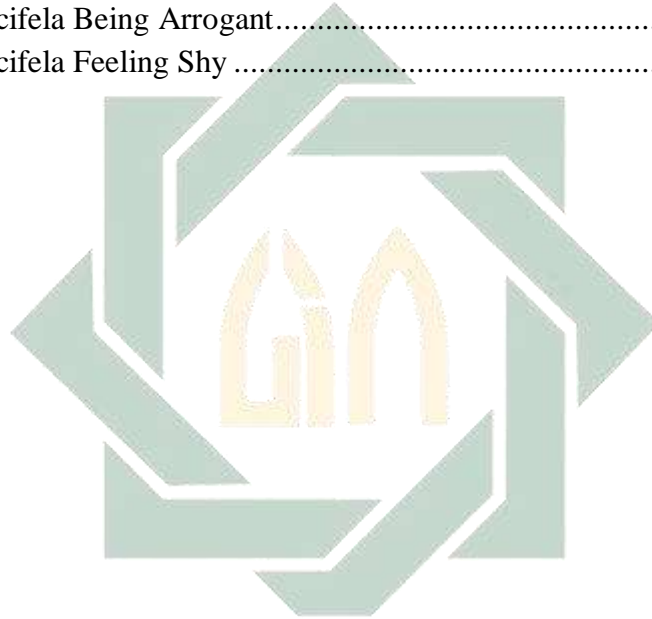
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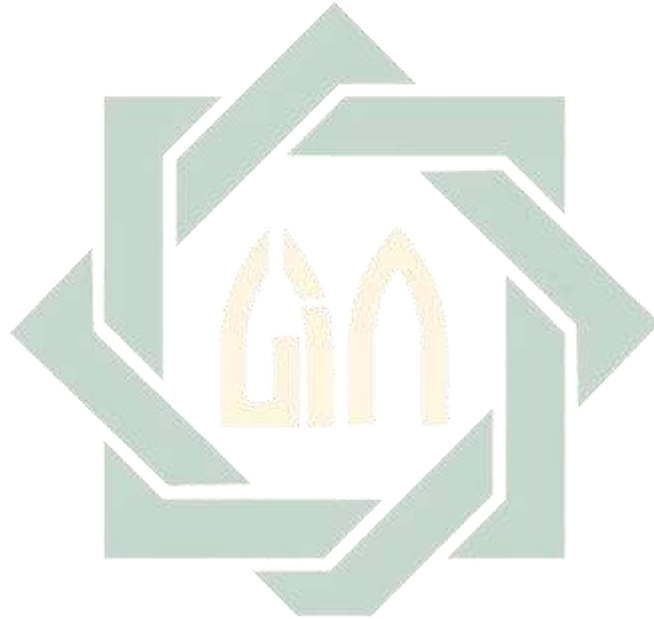
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