

Semiotics Analysis on Historical Memes in Eno Bening's Tweet Replies

F. BETHAVIANUS BAYU DEWANTO
Universitas Dian Nuswantoro, Semarang

SETYO PRASIYANTO CAHYONO
Universitas Dian Nuswantoro, Semarang
setyo.cahyono@dsn.dinus.ac.id

ABSTRACT

This research is entitled Semiotics Analysis on Historical Memes in Eno Bening's Tweet Replies. The study concerns with all the way the researchers explore the meaning of representamen/signs on either non-verbal and verbal data of historical memes in Eno Bening's tweet replies. The method used in this paper is descriptive qualitative analysis where the researchers describe the meaning of the memes. The researchers also use semiotics analysis proposed by Peirce's semiotic analysis (1994) in order to discover the interpretation of meaning implied in the memes. From the analysis, the researchers conclude that the historical memes in Eno Bening's tweet replies mostly used to retell a story of historical events that happened in the past. Furthermore, memes are also used to criticize, give an opinion and also satirize a historical event.

Keywords: Semiotics, Meme, Media Social, Twitter, Peirce's Semiotic Triad

INTRODUCTION

Semiotics is a study of the function of sign systems (A'la, 2011). Semiotics was developed by a Swiss Linguist named Ferdinand de Saussure. Saussure believes that a sign consists of 2 parts. Those are 'signifier' and 'signified'. Signifier is physical form of a sign while signified is the concept that signifier refers to. Based on Saussure's concept, Peirce adds that signifier consists of 3 types which are Icon, Symbol and Index. Therefore, this study is capable to analyze things that contain a sign. Sign itself can be realized by words, images, sounds, acts, etc. However, those things are not able to be identified as signs if people have not invested a meaning to them. Human uses the sign in many ways to express what he or she thinks and communicate to others such as talking in his or her language, telling vehicles to go or stop by using traffic light, sending an idea through meme, and so on. Meme has become popular to be used as a new form of communication in social media since it mostly reflects common issues humorously. Meme is the representation of human interest or common issue like the story, life experiences, education, and even religion realized through a picture and text or even a video (Handayani, et al, 2016). It is usually used to deliver a joke made by memer or meme creator. However, by the development of meme, many people use it to criticize, send opinions, advertise, giving a positive vibe or warm vibe and so on. Therefore, meme is not always supposed to be funny. There are types of memes such as dank meme which is related to hilarious nonsensical meme, historical meme, a meme that deals with historical events, political meme that deals with political issues and so on.

Historical memes in Eno Bening's tweet replies are used to be the data. Eno Bening is a social media strategist and an Indonesian YouTube content creator who frequently reviews the memes

that his fans and viewers send to him through his social medias such as Facebook, Instagram and Twitter on his videos. The following is the example of the data:



FIGURE 1. A meme posted by Hidayanto Luthfi on July 27, 2020.

The meme above is considered as historical meme since it contains a historical event. The meme tells that Prof. DR. Moestopo joined the war against Britain forces in Surabaya although he is a doctor.

Some previous studies on memes have been conducted by several scholars among of them are Asih (2016) "A Semiotic Analysis of the Advertisement of Bukalapak Compared to Tokopedia And Elevenia". In her study, she explains that the customers are interested more to access a website that gives secure concept than a concept that show goods with a low price. Next is "Analisis Semiotika Meme 'Profesi yang Tidak Dapat Work From Home' Selama Pandemi Covid-19" by Widiastuti, dkk (2020). The study found that the memes are political critics to the government. Afterward, a thesis by Nazareta (2017) from Universitas Dian Nuswantoro entitled "Semiotics Analysis of Oriflame Catalogue". The thesis explains that by using cheerful good-looking models and a good tagline, the advertiser can convince the customers that its products have good quality. In so doing, based on those previous studies, this present study focuses on the implied meaning on historical memes in Eno Bening's tweet replies in order to enlighten the implied meaning of the memes.

