# MULTIMODALITY ON HUMOR REPRESENTED IN 9GAG'S TWITTER ACCOUNT

## THESIS

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**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG**
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# MULTIMODALITY ON HUMOR REPRESENTED IN 9GAG'S TWITTER ACCOUNT

## THESIS

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## 2019

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I state that the thesis entitled **"Multimodality on Humor Represented in 9GAG's Twitter Account"** is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

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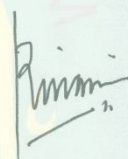The researcher

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## APPROVAL SHEET

This to certify that Nasru Ilahiyati's thesis entitled **Multimodality on Humor Represented in 9GAG's Twitter Account** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

Malang, 13<sup>th</sup> November 2019

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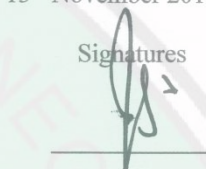
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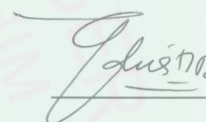
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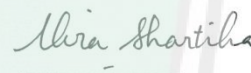
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# MOTTO

*"A journey of a thousand miles begins with a single step"*

**-Lao Tzu**

## DEDICATION

This thesis is proudly dedicated to: my parents Abah Achmad Qodri and Ibu Jamalah, for my lovely sisters Rosda Zamzami and Aniesa Bintari Putri, my lovely brothers Nehru Latif and Dinta Mahardin, for my lovely cousins Aqila and Rayyan. Also,for all my friends and all the lectures of Department of English Literature.

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*Bismillahirrahmanirrohim…*

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3. All of my friends who helped me in finishing this thesis. Thanks for everything. May Allah bless you all.

*Alhamdulillahirobbil 'Alamiin..*

Malang, 13th November 2019

Nasru Ilahiyati

# ABSTRACT

**Ilahiyati, Nasru**. (**2019**). *Multimodality on Humor Represented in 9GAG's Twitter Account*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor     : Mira Shartika, M. A.
Keywords  : Multimodality, Twitter, Meme.

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Humor is inseparable from human life. People laugh at different things and they may have different background so that sometimes humor may be perceived differently. In simple way, humor is defined as anything that makes people laughing, amusing, or the capacity to recognize funny things about situation or person. Humor is a feature of language that can make person more interesting in certain atmosphere. Humor is often used to convey criticism and suggestions for various forms of social interests and problematic in social environment. Based on this statement, humor becomes central role in human life as the media for entertaining and education ourselves in order to we can improve the quality of life.

This research applied discourse analysis study. The data were obtained from the 9GAG's official twitter account in the form of meme. The meme discussed are humor that relate to our daily life. Furthermore, the researcher put the focus on the data related to meaning behind the representation through the three metafunctions of multimodal discourse analysis by (Kress & van Leeuwen, 2006) as a tool in investigating the verbal and visual element. They have proposed that this approach is the suitable tool to investigate meaning concerning to the aspect of language, culture, and society.

The findings revealed how humor conveyed the messages, emotional expressions, or sarcasm in 9GAG's account. The researcher found that the five data has been analyzed using three metafunctions and all the data can deliver a message to the audiences. In result, all the meme and caption is match, it means all memes depict the expressions described in the caption. On the ideational analysis, verbal element is proven by the presence of transitivity and visual element was seen from the narrative process and circumstances. On the interpersonal analysis, verbal element was analyzed by using mood and residue and the visual element is indicated by the gaze, social distance, and camera angle. The last textual analysis is indicated by theme and rheme, and visual element analyze the information value, salience, and framing.

From this study, it can be concluded that some memes can be used to convey certain messages, as a medium for communication, and for entertainment. For further research, the study on multimodality can be done to analyze the data from different social media to depict other popular phenomena or social issues in society. Moreover, different methods and additional elements of modes can also be used to analyze multimodal studies.

# ABSTRAK

**Ilahiyati, Nasru**. **(2019)**. ***Multimodal pada Humor di Akun Twitter 9GAG.*** Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Dosen Pembimbing   : Mira Shartika, M.A.

Kata Kunci            : Multimodal, Twitter, Meme.

Humor merupakan sesuatu yang tidak dipisahkan dari kehidupan manusia. Manusia menertawakan sesuatu yang berbeda dan setiap orang mempunyai latar belakang berbeda yang mana terkadang humor yang diterima berbeda maknanya. Secara singkat, humor didefinisikan sebagai sesuatu yang membuat mereka tertawa, terhibur, dan mempunya kapasitas untuk menilai sesuatu yang lucu terhadap situasi ataupun seseorang. Humor adalah ciri-ciri bahasa yang mampu menghidupkan pada suasana tertentu. Tak jarang, humor di gunakan untuk menyampaikan sebuah kritik dan solusi yang terjadi di problematika social sekitar. Berdasarkan statement di atas, humor menjadi peran sentral dalam kehidupan manusia sebagai media untuk menghibur dan mengedukasi manusia supaya manusia dapat meningkatkan kualitas hidup individu.

Penelitian ini menerapkan studi analisis wacana. Data yang diperoleh dari akun resmi twitter 9GAG dalam bentuk meme. Meme yang dibahas adalah humor yang berhubungan dengan kehidupan kita sehari-hari. Selanjutnya, peneliti menempatkan pada data yang terkait dengan makna dibalik representasi melalui tiga fungsi analisis wacana multimodal oleh (Kress & van Leeuwen, 2006) sebagai alat dalam menyelidiki elemen verbal dan visual. Mereka telah mengusulkan bahwa pendekatan ini adalah alat yang cocok untuk menyelidiki makna yang berkaitan dengan aspek bahasa, budaya, dan masyarakat.

Temuan ini mengungkapkan bagaimana humor menyampaikan pesan, ekspresi emosional, atau sarkasme dalam akun 9GAG. Peneliti menemukan bahwa lima data telah dianalisis menggunakan tiga metafunctions dan semua data dapat mengirimkan pesan kepada audiens. Hasilnya, semua meme dan captionnya cocok, itu artinya semua meme menggambarkan ekspresi yang dijelaskan dalam caption. Pada analisis ideasional, elemen verbal dibuktikan dengan adanya transitivitas dan elemen visual terlihat dari proses narasi dan keadaan. Pada analisis interpersonal, elemen verbal dianalisis dengan menggunakan mood dan residu dan elemen visual ditunjukkan oleh pandangan, jarak sosial, dan sudut kamera. Analisis tekstual terakhir ditunjukkan oleh tema dan rheme, dan elemen visual menganalisis nilai informasi, arti-penting, dan pembingkaian.

Dari penelitian ini penulis menyimpulkan bahwa ditemukan beberapa meme yang dapat digunakan untuk menyampaikan pesan tertentu, sebagai media untuk komunikasi, dan sebagai hiburan. Untuk penelitian selanjutnya, analisa multimodal bisa dilakukan untuk meneliti data yang didapatkan dari sumber sosial media lain untuk mendapatkan fenomena popular atau masalah sosial yang sedang tren di masa kini. Selain itu, metode analisa data yang lain dan penambahan pada beberapa elemen analisis bisa dilakukan untuk penelitian multimodal.

# مستخلص البحث

الإلهي، نصرو. (2019). متعدد الوسائط (**Multimodal**) على الفكاهة على حساب تويتر *9GAG*. بحث العلم. قسم الأدب الإنجليزي. كلية العلوم الإنسانية. مولانا مالك إبراهيم جامعة ولاية مالانج الإسلامية. المشرفة: ميرا شارتيكا، ماجستير

**كلمات** الرئيسية: متعدد الوسائط، تويتر، ميمي

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الميمات هي مزيج من الصور والكتابة التي تمثل تعبيرات عن شعور يتم تقديمه بطريقة فريدة. يمكن العثور على ميمي بسهولة على وسائل التواصل الاجتماعي ، مثل تويتر. **9GAG** هو واحد من حسابات ميمي الأكثر شعبية مع أكثر المتابعين في العالم. تهدف هذه الدراسة إلى تحليل التحليل البصري واللفظي لتمثيل الفكاهة على حساب **9GAG** على تويتر. يتم استخدام النظرية متعددة الوسائط التي اقترحها كريس وفان ليووين (2006) لتحليل النظريات اللغوية الوظيفية البصرية والنظامية التي طرحها هاليداي وماتيسين المستخدمة في التحليل اللفظي.

تستخدم طريقة البحث هذه طريقة وصفية تحليلية، تعتمد على التحقيق في حدث أو مقالة أو إجراء لمعرفة الموقف الحقيقي. تم إجراء هذا البحث من خلال تحليل البيانات والمعلومات التي تم الحصول عليها من حساب حساب تويتر *9GAG*، والذي يتضمن الوسائط المرئية مثل الصور واللغة الشفهية.

تكشف النتائج التي توصلت إليها هذه الدراسة أن الميمات هي وسيلة لنقل التعبيرات العاطفية للتسلية والسخرية. في هذه الدراسة، يمكن لاستخدام الحيوانات اللطيفة كأشياء ميمي أن تثير اهتمام القراء حتى لو كانت الرسالة المنقولة تبدو محرجة أو غير سارة. مزيج من عنصرين اللفظي والبصري في هذه الميم يعطي رسالة أكثر إيجابية ومسلية.

من هذه الدراسة خلص الباحثون إلى أنه توجد بعض الميمات التي يمكن استخدامها لنقل رسائل معينة، كوسيلة للتواصل، وكترفيه. لمزيد من البحث، يمكن إجراء تحليل متعدد الوسائط لفحص البيانات التي تم الحصول عليها من مصادر التواصل الاجتماعي الأخرى للحصول على ظواهر أو مشاكل اجتماعية شائعة في الوقت الحالي. بالإضافة إلى ذلك، يمكن إجراء طرق أخرى لتحليل البيانات وإضافات لبعض عناصر التحليل لإجراء البحوث متعددة الوسائط.

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# CHAPTER I

# INTRODUCTION

This chapter discusses fundamental aspects of the study containing the background of the study, research questions, objectives of the study, scope and limitation, significance of the study, definition of key terms, and previous studies. Research method is also included in this chapter.