Historical meme is chosen to be the primary data of this study since it is able to make people to represent, criticize, explain, argue historical events creatively and it is very popular to be used recently in social media to express what users or people think. Furthermore, memes in Eno Bening's tweet replies are chosen since the memes are various and the tweet was a meme submission place for historical memes only. The followers reply it with memes and they mostly use meme formats which each format has its own function such as to emphasize something, conduct similarity of 2 things or more, to compare things, to criticize a topic and so on. Therefore, Semiotics analysis is used to analyze the representations and the meanings of signs that appear or are used on memes in Rumah Lelang #MemeIndonesia.

LITERATURE REVIEW

SEMIOTICS

The Semiotic Triad or Peirce's Semiotic Triad is the concept of interaction and relationship between the representamen, interpretant and object. The Peirce's Triad diagram is shown in Figure 2. Peirce sees representamen, interpretant, object are parts of sign. Each point in the triangle is

dependent. representamen is a form of a sign. And then interpretant is an understanding or sense in mind of observer. Lastly, object is a referent of a sign, to which it refers to.

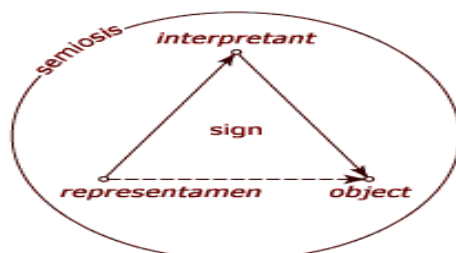


FIGURE 2. Peirce's Semiotic Triad Model

MEME

The term 'meme' is originally described as a unit of cultural information such as behavior, idea and fashion that is imitated and spread from person to person within a culture. However, in internet culture, memes are used to refer to many things such as video, images, person, event and so on. Therefore, in the internet, meme is able to be described as an emerging form of discourse which is prevalently shared through social media, forums and general internet culture (Chandler, 2013). The internet meme becomes really popular since it is able to be a joke, satire, and a media to express what the internet users think. It is commonly made from images, videos, texts or combination of them. According to Chandler, the development and history of the meme concept are able to be divided into two epochs which are memes understood as theoretical unit of cultural transmission and memes understood as particular Internet artifacts.

HISTORICAL MEME

Historical meme is basically a meme that uses historical event as a joke (Fauzian, 2019). To understand the historical meme, people need an acknowledgement of the event that its maker wants to deliver. The meme commonly has at least one hint of a historical event. It can be setting of the event, characters that appear in the event and so on.

METHODOLOGY

The descriptive qualitative method is used in this study in order to be a tool to elaborate the Semiotic analysis and the meaning of memes in Eno Bening's tweet replies. In addition, the findings of this study are served in descriptions, not percentages. Meanwhile, in collecting the data, the researchers chose Eno Bening's tweet on his Twitter account on July 27, 2020 purposively. Furthermore, the source of the data in this study is memes in tweet replies on Eno Bening's Twitter account in July 27, 2020. Eno Bening is a social media strategist and also a content creator on YouTube. He frequently makes a video where he is reviewing memes that his

viewers submitted. For the data analysis, the researchers employ semiotics analysis framework by Peirce (1994) as the approach of this study.

FINDINGS AND DISCUSSION

In this part, the findings are discussed through their analysis that covers non-verbal and verbal data analysis. The sub-chapter shows how the data examined and elaborated, so the meaning of the memes was obtained. The non-verbal and verbal data in the memes were analyzed based on Peirce’s Semiotic Triad (1931-58). The data has passed the semiotic process which considers the Representamen, Object and Interpretant. The non-verbal data was selected by considering how support the sign is to observer’s interpretation. The non-verbal data was marked (1, 2, 3, and so on) while verbal data was marked (a, b, c, and so on). The detailed explanation is able to be seen below.


Data 1




The first data is a meme about Prof. DR. Moestopo that was posted by Hidayanto Luthfi on Twitter on July 27, 2020. It can be seen in the figure 2 below:



The expression that is shown in Figure 7 draws Prof. DR. Moestopo is thinking about using gun to kill British soldiers. The way he is looking at the gun makes it clear that he is thinking to use gun to kill the British soldier. The gesture that is shown in Figure 7 shows Prof. DR. Moestopo is preparing the gun to be used. The last non-verbal data that is found is a coat that Prof. DR. Moestopo wears, that type of coat is usually worn by the scientist or doctor. Therefore, the man could be either doctor or scientist. Furthermore, the background shows that Prof. DR. Moestopo is in a treatment room. Therefore, it can be said that Prof. DR. Moestopo who is either the doctor or the scientist is about to use the gun to kill British soldiers.

TABLE 1. Non-verbal analysis of the meme of Prof. DR. Moestopo

No.	<i>Representamen</i>	<i>Object</i>	<i>Interpretant</i>
1		Thinking, wondering, blanking.	The man thinking about using the gun to kill british soldiers.

2		Preparing the gun.	The man is going to use the gun.
3		A scientist or doctor Coat	The man is either doctor or scientist
4		Background, doctor room, treatment room	Prof. DR. Moestopo is in a treatment room

The first verbal data which is “British expeditionary forces attacking Surabaya” explains the setting of the meme. It shows the event that is happening now. From there, it can be said that the event happens during the attack of British expeditionary forces in Surabaya. Then, “Prof. DR. Moestopo:” who is actually an Indonesian hero shows that person is involved in the event. The mark (:) in “Prof. DR. Moestopo:” shows the action or the dialogue of the character which means that the participation of Prof. DR. Moestopo is explained by the picture or the non-verbal data. “I’m a healer, but...” shows the intention of the character. The word ‘but’ shows the contrary of the clause before which is “I’m a healer”. The title of Moestopo which is DR. and a clause “I’m a healer” support that in summary, Prof. DR. Moestopo who actually is a doctor is going to kill the British soldiers during the attack of British expeditionary forces in Surabaya even though it is not his duty as a doctor.

TABLE 2. Verbal analysis of the meme of Prof. DR. Moestopo

No.	Representamen	Object	Interpretant
1	British expeditionary forces attacking Surabaya.	Environment situation, what is happening now.	The event happens during the attack of British expeditionary forces in Surabaya.
2	Prof. DR. Moestopo:	The name of a person, an Indonesian hero.	The guy with that name involved in the event.
3	I’m a healer, but...	intention	The guy is about to kill the British soldiers which is not his duty as a healer or a doctor.

The scene in the meme was taken from episode 21 of After War Gundam X when the ship was attacked by their enemy. The crews grabbed their weapon including the doctor in order to prevent

the attack of the enemy. To sum up, the creator wants to tell to the viewers that even though Prof. DR. Moestopo is a doctor, he also participated to a fight against the British expeditionary forces who were attacking Surabaya




Data 2

The second data is a meme of Italy in Axis that was posted by dulhobbs on Twitter on July 27, 2020. The meme is illustrated in the figure below.



The expression that is shown in Figure 8 tells that Italy is depressed about the situation of Axis. The hand gesture in Figure 8 can be interpreted as a peace sign or symbol which has a meaning that Italy is neutral or Italy does not want to deal with the situation of the Axis. The low opacity of Italy that is shown in second box of Figure 8 draws that Italy is fading away which means Italy is about to leave the Axis. The last is a paved way with plants at each side of the way in the last box. It tells that Italy has already left from the place. Therefore, it can be said that Italy is depressed about the situation of the Axis and does not want to deal with that. Then Italy chooses to leave the Axis.

TABLE 3. Non-verbal analysis of the meme of Italy in Axis

No.	Representamen	Object	Interpretant
1		Blank, depressed, confusion.	Italy is depressed about what is situation in Axis
2		Peace sign	Italy does not want to deal with the situation of the Axis.
3		Fading	Italy is about to leave the place.