## A. Background of the Study

According to Wijana (2004), humor is a verbal and visual stimulus that can be enjoyed spontaneously and can be enjoyed with the smile and hearing of others. Humor is speech that is generated through pleasant or funny words, so the listener laughs and smiles in happiness. Humor consists of aspects of verbal actions carried out by a speaker we commonly call the mouth and nonverbal aspects, namely with other body movements that consist of stimulation, cognitive and intellectual activity as a means of perception and also the response associated with good appearance and laughter. Based on the description above, the definition of humor in the view of researchers is a verbal and visual stimulation associated with something funny in the form of stories and so on presented by the actors of humor that is intended to make people smile and even laugh.

The combination between the two modes, visual and verbal elements are called multimodality. Multimodality is the study which requires a closer look on

features and elements of images that work together. Kress and van Leeuwen (2006) mentioned that every element in a multimodal text is attributed as having potential meaning. They need to work together in making meaning. Kress and van Leeuwen (2006) stated that the use of several semiotic modes simultaneously is the way to strengthen and complete its meaning. Thus, the verbal and visual language must be combined to gain intended meaning and understand the communication easily.

Multimodality discourse analysis is an emerging paradigm in discourse studies which extends the study of language per se to the study of language in combination with other resources, such as images, scientific symbolism, gesture, action, music and sound (O'Halloran, 2011). Multimodal discourse analysis (MDA) focuses on how meaning is made through the use of multiple modes of communication as opposed to just language. For example, the use of social media guides the audiences to realize the combination of hearing, gestures, action, sound, images and interaction together to make meaning. Thus, multimodality analysis may help to promote the comprehension of social media from the perspective of linguistics and non-linguistics.

Meanwhile, humor is defined as amusing communications that produce positive emotions and cognitions in the individual, group, or organization (Romero & Cruthirds, 2006). Humor primarily consists of jokes in spoken or written words and action which evoke laughter or generate the happiness. One kind of humor is meme. Meme is the combination of image and description text which contains some satires or jokes. We can see any kinds of meme in any

platforms of social media.

Talking about social media, Twitter is one of the most famous social media in the world. Twitter is categorized as the micro blogging that can provide news quickly and briefly. Micro blog itself is a form of a blog which limits the size of the post. In 2006, three co-founders of Twitter, namely Jack Dorsey, Evan Williams, and Biz Stone had released a social networking service which has a feature to publish a short post with a limited character of words. As one of the micro blogging social service providers, twitter provides a chance to write a message for making a tweet or status around 140 characters (Zarrella, 2010). This social media allows users to update the status with limited characters or words, it is usually called "tweets" that can be seen by anyone who has chosen to follow the user. Additionally, followers can "like" or "retweet" the posted status.

Twitter users utilize the tweet column as media for conveying text messages, photos, a GIF, or video. Through tweets, users can post information freely to be shared to the public, for instance a Meme. A meme is the media to express feelings, satisfying condition or situation and also to criticize certain phenomena around us (Gumilang & Juanda, 2018). Therefore, meme aims to convey messages in a hyperbole way and have an entertaining effect.

Based on the explanation above, there are several related previous studies which contain multimodal analysis on social media. Firstly, Baykal (2016) who focused on Multimodal construction of Female Looks of Mascara Advertisement on TV Commercial. Secondly, Meitafasiana (2017) who studied The Concept of Beauty in *Rahasia Gadis* Account in Instagram using Multimodal Analysis.

Thirdly, Ivany's study (2018) entitled Multimodal Analysis on Awkarin Instagram Account. The fourth, Brady (2015) who did a study on A Multimodal Discourse Analysis of Female K-POP Music Videos. Fifth, Pratiwy & Wulan (2018) who investigated Multimodal Discourse Analysis in Dettol TV Advertisement. Sixth, Cheng & Liu (2014) who investigated a study on A Multimodal Discourse Analysis of the Relationship between Pi and Richard the Tiger in the Movie Life of Pi. Finally, Jukić (2018) who conducted a study entitled An Analysis of Multimodal Features of YouTube Videos. The gap between those previous studies and the present study is that the researcher focuses on a Twitter app as the object of the study, while most of the previous studies are using other social media like Instagram, YouTube, and TV commercial.

Therefore, in analyzing the object, the researcher uses visual grammar design by Kress & van Leuuween (2006), which covers three elements to complete the analysis. They are ideational metafunction, interpersonal metafunction, and textual metafunction. Ideational metafunction is used to investigate human's experience through the modes. The interpersonal metafunction is used to seek the relationship between the sender, the receiver and the content of the message. While textual metafunction is used to know interpersonal metafunctions in order to understand the whole text. Since the object of the study is the relation between words and other modes, this study uses multimodality approach to analyze the official account of 9gag.com, which contents consist of the combination of visual images and verbal language. Thus, the images and captions in 9GAG Twitter will be analyzed using those theories

and elements to get intended meaning completely.

Kress & van Leeuwen (2006) adopted Halliday's concept of Systemic Functional Linguistics (2004) in the making of the grammar of visual design and describing the three metafunctions in a visual image. Halliday's concept concerns more on the verbal analysis, while the verbal mode needs to be understood by concerning all of the sign systems which occur in the social practice. Thus, the main reason the researcher chose to study multimodality on Twitter using the related theories is because both theories are qualified to analyze how the two modes work together to form the complete meaning for understanding the posted tweet.

**B. Research Questions**

Based on the background of the study, the research question is formulated as follows:

1. How does the memes represent humor on 9GAG Twitter Account?

**C. Objectives of the Study**

Based on the problem of the study, the objective of the study is:

1. To describe the humor representation on meme in 9GAG Twitter Account.

## D. Scope and Limitation

This study focuses on multimodal analysis through the Twitter application. In this case, some tweets from 9GAG humor were selected from February 01, 2019 to July 31, 2019. The amount of data obtained were around 300 data related to animal memes. Then, the data analyzed were only five data which represented all of the data investigated in the findings and discussion. The limitation of this study is using the funny animal posts on 9GAG Twitter account as the object of the study and using two modes of elements; verbal and visual for data analysis. The purpose of this study is to analyze the meaning behind the representation of the daily activities that are presented in the memes by applying multimodality approach.

## E. Significances of the Study

The findings from this study are expected to make a theoretical and practical contribution. Theoretically, this research is expected to give academic contribution particularly in developing a theoretical multimodal analysis of humor representation on 9GAG twitter account.

Practically, this research is expected to contribute to how to investigate the representation of humor delivered through memes to several aspects of the language and images used. The main point of this research is to express the representation of humor by investigating memes distributed in the 9GAG account which contains about satire, ideas, and entertainment. The findings of this study are expected to be useful for the readers to understand the intended meaning on

Internet memes or social media using multimodality approach.

In addition, this research can be a useful reference for readers to see the representation of humor contained in social media or future research because it can be one of the empirical data in this same field. It is also hoped that this research can be an additional reference for those who are interested in investigating the representation of humor on social media.

**F. Definition of Key Terms**

To avoid misunderstanding, the terms used in this study are defined as follows:

1. Twitter: Social networking or micro blogging service that allow you to send a message, make a tweet, and retweet the tweet in the form of short texts.

2. Multimodality: The theory of combination between two modes (verbal and visual) elements for understanding meaning as a whole.

3. Internet Meme: Content items such as jokes, rumors, videos, or website which are propagated from one person to another via the Internet.

4. Representation: The production of meaning through language.

**G. Previous Studies**

In this study, the researcher will examine the multimodality in various subjects of the study. Several studies examine the multimodal discourse analysis which focuses on the advertisement (Baykal, 2016; Pratiwy & Wulan, 2018). While other previous studies examine the multimodality on social media such as

YouTube and Instagram (Meitafasiana, 2017; Ivany, 2018; Jukic, 2018; Brady, 2015) and another study on Film (Cheng & Liu, 2014).

Baykal (2016) conducted the study on Mascara Advertisement in the Turkish women's magazine. The researcher discussed how advertisement played a a significant role on the economic service in social practice that influenced people to buy the product through the multimodal analysis. The analysis involved the combination of semiotic resources and identification of the interaction between the potential meanings in the text. The researcher used theory of Grammar of Visual Design by Kress & van Leeuwen (2006) to analyze the data. Furthermore, (Pratiwy & Wulan, 2018) conducted a research on Dettol TV Commercial. The researchers combined the theory of Kress & van Leeuwen (2006), Halliday (2004) and Anstey and Bull (2010). This research was different from Baykal (2016) in which the researchers did not only analyze the two semiotics modes, verbal and visual, but also the audial elements.

The next previous studies (Meitafasiana, 2017; Ivany, 2018; Jukic, 2018; Brady, 2015) had the same focus on multimodal analysis. Jukic (2018) conducted a multimodal analysis on YouTube. The subject of this study was Jenna Marbles as the famous vlogger. The researcher used a different theory from Meitafasiana (2017), Ivany (2018), and Brady (2015). The researcher used the theory of Biber & Conrad (2009) in analyzing the data. Biber & Conrad (2009) used Register, Genre, and Style for analyzing YouTube content. According to Biber & Conrad's (2009) theory, Jenna Marbles' videos represented the satisfaction of viewers to watch more of the videos. It happened because Jenna put the interesting content,

communication, image, and sound on the screen. Jukic's study (2018) was different from Brady (2015), who conducted the multimodal analysis on female K-pop music videos. He compared two girl bands with different background of entertainment. Brady (2015) also investigated how much was the male viewers' satisfaction towards the videos that they watched. He used Kress & van Leeuwen's grammar of visual design (2006) and van Leeuwen (1999) to analyze the speech, music, and sound in the girl bands' videos. The results showed that most male viewers were interested in feminine performance than masculine performance. It showed that the multimodality helped to reveal the point of the intensity of attraction in the videos.

The last previous study was from Cheng & Liu (2014). They investigated the multimodal discourse analysis in Life of Pi movie. The researcher compared the relationship between Pi and Richard the Tiger in the film scene that combined visual images, verbal text, and audial in multimodal discourse. The data analysis helped the movie viewers to understand the film from the perspective of linguistics and non-linguistics aspects.