4		Road, the background of the image	Italy disappeared or left.
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The phrase “Italy in Axis” tells about the setting of the meme or the event that is happening in the meme. Axis is an alliance of Nazi, Japan and Italy that was established in 1939. Therefore, “Italy in Axis” tells that the event happens when Italia was in the Axis.

TABLE 4 . Verbal analysis of the meme of Italy in Axis

No.	Representamen	Object	Interpretant
1	Italy in Axis	Environment situation, what is happening now.	The event happens when Italia is incorporated with Axis.

According to knowyourmeme.com, the meme indicates someone leaving a confusing or aggressive situation. To sum up, the meme maker wants to tell that Italy left Axis because Italy does not want to deal with the situation that Axis faces. The situation here is the Allied invasion to Axis members. In the history, Italy left the Axis and switched side to the Allies since the Allies had successfully invaded Italy on September 3, 1943.

Data 3

The third data is a meme of Indonesia National Revolution that was posted by RafiHermanzz on Twitter on July 27, 2020. Below is the figure of the meme.



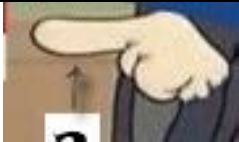






The meme of Indonesia National Revolution

The National flags that appear in Figure 9 show that the characters represent the countries that appear in the meme. The gesture of pointed finger with closed hand tells Netherlands is pointing at Indonesia. The gesture of Netherlands that hides some of his body behind the door shows that the Netherlands is afraid of Indonesia. Then the gesture of Puffed out the chest and closed hands below the chest shows that United Kingdom and Dutch east Indies are powerful and seem ready to fight Indonesia. Therefore, it can be said that Netherlands is asking U.K. and Netherlands’s colony for a help to fight Indonesia.

TABLE 5 Non-verbal analysis of the meme of Indonesia National Revolution

No.	Representamen	Object	Interpretant
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1		Netherlands National Flag	The character is a Dutch.
2		Indonesian National Flag	The event involves Indonesia in it
3		Pointing, emphasizing, commanding.	The Dutch asks U.K. and Dutch East Indies to fight Indonesia
4		Powerful, Angry.	The character is going to fight Indonesia
5		Flag of United Kingdom	The character is British
6		Flag of Dutch East Indies	The character is from a Dutch colony
7		Fear, Defense	Netherlands afraid of Indonesia

The phrase “Indonesia national revolution in nutshell” and the sentence “When Indonesia Declare Independence” are both environment situation since they inform the event of the meme. The event happened after Indonesia declares its independence which made the Dutch, United Kingdom, and the Dutch colony came to fight Indonesia. The arrival of those countries triggers the event which is Indonesia National Revolution.

TABLE 6 Verbal analysis of the meme of Indonesia National Revolution

No.	Representamen	Object	Interpretant
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1	Indonesia national revolution in nutshell	Environment situation, what is happening now.	The event happens during the Indonesia Revolution.
<hr/>			
2	When Indonesia Declare Independence	Environment situation, what is happening now.	The event happens after the independent declaration of Indonesia

The scene in the meme was taken from Tom and Jerry cartoon. Based on knowyourmeme.com, it is about Tom points a team of cats to an object that they will fight. To sum up, the meme creator wants to conclude the Indonesia National Revolution event when there was a Dutch Military Aggression in Indonesia which involved United Kingdom and the Dutch colony to help the Dutch taking over Indonesia again since Indonesia was not as easy as before to be conquered.

Data 4

The fourth data is a meme of Pearl Harbor that was posted by AfxRenji on Twitter on July 27, 2020. This meme is illustrated in the figure below.












Meme of Pearl Harbor

The American in the first box shows that he is a soldier. Then an anti-aircraft tells that it is prepared to shoot the Japanese aircraft. Then the sandbags surrounding the soldier shows that they are being used to protect the soldier. In the second box, the binocular tells that the binocular is used to observe or see the aircraft clearly by the soldier. Furthermore, the gesture of the soldier shows that the soldier is using the binocular. In the third box, there is a Japanese aircraft that is going to attack American soldiers. Then in the fourth box, the expressions of the American soldiers show tells that they got injured. Then the deep hole and pickles on the floor tells that the area was attacked. The pickles represent the ammunitions that are used by the Japanese aircraft to the soldiers.

TABLE 7 Non-verbal analysis of the meme of Pearl Harbor

No.	<i>Representamen</i>	<i>Object</i>	Interpretant
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1		Soldier	The American is a soldier
2		Anti-aircraft weapon	Anti-aircraft is prepared to shoot the Japanese aircraft
3		Sandbag, cover	The sandbags are prepared to be a cover from the attack
4		Binocular	It is used to observe or see the Japanese aircraft clearly by the soldier
5		Holding a binocular	The soldier is using a binocular
6		Plane, aircraft	The aircraft is going to go attack the soldier
7		Injured	The soldier gets injured
8		Injured	The soldier gets injured
9		Cause of attacked	The area was attacked

In the first box and the second box there is “USA” which show that the soldier is an American. Then, in the third scene, the clause “Japan attacked” tells that the Japanese aircraft is attacking

USA. In the fourth box, there is “USA” as well which represents the USA situation after getting attacked by Japanese aircraft.

TABLE 8 Verbal analysis of the meme of Pearl Harbor

No.	Representamen	Object	Interpretant
1	USA	The name of a country, United States	The man is from United States
2	USA	The name of a country, United States	The man is from United States
3	Japan attacked	Action	Japan attacking USA
4	USA	Situation	The situation after getting attacked.

To put it all together, the meme refers to the event when the Pearl Harbor got attacked by Japanese aircrafts. The meme maker also gives his opinion in the meme. The meme maker has an opinion that USA was actually able to prevent the attack since there is an anti-aircraft shown in the meme but USA chose to let themselves to get attacked.

Data 5



The fifth data is a meme of Agreements Violation that was posted by Yusfa H. Adilla on Twitter on July 27, 2020. The description of the meme is shown in the figure below.



Meme of Agreements Violation

The expression of the Dutch shown in Figure 6 shows that the Dutch is angry because of the Agreements. Then the door sign represents physical proof of the agreements which are preventing the Dutch or Netherlands to mess with Indonesia. Therefore, the Dutch is angry since the agreements prevent the Dutch or Netherlands to mess with Indonesia.

TABLE 9. Non-verbal analysis of the meme of Agreements Violation

No.	Representamen	Object	Interpretant
1		Angry, Mad	The girl is angry because of the door sign
2		Door sign	A door sign that is hang at the door in order to prevent the girl to mess with Indonesia

“Linggarjati Agreement” and “Renville Agreement: are the agreements that have been made between Indonesia and Netherlands. Thus, the event happens after those agreements were made. The word “Dutch” shows that the event involves Netherlands. Then the sentence “That agreement won’t stop me because I can’t read” tells that Netherlands is ignoring the agreements.

TABLE 10. Verbal analysis of the meme of Agreements Violation

No.	Representamen	Object	Interpretant
1	Linggarjati Agreement	A legal agreement between Indonesia and Netherlands	The event happens after Linggarjati Agreement was made
2	Renville Agreement	A legal agreement between Indonesia and Netherlands	The event happens after Renville Agreement was made
3	Dutch	Netherlands	The event involves Netherlands
4	That agreement won’t stop me because i can’t read	Rejection, ignoring.	The character is ignoring the agreements

Based on knowyourmeme.com, the scene in the meme was taken from television series called Arthur. The meme is used to express persistency for a better judgement. In the end, the meme refers to Dutch military aggression 1 and 2 in Indonesia. Although Netherlands and Indonesia have made agreements, they kept coming to attack Indonesia through

the military aggression 1 and 2. The meme is an innuendo or satire to Netherlands since the meme maker uses “That agreement won’t stop me because i can’t read” to mock the Dutch that they were not able to read the agreements.