Hence, the brief explanation above has some differences and similarities in the form of theory, the object of the study, and also the result of the study. First, the similarity of Baykal (2016), Pratiwy & Wulan (2018), Meitafasiana (2017), Ivany (2018), Cheng & Liu (2014), Brady (2015) is all studies use the same theory of Kress & van Leeuwen (2006). Meanwhile, Jukic (2018) uses the theory of Biber & Conrad (2009). Second, the similarity of Baykal (2016), Pratiwy & Wulan (2018), Meitafasiana (2017), Ivany (2018), Cheng & Liu (2014), Brady

(2015) is they use similar literature on multimodality. Third, the results of their studies are in the same context which show that semiotics resources or modes are related to each other to make meaning or understand the intended meaning.

From those previous studies above, this research aims at analyzing the different sense of multimodality in the digital platforms. In which, the researcher focuses on the images and the words or sentences that are chosen as the tweet of images. In addition, the researcher uses Twitter as the subject of the study that has never been analyzed by other researchers. Moreover, this present study investigates the humor representation on 9GAG's twitter account as the most famous official account of meme in the world. In doing so, this research is expected to give deep understanding on the meaning-making and how the two modes work together by multimodal analysis (Kress & van Leeuwen, 2006) as the new discipline in linguistics.

## H.  Research Method

This research method covers the design of the study, data and data source, steps to collect the data and steps of data analysis.

### 1.  Research Design

The researcher applied the branch of discourse analysis as the theory for this present study, which is called "Multimodality". This study employs a descriptive qualitative method in conducting multimodal analysis on humor representation on Twitter. The purpose of using a qualitative approach is to

describe the reality behind the phenomena associated with the analysis of the meaning in memes. This present study is aimed at getting in-depth understanding concerning visual and verbal meaning on 9GAG's Twitter account. Multimodality provides a procedure to analyze a text which has multiple modes by using more than one analytical tool. Thus, the multimodal analysis in this present study is used to see the multiple modes of humor representation in Twitter.

## 2. Research Instrument

This present study is categorized as descriptive qualitative research. Consequently, the main instrument involved was the researcher herself, because all steps include the data collection, observation and analysis were executed by the researcher. To assist the analysis process, another research instrument also included which was the memes images that were downloaded from the Twitter platform.

## 3. Data and Data Source

The primary data of this study were the Internet memes taken from the official 9GAG Twitter account. The memes chosen in the study were tweets contain humor of funny animal. The data were taken from the humor tweets posted by 9GAG Twitter account from February 01, 2019 to July 31, 2019.

## 4. Data Collection

To collect the data, the researcher followed several steps. Firstly, the

researcher downloaded the Twitter application and made an account. Secondly, the researcher searched the official account of 9GAG twitter account. Thirdly, the researcher downloaded the appropriate data for the study. Finally, the researcher classified the data based on the types of the animal memes.

### 5. Data Analysis

To examine Internet memes, the analysis was divided into two ways, which include visual images mode and verbal text mode. The visual modes were analyzed by visual grammar using Kress & van Leeuwen's theory (2006). Meanwhile, the verbal analysis was done by adopting Systemic Functional Linguistics (SFL) proposed by Halliday (2004) to analyze the verbal modes.

After the data collected, the researcher moved into analyzing 9GAG's Twitter account. Firstly, the researcher classified the transitivity process of each sentence and described narrative process of the ideational metafunctions.

Secondly, the researcher analyzed the interpersonal metafunction, which was centered on the analysis of the speech role by Halliday and Mathiessen (2004). The analysis was done in two ways, involving the point of visual and verbal mode. In the visual analysis, the researcher analyzed the gaze, camera angel, and distance. The gaze was derived from the speech role and divided into two parts, including offer and demand gaze. The camera angel was indicated by the level shot, high angel, and low angel. Finally, the distance between the producer as the sender and viewer as the receiver was indicated by the camera shot, medium shot, close up shot, and long shot.

Thirdly, the researcher analyzed the textual metafunction. There were two ways of analyzing the textual metafunction, which involved verbal and visual analysis. In verbal analysis, the researcher analyzed the theme and rheme classification. In visual analysis, the arrangement modes were categorized into information value, salience and framing. At last, the researcher explained the intended meaning between the combination of verbal and visual modes clearly.

## CHAPTER II

## REVIEW OF RELATED LITERATURE

This chapter covers the review of related theories which are used in the data analysis and is divided into several parts. Kress and van Leeuwen's Multimodal Discourse Analysis (2006) is presented in the beginning of this chapter. Furthermore, this chapter discusses Halliday's Systemic Functional Linguistic (2006) in the next sub-part. Finally, this chapter is ended by presenting the grammar of visual design.

### A. Multimodal Discourse Analysis (MDA)

The earliest scholar studying multimodal discourse is Barthes (1977) who discusses the interaction of language and image in expressing meaning. After years, multimodal discourse analysis has been developed into two research approaches, namely multimodal metaphor approach and Systemic Functional Linguistics (SFL) approach. Multimodal metaphor approach is initiated by Forceville (1996), who analyzes multimodal discourse from a cognitive perspective. Meanwhile, SFL is introduced by Halliday (1994) who interprets the functional relationship between language and social structure.

Based on Halliday's work, O'Toole (1994) applied Halliday's systemic functional model on displaying art, paintings, sculpture and architecture, and in (2010) Halliday proposes the grammatical approach to be applied in other works. Meanwhile, Kress and van Leeuwen (1996, 2006) explore the grammatical

approach on images and visual designs which concern on deriving general principles of visual design illustrated through the text analysis. Apart from these, other scholars like O'Halloran (2005) applied MDA into grammatical approaches to mathematics and Martinec (2000) developed MDA into action and gesture.

The term multimodality starts with analyzing the grammar images. Proposed by Kress and van Leeuwen (2006), multimodality offers the way to understand meaning beyond the text such as images, designs, illustrations, gestures, etc. Furthermore, Kress and van Leeuwen (2006) adopt and develop Halliday's work of systemic functional linguistics (SFL) and the concept of metafunctions to focus on the function of language and the elements of images. Kress and van Leeuwen (2006) elaborate the meaning of the image. By extending the Halliday's main theory of metafunctions in the analysis, the intended meaning will be revealed through the combination of verbal language and visual image.

Multimodal discourse analysis is the new discipline in the scope of discourse analysis. As the branch of discourse analysis, Jewitt (2009) defines multimodality as the approach to understand many signs including image, gaze, posture, and the relation between all of them in creating the meaning of communication. According to O'Halloran (2011) MDA is the theory to analyze the semantic expansions that occur as semiotic choices combined with multimodal phenomena. MDA also concerns with the design, production, and distribution of multimodal discourse resources in social settings (van Leeuwen, 2008). Thus, multimodality is the approach that combines the various modes of linguistics to understand the intended meaning in the text or beyond it.

The integration of MDA widely uses for analyzing digital media, teaching and learning, advertisement, film, etc. Consequently, this theory is appropriate to give and offer to mean for audiences, for example, the combination between images and captions in Instagram post. Here, the producers, senders, and receivers have their criteria to give their meaning to the images offered. In creating meaning, both language and visual modes are structured by cultures in one society (Kress & van Leeuwen, 2006).

## B. Systemic Functional Linguistics

The use of language in the process of making meaning was initiated by Halliday and Matthiessen (2004) who introduced the concept of linguistic functionalism. The function of language is fundamental and the language plays an important role in communication. Halliday's concept focuses on the analysis of verbal element. Furthermore, Kress and van Leeuwen (2006) also argue that grammar on visual images can be analyzed by three metafunctions. Thus, Halliday's theory (2004) develops the three metafunctional elements to observe meaning from both verbal text and visual images involving ideational, interpersonal, and textual metafunctions.

## 1. Ideational Metafunction

According to Halliday (1994) ideational metafunction is the process in interpreting experience and environment which are represented by the system of transitivity. Transitivity concerns with the transmission of world-view. Generally,

it refers to how meaning is represented in the clause. Halliday (1985) transitivity as a major component in the experiential function of the clause deals with the transmission of ideas "representing processes" or experiences: action, events, processes of consciousness and relations. In each metafunction an analysis of a clause gives a different set of elements. In the ideational metafunction, a clause is analyzed into the process, participant and circumstances (Eggins, 1994).

The first element in the metafunction is process. The process is the main point of the clause. This process is realized by verb group, participants are realized by nouns, and circumstance is realized by group information and prepositional phrases (Saragih, 2011). According to Halliday & Matthiesen, there are six processes including material, mental, verbal, relational, existential, and behavioural processes (2004).

The first process is material process. The material process can be defined as physical processes or activities, which can be observed using the sense. Secondly, mental process is a process or activity that involves cognition, emotions, and perceptions that occur in human's interaction, for example seeing, feeling, loving, etc. Thirdly, verbal process is a process that shows activities related to the information, for example asking, explaining, etc. Fourthly, relational process is a process of marking or making characterization, for example have. Next, behavioral process is an activity or physical activity which expresses human's physical behavior. Finally, existential process is a process that expresses the existence of an object, identifying whether the object is real or exists.

The second element is participant. Participant is something that can be

bound by the process. In other words, the process is the center of other element, including participant. Thus, the process determines the number of participants who can be bound in the process.

The last element is circumstance. The circumstance is defined as the environment nature, or location where a process takes place. The circumstance element adds the information about the time, places, reasons, causes and methods or information (Halliday, 2004). Because the circumstance is not attached in the process, the circumstance can be applied in all types of processes.

## 2. Interpersonal Metafunction

Interpersonal metafunction is related to the relationship between the producer, viewer, and the representing object and divided into four speech roles types. There are four defining essential speech roles, such as offer information, offer good-services, demand information, demand good-services (Kress & van Leeuwen, 2006). From these four fundamental variables, four types of speech categories which have a more specific function can be derived, which include command, offer, statement, and question (Halliday & Mathiessen, 2004). Also, the term mood is used to realize the occurrence of speech roles (Halliday & Mathiessen, 2004).