Data 6




The sixth data is a meme of Japan’s Hidden Intention that was posted by reihandt on Twitter on July 27, 2020. Below is the example of the meme.



Meme of Japan’s Hidden Intention

The expression shown in Figure 11 shows that Japan is doubting or disagree about giving Indonesia a freedom. Then the gesture of Right hand opened, the palm is on the top and the back on the bottom tells that Japan explains that he doubts it. Therefore, it can be said that Japan explains that they are not going to give Indonesia a freedom.

TABLE 11. Non-verbal Analysis of meme of Japan’s Hidden Intention

No.	Representamen	Object	Interpretant
1		Doubting, disbelief, scepticism.	Japan is doubting about giving Indonesia a freedom.
2		Explaining	Japan explains that he doubts it.
3		Soldier suit, soldier	The man who is explaining is Japanese soldier

The dialogue “Indonesia ppl after Japanese come to Indonesia: Finally, no more pain, you gave us a freedom right?” tells that Indonesia was in suffering and put a hope to Japanese to set them free. The phrase “Japan:” tells that Japan is involved in the event, a mark (:) indicate a dialogue or action of the character. Furthermore, the phrase “Well yes but actually no...” is a disagreement that is stated by Japan. Therefore, it can be said that Japan disagrees with what the Indonesians said to them and will not give Indonesia a freedom.

TABLE 12. Verbal Analysis of meme of Japan’s Hidden Intention

No.	Representamen	Object	Interpretant
1	Indonesia ppl after Japanese come to Indonesia: Finally, no more pain, you gave us freedom right?	Dialogue of the character involved in meme.	Indonesia was in suffering and put a hope to Japanese to set them free.
2	Japan:	The name of the country, Japanese	The event involved Japan or Japanese.
3	Well yes but actually no...	Disagreement	Japan in the meme disagrees about something.

Knowyourmeme.com explains that the scene of the meme was taken from a film called ‘So You Want To Be a Pirate’. In the scene, character Pirate Captain says “good guess but actually no”. However due to pronunciation, it might be misheard as “well yes, but actually no”. Therefore, it indicates a disagreement to a statement that has been stated before.

To sum up, the meme maker wants to tell about the event when Japan successfully kicked Netherlands out of Indonesia. Nevertheless, the Japan also had the same goal as Netherlands which was colonizing Indonesia and took the spices. The meme is also a critic to the Japan’s Triple A Movement since the meme has a clause “Well yes but actually no...”. Triple A Movement is an abbreviation of Nippon, the light of Asia, Nippon, the protector of Asia and Nippon the leader of Asia. However, it is a propaganda that was used by Japanese Emperor in World War II to get Indonesia support to help Japan in World War II. Furthermore, even though in Triple A Movement there is a sentence that says ‘Nippon, the protector of Asia’, what Japan did to Indonesia at that time were similar to everything that Netherlands did to Indonesia back then.

Data 7



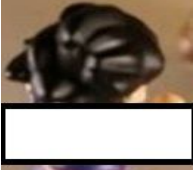



The seventh data is a meme of False Protection that was posted by sadwasdied on Twitter on July 27, 2020. Figure 8 below is the illustration of the meme.



The Fallen spaghetti jar which makes the spaghetti comes out in the first box represents the Netherlands’s attacks to Indonesia. The gesture of arms extended on its each side, the body slightly tilted and wide leg stance shows that Japan is protecting Indonesia from Netherland’s attacks. Furthermore, the little boy represents that Indonesia is powerless and the gesture of hands raising that the Indonesia show tells that Indonesian gets shock to the attack. Then the expression of one

of the eyebrows slightly lower than the other one that a Japanese soldier show in the second box shows that Japanese soldier is doubting about they were protecting Indonesia from the attacks. The suit that the character wears draws that the character in the second box is a Japanese soldier. Moreover, the gesture that the Japanese soldier show in second box stells that a Japanese soldier is explaining that he is doubting about its soldiers protecting Indonesia.

TABLE 13. Non-verbal Analysis of meme of False Protection

No.	Representamen	Object	Interpretant
1		Fallen spaghetti jar, an attack	The Netherlands attacks Indonesia
2		Stopping, preventing	Japanese soldiers stopping the Netherlands attack
3		Powerless, shocked, a boy	Indonesia is shocked by the attack
4		Doubting, disbelief, scepticism.	Japanese soldier is doubting about Japanese soldier protecting Indonesia
5		Explaining	Japanese soldier is explaining that he is doubting about Japanese soldiers protecting Indonesia
6		Soldier suit, soldier	Japanese is doubting about the depiction.

Japan, Netherlands and Indonesia are the countries involved in the event. Netherlands represents its soldier, Japan represents its soldiers and Indonesia represents its citizens. Then the sentence “Well yes, but actually no...” in the second box tells that the Japanese soldier in the second scene disagrees about Japanese soldiers protecting Indonesia.

TABLE 14. Verbal Analysis of meme of False Protection

No.	Representamen	Object	Interpretant
1	Netherlands	The name of a country, the soldiers of the country	The event involves Netherlands or its soldiers
2	Japan	The name of a country, the soldiers of the country	The event involves Japan or its soldiers
3	Indonesia	The name of a country, the citizens of the country	The event involves Indonesia or its citizens
4	Well yes, but actually no...	Disagreement	The character disagrees about the man protecting the boy

The meme above is a combination of two meme format which are So You Want to Be a Pirate meme and Piccolo vs Spaghetti meme. As discussed before in Data 5, based on knowyourmeme.com, the meme indicates a disagreement to a statement that has been stated before. While the Piccolo vs spaghetti meme refers to Dragon Ball scene where Piccolo saves Gohan from powerful attack. Where So You Want To Be a Pirate meme indicates a disagreement to a statement that has been stated before. To put it all together, the meme creator wants to tell the event when Japan kicked out Netherlands from Indonesia and said that Japan was a distant relative of Indonesia. However, Japan also intended to colonize Indonesia.

Data 8





The eighth data is a meme of a Great Meeting Photo that was posted by alnonyyxx on Twitter on July 27, 2020. The example of the me is shown in the figure 9 below.



The expression that Soekarno shows tells that he is giving a speech. Then the megaphone shows that it is being used to make the sound louder by Soekarno who is giving a speech. Then the Indonesians looking at Soekarno tells that they are paying attention to his speech. The open field represents the Ikada field.

TABLE 15. Verbal Analysis of meme of a Great Meeting Photo

No.	Representamen	Object	Interpretant
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1		Shouting, yelling	Soekarno is giving a speech
2		Megaphone	The megaphone is used to make the sound louder.
3		Paying attention	The Indonesians pay attention to Soekarno giving a speech
4		Open field	The event takes place at the Ikada field.

The phrase “Rare image of a figure holding a large meeting in the Ikada field (19 September 1945, colorized)” tells that the image was a photo of a figure holding a large meeting in the Ikada field taken in September 19, 1945 and has been colorized. The figure here refers to Soekarno who was the only one giving a speech at the meeting. Therefore, the phrase is the description of the non-verbal data.

TABLE 16. Non-verbal Analysis of meme of a Great Meeting Photo

No.	Representamen	Object	Interpretant
1	Rare image of a figure holding a large meeting in the Ikada field (19 September 1945, colorized)	Description	The image was a photo of a figure holding a large meeting in the Ikada field taken in September 19, 1945 and has been colorized

To sum up, the meme maker wants to portray the situation of the event when Soekarno gave a speech at the great meeting that was held in Ikada field on September 19, 1945. It was held in order to celebrate 1 month of Indonesian independence proclamation.