Speech role is usually called speech act. The speech act is divided into four functions, including offer information, offer good-services, demand information, and demand good-service. The first aspect is offer information. It is a form of a declarative statement to make the agreement or acknowledgement even

though the statement may be contradicted (Kress & van Leeuwen, 2006). The second aspect is offer good-service. Offer good-service is the form of idiom, question, specific mental process verbs, or command. It is used to get the acceptance although it may be rejected. The third aspect is demand information. Demand information is the form of interrogative mood which contains polar question and W-H question that is followed by finite verb to get answer even though the viewers can disclaim the question. The last aspect is demand good-service or the form of command. The demand of good-service expects the viewers to response a command even though they may refuse to do it (Kress & van Leeuwen, 2006).

A clause is analyzed into mood and residue to identify the type of speech acts, which called speech role in Halliday and Mathiessen (2004). In the interpersonal structure of the clause, the mood has two components that indicate as subject and finite verb. A subject is a nominal group that constitutes to form a proposition, and the finite verb is verbal groups which express tense, modality, and temporal operators (Halliday & Mathiessen, 2004). Moreover, the finite element can be fused into a single lexical word.

Another structure in the clause is residue. The residue is the remainder of the clause, which includes predicator, complement, and adjunct. Halliday and Matthiessen (2004) affirmed that predicator is present in all major clauses and its presence is identified by finite verbs (e.g was shining, shining as predicator) and non-finite verbs (e.g, waiting). The second feature is complement. A nominal group identifies complement in residue, which cannot be functioned as subject

(Halliday & Mathiessen, 2004). Then, adjunct is a word or phrase which is not possible to become a subject and usually becomes adverbial group or prepositional phrase. Adjuncts frequently occur in initial and medial positions (Halliday & Mathiessen, 2004).

Moreover, there are three types of adjuncts based on their function, such as circumstantial, modal, and conjunctive adjunct. The first is a circumstantial adjunct, which shows the setting of a situation that appears on the clause as regard place, time, and manner. The second is the modal adjunct. Modal adjunct is classified into mood adjunct and comment adjunct. Mood adjunct expresses the probability in meaning, while comment adjunct shows the writer's judgment (Halliday & Mathiessen, 2004). The last is a conjunctive adjunct, which is used to indicate conjunction that appears on a clause.

## 3. Textual Metafunction

Textual metafunction is the function of language to string up human's experiences (Halliday, 2004). It means the way to understand a whole context based on the combination of both ideational and interpersonal metafunctions. Thus, the textual metafunction is identified by Theme and Rheme.

Theme is the speaker that talks about the topic and is considered as the departure point of a message (Halliday, 2004). The forms of the theme are categorized into nominal group and prepositional phrase. The sentence "the duke has given my aunt that teapot" (Halliday, 2004), for example, has "the duke" as the subject of the sentence. The theme of this sentence represents a nominal

group.

Another form of the theme is prepositional phrase. The example of prepositional phrase is "from house to house I wend my way". The form of prepositional phrase of this sentence is "from house to house". It can be said that the theme of a clause is the first group or phrase that has some functions in the experiential structure of the clause, for instance which functions as a participant, a circumstance or the process (Halliday & Mathiessen, 2004). Meanwhile, the term rheme is the message that is delivered after the theme (Halliday & Mathiessen, 2004). For instance, rheme is the remainder of the message in a clause which develops the theme. For example, the sentence "the duke has given my aunt that teapot" has "has given my aunt that teapot" as its rheme.

## C. The Grammar of Visual Design

Based on the explanation of SFL by Halliday (2004), this theory is adopted by Kress and van Leeuwen (2006) which then transformed into multimodality. The use of three metafunctions of multimodality are categorized into three components.

### 1. Representational Meaning

Representational meaning deals with the way images represent the relations between participants in the picture. It introduces the concept of narrative process and participant. Narrative process concerns with the representation of object and the representation between these objects, or it can be defined as the process of

action images (Kress & van Leeuwen, 2006). Thus, in narrative process, the participants are said to do something.

Narrative process is divided into two types covering action process and reactional process. Those processes require two kinds of participants, "actor" and "goal". Action process is the relationship between objects which are either realized or formed vectors by movement. In action process and reactional process, in describing the semantics roles, visual grammar uses vectors. If the vector emanates from the participant, the images have the role of an actor. Furthermore, if the vector points to a participant, it has the role of a goal. In this case, if the image has only one participant or one "goal" is called as "non-transactional" meanwhile, more than one participant are called as "transactional process" (Kress & van Leeuwen, 2006).

On the other hand, reactional process is the vectors that are formed by the direction in which the eyes of an object are looking. This process requires two participants which are called "reactor" and "phenomenon". The reactor is a participant who conducts an eye line to the phenomena while the phenomenon is the participant that is being looked by the reactor (Kress & van Leeuwen, 2006). Reactional process provides the non-transactional and transactional action. Non-transactional action does not consist of phenomena. In this case, the reactor is looking into something that cannot be seen by the viewer (Kress & van Leeuwen, 2006).

In addition, to classify the participants and the types of process, the nature of the circumstance, in which the action is completed, is also identified. A

circumstance is an aspect explaining participant that could be left out without giving any effects of to the basic proposition in narrative pattern (Kress & van Leeuwen, 2006). There are three kinds of participant included in the circumstance. First, the "circumstance of means" concerns with the object which the action is carried out. In this case, it refers to the former part of the vector, such as realizing parts of the body like finger or hand. Second, the circumstance of accompaniment, which concerns with the actor who presents during the action, but not involves in any way with it, in which they have no vector relation with other participants (Kress & van Leeuwen, 2006). The last is the circumstance of setting. It concerns with the play of color, saturation, detail, and camera shot in the foreground and background of the narrative structure.

**2. Interactive Meaning**

Interactive meaning discusses the social relation between represented participants that refer to people, places, and things pictured in image and interactive participants that refer to the producer and the viewer of the image (Kress & van Leeuwen, 2006). There are four types of interpersonal metafunction including gaze, social distance, angle of camera and color. In this point, there are three aspects of interpersonal metafunction. The first aspect is gaze. It portrays as demand and offer gaze. According to Kress and van Leeuwen (2006) offer gaze is a gaze that indirectly addresses the viewers. On the other hand, demand gaze that directly addresses the viewers. The essential point of the gaze is the main participant of images.

The second aspect of interpersonal metafunction is social distance, which concerns with the play of camera shot. The choices of the distance can suggest different relation between participant and viewer. This point is usually used to measure how the viewer's feel either close or far away from the participant. There are several types of camera shot, including close up shot, medium shot, and long shot. The close-up shot usually focuses on the position between the viewers towards the participants that is too close. A medium shot is a shot that cuts the subject at the waist or knees and used to when the participant wants to be socially communicative. A long shot suggests the significant distance between the participants and the viewers.

The third aspect is the angle of the camera. The selection of an angle or a point of view, implies the possibility of expressing a subjective attitude towards participants (Kress & van Leeuwen, 2006). Three types of angle can be used in the visual image. They are a high angle, eye-level shot, and low angle. The high angle is the high angle that signals viewers have power over a subject. The eye-level shot that signals the absence of power difference and makes the viewers and the subject are considered equal. The last is the low angle in which the subject has power over the viewer.

The last aspect is the color. Color is one of semiotic resources is usually called as a mode. Color is a mode which multifunctional for making meaning culturally (Kress & van Leeuwen, 2006). Color, along with the image and writing, becomes the modes that can represent the sign. In the use of color, it makes the possibility of extending the use of grammar to color as a communicational

resource. For instance, the color of flags denotes states or corporation or any organization. It indicates that the use of a specific color can signify a unique identity.

### 3. Compositional Meaning

Textual metafunction deals with the arrangement of meaning and the construction of the image. Besides, Halliday and Matthiessen (2004) stated that textual metafunction deals with the way discourse is constructed in a text. Textual relates the representational and interactive meaning of the image to each other through interrelated systems (Kress & van Leeuwen, 2006). Hence, textual metafunction is the whole of meaning between correlation of verbal and visual element and the construction of discourse is developed.

The first type of textual metafunction is information value. Information value is the placement of elements. There are three types of placements of images, horizontal (left and right), vertical (top and bottom), and center and margin (Kress & van Leeuwen,2006). The left to right composition shows the information from given to new, top and bottom shows information from ideal to real, and center and margin composition signify the greater emphasis on the central part of images (Hu & Luo, 2016).

The horizontal presents a placement of elements taking into account two sides of the pages. There are two types of horizontal placements "given" as the text on the left side and "new" as the text on the right side. The given position means something that the viewer already knows as a familiar and agreed-upon

point of departure for the message (Kress & van Leeuwen, 2006). In contrast, the new positions mean something that does not recognize yet, and the viewer has to pay attention genuinely (Kress & van Leeuwen, 2006). It means that convey problematic information.

Furthermore, the vertical placement presents the two types of placements, including "ideal" as the text on the top area and "real" as the text on bottom area. The ideal position presents general information (Kress & van Leeuwen, 2006). Meanwhile, the real position presents specific information, practical information (Kress & van Leeuwen, 2006). The last pattern is center-margin. The placement of elements in the middle is called "center". It means that the element is placed in the middle of images. The placement of other elements around it is called "margin". It presents as a dependent element (Kress & van Leeuwen, 2006). In other words, the "margin" sometimes can combine with the given, new, ideal, and real (Kress & van Leeuwen, 2006).

The second type of textual metafunction is salience. Salience becomes the elements to attract the viewer's attention to different degrees, recognize by such factors as placement in the foreground or background, relative size, tonal contrast, the difference in sharpness of focus, and color contrast (Kress & van Leeuwen, 2006). Also, Machin (2007) states that salience is certain features that is placed in composition to stand out to attract the viewer's attention.

## D. Social Media

According to Andreas Kaplan and Michael Haenlein defines social media as a

group of internet-based applications that are built on the foundation of ideology and Web 2.0 technology, and allow the creation and exchange of user-generated content. Web 2.0 is the basic social media platform. Social media exists in a variety of different forms, including social networks, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, images, videos, ratings, and social bookmarks. According to Kaplan and Haenlein there are six types of social media: collaborative projects (for example, Wikipedia), blogs and microblogs (for example, Twitter), content communities (for example, YouTube), social networking sites (eg Facebook, Instagram), virtual games (eg world of warcraft), and virtual social (for example, second life).

Nowadays, most young people and even our parents easily access today's technology, especially social media. Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Social media enable people to get crusial information, entertainment, and social communication.

As internet and mobile phone technology have advanced, social media has grown rapidly. One of the social media that is easily accessed is Twitter. Accessing Twitter can be done anywhere and anytime using only a mobile phone. The impact of someone when they can access social media quickly is to cause a big phenomenon to the flow of information not only in developed countries, but also in Indonesia. Because, the development of social media began to replace the role of conventional mass media in spreading the news.

Through social media, people can access information in various forms. Such

as: videos, photo posts or just a caption. One interesting form of information on Twitter is memes. On Twitter, memes consist of sentence structures supported by photos. Photos that have been uploaded are objects that reflect humor in accordance with the written caption. In this study, the researchers used animal objects as a form of support for the humor to be conveyed.

## CHAPTER III

## FINDINGS AND DISCUSSION

This chapter discusses the analysis and discussion based on the explanation from the literature review in the previous chapter. The data were taken from 9GAG's posts Twitter. The researcher has chosen five pictures of screenshot of memes. It will analyze the verbal element and visual element. The verbal element will be analyzed by systemic functional grammar (Halliday, 2004) and followed by the analysis of visual element using multimodality (Kress & van Leeuwen, 2006). Both verbal and visual analysis uses three metafunctions in terms of ideational, interpersonal, and textual metafunction.

## A. Findings

### Datum 1: The Expression of Caught Lying



The first datum was taken on February 22, 2019. 9GAG uploaded an

animal meme which showed the black-white cat sitting down on the sofa while its hands holding a laptop. Here, there are two captures with different expressions. The first captures present the cat focusing on the laptop and is not looking at the camera. Then, the second capture shows the cat with an expression of surprise at being caught at doing something wrong. The joke is represented by the caption in the top of image. The sentence is "when you told your mom you are "studying" but then she burst into your room". Both sentences and image delivering a message that common people usually feel when they get caught in the cat. In this case, the researcher wants to explain the correlation between both visual and verbal elements using multimodal analysis.

This analysis began from ideational analysis. Ideational metafunction deals with the human's experience and how to gain the meaning to be communicated. Ideational meaning is constructed through message conveyed and communicated in a form of verbal expression (Halliday & Mathiessen, 2004). In the first datum, the caption describes the depicted picture. The caption talk about mother is entering her child's room suddenly because the mother wants to see her child. However, the child is not learning but the child is playing gadget. This situation usually occurs around the young generation. Usually a child lies to his mother that they are studying in the room. After that, the image shown below the caption is used as a description of how the situation and the expression we do if the incident happened to us. Furthermore, cat is used as meme objects because the cats have adorable expressions and are able to amuse Twitter users.

In the first datum, the analysis of verbal element on caption is explored.

The analysis starts with the ideational metafunction analysis. Ideational metafunction helps the captions and images to reveal the collaboration between people, place and circumstances in the frame. The ideational analysis between verbal and visual are related each other. The central part of ideational function is transitivity, voice, and polarity. According to Halliday (1976) about transitivity, three components must be involved in the process itself, participant in the process, and circumstance associated with the process. The transitivity structure of the sentence from the second data is "when you told your mom you are studying but then she burst into your room". Syntactically, this sentence is a subordinate conjunction. There are two kinds of parables participants in this clause which is "you" as the participant itself and "she" as his mom. The first clause "when you told your mom" presents the verbal process. Verbal process expresses the process of asking, explaining, and ordering the information. While the next sentence "you are studying" and "she burst into your room" indicates as the material process. Material process expresses the process of doing. The word "burst" shows that her mom snuck into his room suddenly. This process involves two participants: "actor and goal". "Actor" is assigned to the participant who does the process in the clause meanwhile "goal" is assigned to the entity affected by the process.

1. **Ideational Metafunction Analysis**

**Table 1** Verbal process

| *When* | *You* | *Told* | *Your mom* |
|---|---|---|---|
| Conjunction | Sayer | Receiver | |

**Table 2** Material Process

| *You* | *Are* | *Studying* |
|---|---|---|

| Actor | Goal |
|---|---|

**Table 3** Material Process

| *But* | *She* | *Burst* | *Into* | *Your room* |
|---|---|---|---|---|
| Conjunction | Actor | Material Process | | Goal |

From the verbal analysis above, the analysis concludes that the material process is related to the narrative process. Narrative process presents unfolding action, events, the process of change, and also transitory spatial arrangement of the participant that involved in the modality (Kress & van Leeuwen, 2006). It could be simply said, the narrative process explains the role of process, participant and circumstance in a frame of image. Based on the visual element above, the black-white cat is one of the represented participants in the image. The participant does not have any interlocutors for doing something. It just was sitting down as the action of the process. Action process is one or more participants who are doing an action (Kress & van Leeuwen, 2006). In action process, it is possible to consist of one participant. It is considered an actor directly. It is considered as non-transactional metafunction in which action does not contain the goal (Kress & van Leeuwen, 2006). Also, the cat was supported by some property such as a laptop and sofa. Those properties called as the circumstance of means. Thus, this analysis can be concluded that the cat as "actor" and classified into non transactional action process.

Hence, ideational metafunction reveals that caption and image have the same way to deliver the construction of people, place, and circumstances. In the caption analysis, the people are showed by process of transitivity. Also, the place

and circumstance are showed by the construction of analysis in image that revealed by the narrative process and kind of circumstances.

The second analysis is interpersonal metafunction. The analysis of interpersonal metafunction is indicated by the mood structure, which makes the speaker able to play their role in speaking (Halliday & Mathiessen, 2004). The "mood" carries the interpersonal functions of the clause and consists of subject and finite. The subject is realized by a nominal group that the speaker gives responsibility for the validity of the clause, while the finite is realized by the first of the verbal group. The rest of the verbal group is the predicator, which forms part of the "residue". A clause thus consists of "Mood and Residue". The mood element can be identified like this.

2. **Interpersonal Metafunction Analysis**

**Table 4** Material and Verbal Processes

| *When* | *You* | *Told* | *Your mom* | *You* | *Are* | *Studying* |
|---|---|---|---|---|---|---|
| Conj. Adjunct | Subject | Finite + Predicator | Complement | Subject | Finite | Predicator |
| *Residue* | *Mood* | *Residue* | | *Mood* | | *Residue* |

**Table 5** Material and Verbal Processes

| *But* | *She* | *Burst* | *Into* | *Your room* |
|---|---|---|---|---|
| Conj. Adjunct | Subject | Finite + Predicator | Conj. Adjunct | Circumstantial adjunct |
| *Residue* | *Mood* | *Residue* | | |

From the table above, the material and verbal processes consist of subject,

predicator, conjunction adjunct, and complement. We can see that mostly the subjects are followed by predicator and the finite indicates the tense's form of the sentence. This clause is preceded by the conjunction adjunct "when" as the residue and followed by the subject "you" as the mood and predicator "told" also complement "your mom" as the residue. The next mood and residue are followed by sentence "you are studying" which is it can be categorized as the object of the first subject. After that, the sentence is connected by a conjunction "but" as the effect of the cause in the previous sentence. Then continued by the sentence "she burst into your room" in which the word "she" as the subject and mood element and followed by the predicator "burst" and the circumstantial adjunct "into your room". From the explanation above, the sentence consists of the mood and residue. Mood is formed by subject and finite while the residue consists of predicator and complementary. Therefore, the speech role is offer information.

The second analysis is the interactive meaning as the interpersonal metafunction. In this analysis, the cat does not look straight at the camera and the second capture the cat looks straight at the camera. It means that the cat is demanding involvement to the viewers. The participant wants to invite viewer involve them into the image. In this point, the cat shares its experiences to the viewer because they have same experience that they had ever feels. Thus, these images were categorized into demanding information.

The next point is social distance. The choice of distance can suggest different relations between represented participants and viewers, the construction of image itself can make the viewer feel close or far away from the represented

participant (Hu & Lu, 2016). There are three types of social distance which are close up shot, medium shot, and long shot (Kress & van Leeuwen, 2006). In this point the cat was categorized into close-up shot. The producer shoots the cat very close between the participant and the viewer. It shows the connection between the participant and viewer is signifying a very close relationship. The participant invites the audience to be involved in the picture. Furthermore, the shot was taken in low angle. The low angle describes the powerless participant and powerful viewer.

The last analysis is textual metafunction. The textual metafunction focused on the composition of the text or the visual arrangement, which include the placement, salience, and framing. These elements unite and form a relevant meaning in certain environment (Kress & Leeuwen, 2006). The construction of the discourse can be seen from the classification of "theme" and "rheme". Theme is the speaker talks about the topic. Theme is the departure point of a message (Halliday, 2004). It means how the message that a reader takes away from a story. For addition, a theme is not the same as subject. Meanwhile, the term of rheme is the message delivered after the theme (Halliday & Mathiessen, 2004). For instance, rheme is the remainder of the message in a clause which theme is developed.

The last element is textual metafunction. There are three themes in this clause, the first theme is the word "when you", second theme is "you", and the third theme is "but she". Each theme was followed by the rheme. Also, there are three rhemes that has been classified, the first is "told your mom", second is "are

studying" and the third is "burst into your room". The table of boxes will be analyzed like this.

### 3. Textual Metafunction Analysis

**Table 6** Textual Metafunction Analysis

| When | You | Told | Your mom |
|------|-----|------|----------|
| Theme | | Rheme | |

**Table 7** Textual Metafunction Analysis

| You | Are | Studying |
|-----|-----|----------|
| Theme | | Rheme |

**Table 8** Textual Metafunction Analysis

| But | She | Burst | Into | Your | Room |
|-----|-----|-------|------|------|------|
| Theme | | Rheme | | | |

The next analysis is compositional analysis. The compositional meaning of images is composed of information value, salience and framing (Kress & van Leeuwen, 200). The specific information value attached to the various point of visual image. In this case, the point of the two images represents different information. If we see from the two images, the vector of information started from "given" to the "new". It should be explained that the composition "given-new" applies where the culture used the flow of reading moves from left to right. Then, the combination between caption and images, the vector of information moves from the "top" to the "bottom" or called "Ideal" and "real". In can be concluded the general information was explained in the form of "given" and "ideal" information while the specific information was explained in the form of "new" and "real".