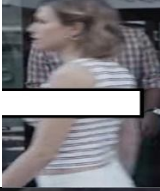
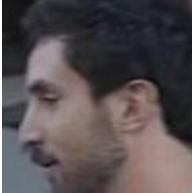

Data 9

The ninth data is a meme of Hatta’s Interest that was posted by tokiovillain om Twitter on July 27, 2020. The meme is described below



The expression of Hatta and the way he is looking at Federal shows that Hatta is interested to the woman and the gesture of left hand touching a belly and the body is slightly tilted shows that Hatta wants to approach the Federal. Then the blurred woman, hand slightly extended to front tells that the Federal walks past the Hatta since the Federal is blurred. The expression that Hatta shows in the second box tells that he gets annoyed by Soekarno, Yamin and Soepomo. Then the expression that Soekarno, Yamin and Soepomo shows to Hatta tells that he is being cynic him and the gesture of them shows that they are stopping Hatta from approaching the approaching the Federal.

TABLE 17. Non-verbal Analysis of meme of Hatta's Interest

No.	Representamen	Object	Interpretant
1		Happy, interested	Hatta is interested to the woman
2		Handshake request, friendly.	Hatta is trying to approach the Federal
3		Walking	The Federal walking past Hatta
4		Angry, mad, annoyed.	Hatta gets annoyed by Soekarno, Yamin and Soepomo
5		Cynic.	Soekarno, Yamin and Soepomo are being Cynic to Hatta

6		Stopping	Soekarno, Yamin and Soepomo are stopping the Hatta from approaching Federal
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Hatta, Soekarno, Yamin and Soepomo are the names of the Indonesian heroes. While Federal refers to the federalism. Therefore, the event involves some of Indonesian heroes and federalism.

TABLE 17. Non-verbal Analysis of meme of Hatta's Interest

No.	Representamen	Object	Interpretant
1	Hatta	The name of the Indonesian heroes	The event involves Hatta
b	Federal	The form of the government	The event involves federalism
c	Soekarno, Yamin, Soepomo	The names of the Indonesian heroes	The event involves Soekarno, Yamin, Soepomo.

In the end, the meme maker wants to tell about Hatta who was interested to federalism. However, Soekarno, Yamin and Soepomo stopped him. Moreover, the meme refers to Soekarno and Hatta's dissent about system of government in Indonesia. Hatta was interested to federalism while Soekarno was interested to regional autonomy but eventually Hatta had to respect Soekarno for using regional autonomy since Soekarno had more votes than Hatta.

CONCLUSION

The analysed data for this study were historical memes that were taken from Eno Bening's tweet replies on July 27, 2020. Overall, there are 9 memes in this study. As the final results, the researchers found the meaning implied to each meme. The Peirce's Semiotic Triad Model was used to convey the meaning of each meme.

From the 9 memes in this thesis, the representments in general are mostly the expression and gesture of the character or participant in the memes. While the objects in the thesis are the character's or participant's feelings and the name of a country. Furthermore, the interpretants found in this thesis were dominated with the characters or participant's feeling in the historical event.

The meaning that was conveyed in the first meme is that even though Prof. DR. Moestopo is a doctor, he also participated to a fight against the British forces. The second tells the reason why Italy left the Axis. The third meme draws the event of the military aggression in Indonesia that

triggered the Indonesia National Revolution. The fourth meme is the maker's opinion that USA was actually able to prevent the attack but USA chose to let themselves to get attacked. Then, the fifth is meme is an innuendo or satire to the Dutch that even though Indonesia and Netherlands had agreements but Netherlands still wanted to colonize Indonesia. By using a clause "because I can't read", the meme maker intends to mock Netherlands for not reading the agreement. And the last meme draws how the Indonesian elder felt to what younger generation would do after Hiroshima and Nagasaki exploded. The seventh meme tells the event when Japan kicked out Netherlands from Indonesia and said that Japan was a distant relative of Indonesia. The eighth meme draws the situation of the event when Soekarno gave a speech at the great meeting that was held in Ikada field. The last meme tells Soekarno and Hatta's dissent about system of government in Indonesia.

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