In addition, the participant's shot which is quite large and covers the

entire screen makes the participant a salience. Then, the framing of participant's position is quite strong because the participant's position is quite large than another element in the frame. Thus, it can be concluded that the participant is the most salience in the element of image according to thing as size, focus, color, and distance.

It can be concluded that the three steps of metafunctions largely determine multimodality. In this case, memes are written in writing and images are combined to make one unity to achieve the complete meaning without ambiguity. The analysis starts from determining the actors who contribute to the meme, the situation and the supporting components in the information conveyed. In the first data, the cat as an actor who performs action in two scenes gives an adorable expression. Also, the caption is used to explain the situation experienced by the actor. The expression was analyzed using interpersonal analysis. Interpersonal analysis aims to find out how to take a shot the pictures, the angle is used and the distance between the reader and the actor in reading the position of the actor in the picture. The analysis caption in interpersonal determines the information delivered will offer or demand the reader. Next, the last step is the textual metafunction which helps the reader to analyze how to read and interpret a context in one reading frame. In this case, the reader will interpret a picture from the point of view she or he is reading. In the first data analysis, there are two images and captions above the images. The researcher explains that in one context of information, readers focus on something that dominates, that is, images. Culturally, in the flow of reading, our region starts reading from left to right as

well as in this case, the reader will read the picture from left to right. Then continue reading the caption above as a description of the activities of the actor to achieve complete information.

**Datum 2: Good Plan after Work**



The second datum was taken on April 27, 2019. 9GAG uploaded the meme which showed the dog that covering his body with a white blanket relaxing on the couch with a can of beer and a slice of pizza. Here, the dog is not staring at the camera because the dog has fallen asleep. This image was followed by the caption as the joke the entire of the post. The caption was equalized with the conversation of human generally. The caption is started with someone ask *"What are your plans after work?" and "Me: ..."* this point blank refers to the images below the caption. Thus, both verbal and visual elements discussed using the three metafunctions.

The analysis started with the SFL of ideational metafunction. The sentence

of caption is "what are your plans after work?" presents the process of material. It shows from the word "plans" as the question of what activity will be done by the participant after work. The actor of the process is participant. It was presented by the pronoun "your plans". Thus, this kind of process called as material process.

1. **Ideational Metafunction Analysis**

**Table 9** Material Process

| *What* | *Are* | *Your plans* | *After* | *Work?* |
|---|---|---|---|---|
| WH question | Predicator | Material process | Goal | |

Based on the analysis of verbal element, the visual element also related to the process of material. The participant in this picture is the dog who fell asleep. The actor in this image is only one participant who did the action. Furthermore, the actor was supported by two properties, a slice of pizza and a can of bear for enjoying the free time after work. These properties called as a circumstance of means. It concern with the tools used in action process (Kress and van Leeuwen, 2006).

The second analysis is interpersonal metafunction. In this point, the mood structure will be analyzed in the table of boxes. The analyses will be like this.

2. **Interpersonal Metafunction Analysis**

**Table 10** Material and Verbal Process

| *What* | *Are* | *Your plans* | *After* | *Work* |
|---|---|---|---|---|
| WH/complement | Finite | Subject | Circumstance adjunctive | predicator |
| *Residue* | *Mood* | | *Residue* | |

In this case, the interrogative mood has been analyzed in the form of mood

and residue. Here, the WH element's position as the residue and followed by the mood structure which is consist of finite and subject in the sentence of "are your plans" and followed again by residue of "after work" as the circumstance adjunct and predicator.

The next analysis is interactive meaning of visual element. Based on the analysis of mood and residue, the caption is included Wh-interrogative mood. According to Gerot (1994) states the demanding of information is expressed by a question realized by an interrogative. The demanding of information is offering viewers to get the information from the represented image. On the other hand, the participant has no eye contact to the viewers it was called indirect gaze or offer gaze.

Another element is social distance. In this point, the image was captured from the close-up shot position. Close-up shot is usually considered as an intimate shot by which the distance between the participant and the viewers is not too far (Kress & van Leeuwen, 2006). The dog as the participant does not look straight at the camera because he has fallen asleep. The angle of camera was low. It means the participant involved the viewers in the pictures. The relationship was very close between viewer and participant.

The last analysis is textual metafunction. In this caption, there are one theme and rheme in this interrogative mood. The theme in this sentence is "What" as unmarked theme Wh-word which is to identify what the speaker wants to know some elements in the content. The theme was followed by the rheme "are your plans after work?" as the additional information or unfamiliar information for the

reader. The table of boxes will be explained like this.

### 3. Textual Metafunction Analysis

**Table 11** Textual Metafunction Analysis

| *What* | *Are* | *Your Plans* | *After* | *Work?* |
|--------|-------|--------------|---------|---------|
| Theme | Rheme | | | |

Furthermore, the visual analysis will be analyzed by the compositional analysis. The layout of this image is vertical placement. The information value involves both caption and visual element of the "ideal" and "real" position. As we can see the top information is placed by the caption as the general information. Meanwhile, the "real" information is placed by the dog as the unfamiliar information that given the viewer a specific or maybe a piece of new information.

Additionally, the shot of participant is very close and focused on one object. The dog's body covers the whole screen as the dominant object than other properties. Consequently, the dominant participant gives the strong attention from the viewers as the salience object of the frame. Thus, this image presents the most salience object is the dog.

In this second meme picture, it can be concluded that the results of the analysis using three metafunctions can convey meaning clearly. This meme explains the interrelationships of activities that are often experienced by full time workers. They have to work from morning to evening or night. Moreover, this activity is carried out six to five days a week. The workers do not have time to relax or do their hobbies for a long duration. In this case, this meme represents an activity that is usually done by workers after they work. They will watch television or movies and enjoy a glass of drink and eat some food to relieve
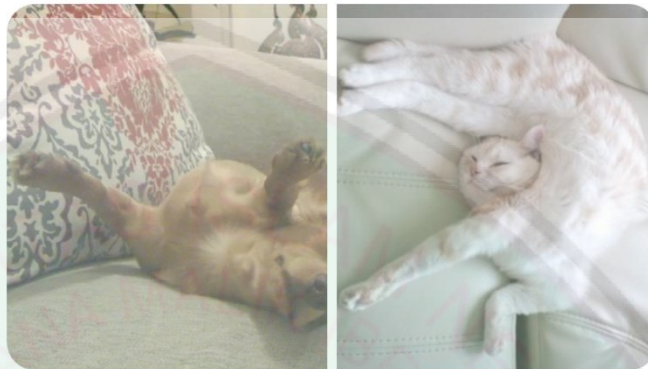
boredom.

Ideational analysis shows the role of the actor or participant, place and atmosphere described. The caption is useful as an explanation as well as a complement to describe the image clearly. In this case, the picture in a meme is played by a dog enjoying a glass of beer wrapped in a white blanket and sitting on a sofa and the caption supports as a complement and explanatory image to produce entertaining memes. Furthermore, interpersonal analysis shows the relationship between the reader and participant in terms of interpreting this meme. In this meme, participant is demanding to the reader to understand the situation in the meme. However, the reader can choose to reject or accept it. Lastly, textual analysis shows the context that is conveyed to the reader as a whole. In this data, the reader can interpret the meme context through the composition of information in the image and caption. In this meme, the context is valued through participant relationships in the picture which can provide the value of specific information through analysis of the frame in the image from the left, right, top, bottom and center. Furthermore, the most prominent analysis of images is supported by participant elements and representations that are made to attract the attention of the audience. For example, contrasting colors, prominent background.

**Datum 3: Wrong Sleeping Position**



The third datum was taken on May 14, 2019. The meme is uploaded by official account 9GAG's twitter is the animal's sleeping position. Here, there are two images which consist of different participants. It can be seen from the first image; the participant is an orange dog while the second image's participant is a white cat. They have a different sleeping position and feel sleep tightly. Also, this capture is completed by the caption and images together. The jokes are represented by the caption above "Me: I wonder why my back hurts" then the images represent the curious of "me" why his back was hurts, it was because of the sleep position error.

In the first analysis, the verbal element of the caption is investigated. The caption "Me: I wonder why my back hurts" and continued "My sleeping position: …". This kind of sentence is classified as a mental process. Mental process is the process which involves the cognition, emotions, and perceptions of participant. Syntactically, the word "wonder" is the sign of the mental process. In the mental process, the participant has a position as the "Senser" and the object or

complement as the "phenomenon".

## 1. Ideational Metafunction Analysis

**Table 12** Mental Process

| *I* | *Wonder* | *Why* | *My back* | *Hurts* |
|---|---|---|---|---|
| Senser | Mental process | Phenomenon | | |

The above analysis presents that mental process associated with the participant that represented by the word "I" as the senser, then followed by the word "wonder" as the sign of mental process and the sentence "why my back hurts" as the phenomenon.

Additionally, from the verbal analysis above, visual analysis also has a process of ideational metafunction. It can be called as narrative process. Based on the visual element, the orange dog and the white cat are the actors who have no connection with each other. Each picture has one participant and classified it into a process of action-non transactional. Because, the participants are not doing the action since no one interlocutor.

The second analysis is interpersonal metafunction. In this point, the mood and residue structure will be analyzed in the table of boxes. The analysis will be like this.

## 2. Interpersonal Metafunction Analysis

**Table 13** Material and Verbal Process

| *I* | *Wonder* | *Why* | *My back* | *Hurts* |
|---|---|---|---|---|
| Subject | Finite (present tense) + Predicator | Adverb | Complement | Adjective |
| *Mood* | *Residue* | | | |

In this case, the result of analysis is one of mood and residue was found in the whole sentence. The mood carries the composition of subject and finite. It was proven by the coordination of subject "I" and verb "wonder" which indicated the use of present form as the finite of this sentence. Then, it followed by an adverb "why" and noun phrase "my back hurts" consider as the complementary. From the explanation above, mood is formed by subject and finite, and the residue consists of predicator and complement. Thus, this kind of speech role is offering information because the sentence is classified into declarative mood.

Second point is interactive meaning of visual element. As we can see these two participants do not look at straight at the camera, it means these participants do create eye contact with the viewer indirectly. Offer gaze creates the eyelines and gestures to the viewer indirectly (Kress & van Leeuwen, 2006). This phenomenon tries to attract the viewers to accept or reject the information of images because of these participants the source of the information. Thus, in this case, the orange dog and white cat were classified into offering information.

The next point is social distance; the orange dog and white dog were categorized into medium shot. Medium shot is a shot which cuts the subject at the waist or knees in the picture, it is used to when the participant needs to be socially communicative (Kress & van Leeuwen, 2006). Moreover, medium shot is used to show all participants on the picture. Then, another element of visual imagery is camera angel. The camera angle of this picture is low angle from the angle of the participant. Because, it is depicted that these participants are in the upper position. It is indicated that these participants have the power over the viewer.

## 3. Textual Metafunction Analysis

**Table 14** Textual Metafunction Analysis

| *I* | *Wonder* | *Why* | *My back* | *hurts* |
|---|---|---|---|---|
| Theme | Rheme | | | |

The last element is textual metafunction. In this caption, there are one theme and rheme. It is started from the analysis of the theme as the topic of the sentence. The topic in this sentence is a subject "I". Then, to be continued by the rheme of the sentence "wonder why my back hurts". It shows the rheme is specific information of the topic was carried. Thus, it started from the left information or general information then proceeds with the right information as the specific one.

This case is associated with the phenomenon of visual element of information value. It was related to the flow of reading on viewer's point of view. The reading started from the left to the right or top to the bottom. In this case, these participants were categorized into "given to the new" while in one capture between caption and images were categorized into "ideal to the real". In addition, the shot of these two participants was quite strong and more dominant in overall the frame. Thus, it can be concluded that the salience point is participants, orange dog and white cat.

Based on the above analysis, it can be concluded that this meme represents the activities that we do every day, sleep. Moreover, the wrong sleeping position causes some body pain. The wrong sleeping position can disturb us when doing other activities. The analysis results obtained ideational analysis shows that the actor played by two animals, dog and cat. The activities between the two animals

are not much different from humans in general. The wrong sleeping position can cause back and neck pain. The second analysis is interpersonal, this analysis shows the social relationship between participant and reader in which participant offers information to the reader. This phenomenon aims to attract the reader, even though this information can be rejected or accepted. The final analysis is textual. The analysis of images and captions, a combination of both presents the same portion in analyzing a context of a reading. In this meme, the caption explains the topic discussed which is supplemented by the value of the information carried by the participant and other supporting components. Therefore, the context in this meme is that this meme can represent this activity clearly.

**Datum 4: When Parents Got Angry**



The fourth datum data was taken on June 2, 2019. In this capture, the 9GAG's Twitter uploaded the meme of the calico-cat is walking alone and suddenly was shocked by something. These images are divided into three parts of captures with the same expressions but different angle shots. Then, the joke is

supported by the caption *"when your parents call you by your full name"*. This situation presents the combination of image and caption also represents what the jokes inside the meme.

The analysis started with the verbal analysis of ideational metafunction. It started from the table of the process ideational metafunction.

## 1. Ideational Metafunction Analysis

Table 15 Material Process

| When | Your parents | Call | You | By | Your full name |
|------|------|------|------|------|------|
| Conjunction | Actor | Material process | Goal | Complement | |

From the table above, this kind of caption is categorized into material process, because the process shows the verb "call" used in the caption as a process of doing action by the actor. As we know, the material process provided the actor as the participant who does the deed and the goal as something who does the deed by the actor. Here, the participant is "your parents" and followed by the verb "call", the goal "you" and the complement "by your full name". On the other hand, if we see from the visual imagery, the calico cat's images showed the absence of the opposing participant. Thus, this process is categorized into action process – non transactional because during the actor is doing the action and the actor just consists of one participant.

The second analysis is interpersonal metafunction. In this point, the mood and residue structures will be analyzed in the table of boxes. The analyses will be like this.

## 2. Interpersonal Metafunction Analysis

**Table 16** Material and Verbal Process

| *When* | *Your parents* | *Call (present form)* | *You* | *By* | *Your full name* |
|---|---|---|---|---|---|
| Conjunctive adjunct | Subject | Finite + predicator | Complement | Conjunctive adjunct | Circumstantial adjunct |
| *Residue* | *Mood* | | *Residue* | | |

From the table above, this sentence was classified into declarative mood. Declarative mood is giving information often takes the form a statement with the order subject-finite (Halliday, 1994). The explanation above shows that the word "call" has two elements, finite and predicator. The finite in the word "call" functions as an operator that shows verb or predicator and also shows as the tense. Tense is the verb method used to indicate the time of action or speaking. Then, the "call" was followed by elements of residues consisting of "you" as the complement, "by" as the conjunctive adjunct, and "your full name" as the circumstantial adjunct. Based on the structure, the sentence is categorized as a declarative mood which used to inform the viewer that participant shows the expression of shock. Therefore, the type of sentence is offer information.

The next analysis is interactive meaning. In this analysis, three different images depicted images with different size. First capture is started from the left side and continued in the right-top side and the last is the right-bottom side. The first image size is bigger than other images, and the second and third images are the result of enlarging the first image. Then, the form of second image increasingly smaller in size from the first images but the size of participant is zooming-in than the first image. Also, the third image is smaller than second

images meanwhile size of participant is zooming in than second image.

The gaze of this capture is offer gaze. The offer gaze is a gaze used to addresses the viewer indirectly. It is proved by the participant does not look straight at camera. In this phenomenon, the participant tried to offer information to the viewer regarding whether it was accepted or rejected. The second element is social distance, in this point the capture is categorized into close-up shot. The technique of zooming in is the one of characteristics close-up shot. The last point is the angle of shot. This kind of shot uses low angle. The low angle describes the powerless of participant and powerful of viewer.

**3. Textual Metafunction Analysis**

Table 17 Textual Metafunction Analysis

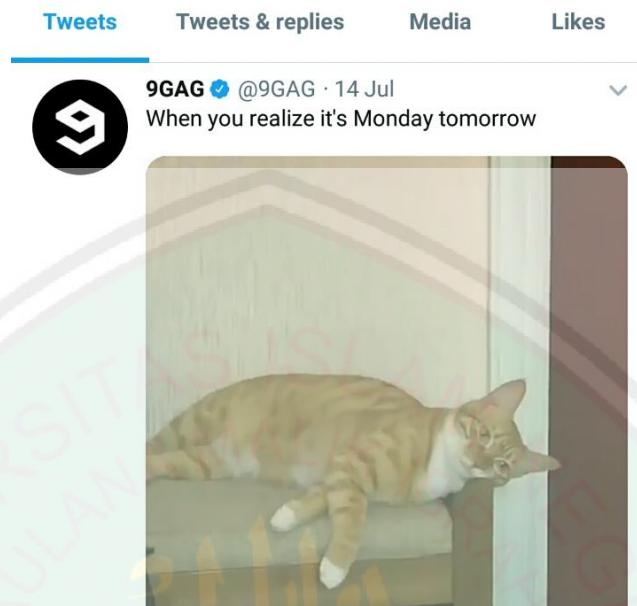| When | Your parents | Call | You | By | Your full name |
|------|--------------|------|-----|------|----------------|
| Theme | | Rheme | | | |

Based on the analysis above, the whole sentence "when your parents" works as the theme whereas the subject "your parents" as the meaning center of this sentence and what subject want to do. According to the cohesion analysis, the clause is expressed by conjunction "when" that works as a transitional word to express conditional relation. Then, the theme was followed by the rheme "call you by your full name" as the additional information of the topic theme.

The next analysis is compositional meaning. The first point is the information value. It is beginning from overall images which are starting from "given" to the "new" information whereas the "new" position consists of two images which are formed as the information of the "ideal" and "real". Meanwhile,

the overall caption and images are consisting of the "ideal" and "real" information. Second point is salience. As we can see the dominant participant is the calico cat who was captured closely. The technique of zooming-in is the essential point that the participant was categorized into the salience participant. Consequently, the most salience participant is the calico cat.

Hence, unlike other meme representations, when a parent calls his child's name in full it can be interpreted that the parent is angry. This meme represents a rare activity in our environment. Usually it happens to foreigners who have this habit. This meme involves the expression of a surprised the cat. In the ideational analysis, the role of cat's expression represents expression in real life. Then in the interpersonal analysis, the interaction between the reader and participant can be accepted or even ignored. In this meme, the social relations between participant and readers give the reaction when the reader sees the correlation of the image and the caption, the reader is entertained by the meme. The last is textual analysis. This meme has three images in one frame. The flow of reading the picture starts from the size of the largest frame on the left then the topmost image to the right and then the bottommost image to the right. Thus, this meme provides entertainment as well as interest in the reader.

**Datum 5: Back to the Reality**



The fifth datum was taken on July 14, 2019. This meme presents an orange cat lean back in the chair. In the picture, the cat is depicted as a lazy cat that refuses to get up from his position. This meme strengthened with the caption on the top of picture. The caption is *"when you realize it's Monday tomorrow"*. This caption used to depict the people feel lazy to go back their activities. It is depicted through the cat usually show the laziness and combine it into humor caption.

In the first analysis, the verbal element of the caption is explored. The analysis started with the analysis of ideational metafunction. The central part of ideational function is transitivity, voice, and polarity. In Halliday's concept (1976) transitivity there are three components that must be involved in the process itself, participants in the process, and circumstance associated with the process. In this analysis, the sentence of the caption is "*when you realize it's Monday tomorrow*".

Syntactically, this sentence is subordinate conjunction because it starts with the conjunction "when". In this caption there is one participant in this sentence which is "you". In a whole sentence, the sentence is categorized as the mental process. Mental process encompasses senses of feelings, thinking, and perceiving. Also, mental process is followed by two participant, they are "sensor" that is the conscious being and the phenomenon which is the sensed felt, or thought. Therefore, it can be concluded the word "you" as the "sensor" and the word "Monday" as the phenomenon.

## 1. Ideational Metafunction Analysis

**Table 18** Mental Process

| *When* | *You* | *Realize* | *It* | *Is* | *Monday tomorrow* |
|--------|-------|-----------|------|------|-------------------|
| Conjunction | Actor | Material Process | Goal | | |

If we see from the visual imagery, the cat is captured alone in this photo without any other participant. This photo also considers as action process, because the action process also gives the possibility for only one participant involved. Therefore, since this photo only consists of one participant, this participant obviously considered as the actor directly. The picture above shows the non-transactional process because the cat as participant is only one. Non-transactional action is an action which has no goal to anyone or any other participant (Kress and van Leeuwen, 2006). Thus, this kind of process called as the action process- non transactional.

Before analyzing the visual imagery, the analysis of verbal element must be needed to classify in the categorization of visual element. The first data shows

the sentence ""*when you realize it's monday tomorrow*". The speech role will be like this.

## 2. Interpersonal Metafunction Analysis

**Table 19** Material and Verbal Process

| *When* | *You* | *(present form)* | *Realize* | *It* | *Is* | *Monday tomorrow* |
|---|---|---|---|---|---|---|
| Conjunctive adjunct | Subject | Finite | Predicator | Complement | Finite | Circumstance of setting |
| *Residue* | *Mood* | | *Residue* | | | |

From the table above, we can see that the subject is followed by predicator and the finite indicates the tense's form of the sentence. This one sentence is classified into declarative. It started with "When" as conjunctive and followed by *You* as subject or participant, *Realize* as finite, *It* as complement, and *Monday tomorrow* as circumstance of setting. Then, the sentence consists of the mood and residue. Mood is formed by subject and finite and residue is consist of predicator and complementary. Therefore, the speech role is classifying into offer information. Since the sentence is declarative mood which inform the viewers and declare a statement, the role is categorized as offer information.

There are several elements in interpersonal metafunction of visual element including gaze, social distance, and camera angel. The first element is gaze which divided into two different types including offer gaze and demand gaze. According to Kresss and van Leeuwen (2006) offer gaze is a gaze that indirectly addresses the viewer. A participant appears in image with indirect gaze is usually made as a source of information or contemplation. Moreover, they also state that offer gaze which indirectly addresses the viewers is usually related to the information being

given by the speaker in declarative category. Meanwhile, demand gaze which directly addresses the viewers is related to the interrogative and imperative categories (Kress & van Leeuwen, 2006). In this case, the first image shows the cat does not create eye contact with the viewers or indirectly addresses the viewers, thus the images categorize into offer gaze.

The next element is social distance. Social distance can be seen from social the size of the frame. Kress and van Leeuwen (2006) argue that distance between participants and camera is also known as the size of frame, which suggests different levels of intimacy between the viewers and the participant who are viewed. In this case, the first data categorized into medium shot because the distance between participant and viewers is not too far and close, also the participant's body involved in the frame.

The last element is the angel of camera. There are three kinds angel of camera including eye level shot, high angle and low angel (Kress and van Leeuwen, 2006). The fisrt picture uses the eye kevel shot. Eye level shot indicates the absence of power between the viewers and the participant (Kress & van Leeuwen, 2006). Therefore, it indicates that the relationship between participant and viewer is equal.

The sentence above has been classified into two kinds of metafunctions, ideational and interpersonal metafunctions. The sentence is "when you realize it's Monday tomorrow" present that the connective of theme as the word "when you" and was followed by the rheme of the word "realize it's Monday tomorrow". Therefore, the theme start it point as the topic of message begin with sentence

"when you" and followed by the rheme as the new information that for the unconscious that tomorrow is Monday. The analysis the theme and rheme will be like this.

### 3. Textual Metafunction Analysis

**Table 20** Textual Metafunction Analysis

| When | You | Realize | It | Is | Monday tomorrow |
|------|-----|---------|-----|-----|-----------------|
| Theme | | | Rheme | | |

Furthermore, the next analysis is compositional meaning indeed as the textual metafunctions. Here, the twitter's blog position is vertical axis. It can be seen from the composition of image and caption is top and bottom. The top one is delivered by the caption while the bottom one is conveyed by the image. These forms usually called as ideal and real. The opposition between Ideal and Real can also structure text and image relations (Kress & van leeuwen, 2006). In this context, top and bottom positions have different roles and values. The top position or Ideal present and idealized or generalized essence of information while the bottom position or Real present the specific information in detail.

From visual imagery, the composition of layout represent that the main focus information is the orange cat that lean back in the chair then it was described by the text on the bottom of the image. In this case, we can see that every people usually see in the first sight is images than the text. Thus, this first layout represents the information value of ideal and Real.

The second textual metafunction is salience. Salience is one of the element which attempts to attract the reader's attention. Through some point of salience as

like background, foreground, relative size, tonal contrast, sharpness of focus, color contrast and tone music and audio (Kress & van Leeuwen, 2006), the producer can offer the visual through using one of point of salience. In this case, the orange cat more salience than the text above and also the cat offers the viewer's attention due to its size of frame.

## B. Discussion

This section elaborates the discussion on the findings which has been found. Based on the using of three metafunctions, the researcher found that there are five data of memes that representing the message through the verbal and visual analysis. The five data that have been analyzed it can be concluded that there is a correlation between the caption and the image involved in one frame. Those data show the meaning of entertaining satire by involving animal objects as something looks funny.

In discussing verbal element, Halliday (2004) stated that it involves three metafunctions; ideational, interpersonal, and textual analysis. Also, in discussing visual element, Kress and van Leeuwen (2006) stated to involve three metafunctions; representational, interactive, textual analysis. Thus, based on the result, the researcher found any kind of differentiate and similarities from previous study.

The data presents that ideational metafunctions on each caption have particular differences in each data. The researcher finds three data that use material processes and two of them use mental processes. In the first data,

researcher found three processes in one sentence, because there are three verbs: told, studying, and burst. Second data is categorized into material process which indicated by the verb "plans". The third data is categorized into mental process which is characterized by the verb "wonder". The fourth data is material process that is marked by the verb "call" and the last data is the mental process is marked by the verb "realize". Therefore, it can be concluded that each uploaded caption contains several processes in which processes themselves, participants and circumstances (Eggins, 1994).

Furthermore, the representational metafunction on visual analysis is divided into the narrative process and conceptual process. However, the results only reveal the narrative process. Narrative process is divided into two sub-processes, the action process and reactional process. The result shows that five data mentioned included into non-transactional action processes. It is because there is only one participant in the tweet who gets a reactor from another person called as a goal. Therefore, it can be concluded that the participant in the picture doing the action.

The second aspect is interpersonal metafunction. This aspect analyses a mood and residue. Gerrot and Wignell (1994) stated that the moile od is realized by the position in the clause of the subject and finite. Meanwhile, according to Halliday (1985) residue consists of three kinds of element functions namely predicator, complement, and adjunct. Based on the result of the five data, there are seven moods and twelve residues. The first data consist of three moods that are categorized as declarative mood and five residues consisting of predicator,

complement, and adjunct. The second data consist of one mood, interrogative mood and two residues. The third data consist of one mood, declarative mood and one residue. The fourth data consist of one mood, declarative mood, and two residues. Also, the last data consist of one mood, declarative mood, and two residues. It can be concluded that four data including into declarative mood and the remaining one is interrogative mood.

The next aspect is interactive metafunction on visual element. In this aspect the point of discussions are gaze, social distance and angle of camera. From all the data obtained, the first data shows the demand gaze means that the represented participant is looking at the camera directly. However, the last four data are belonging to the demand gaze because the represented participant was not look at the camera and have no eye contact to the viewers. The next element is social distance. The first, second, and fourth data were categorized into close-up shot and the third and the last data were categorized into medium shot. The last aspect is the angle of camera. The first data up to fourth data were categorized into low angle while the fifth data was categorized into eye level shot.

The third aspect is textual metafunctions of the verbal element. This aspect analyzes the theme and rheme. Theme and rheme are two terms that represent the way in which information is distributed in sentences. According to Halliday (1985) theme is old information or information that has been mentioned somewhere in the text or shared knowledge from a direct context. On the other hand, rheme is the remainder of the message in the clause of the developed theme that brings new or foreign information. In the first data there are three themes and

three rhemes, the second data till the end of data are consist of one theme and one rheme.

The next aspect is textual metafunctions indeed compositional meaning of visual element. There are three processes in compositional meaning, namely information value, salience, and framing. In the analysis of the five data above, there is dissimilar of images in one caption. In the first and third data, there are two images and one caption. Reading flow of the picture starts from the top down or ideal to the real. In the second and fifth data there is one image and one caption. The flow reading starts from the top down or ideal to the real. The last data is the fourth data consists of three images in one caption. Reading the flow of the picture starts from the system left to the right and continues the flow top to the bottom. Then the overall flow of data reading starts from the top to the bottom. This study is in line with Kress and van Leeuwen (2006) who stated that the flow of reading will determine the most salience information in the frame. Therefore, the most salience overall data are the participant itself.

Unlike the previous studies, Ivany (2018) analyze about multimodal analysis on awkarin instagram account and Meitafasiana (2017) analyze the concept beauty in rahasia Gadis account in Instagram. She used the theory of three metafunctions. She found the same result using ideatiaonal, interpersonal, and textual. Cheng & Liu (2014) investigates about multimodal discourse analysis in Life of Pi movie. He used three theories of multimodal. One of the theories is about the analysis of sound by van Leeuwen (2010). This research is different with the analysis of meme which use the theory of three metafunction because no

one meme using sound in the data. Other previous studies, Baykal (2016) focused on multimodal construction of female looks of mascara advertisement on TV commercial and Pratiwy & Wulan (2018) analyze multimodal discourse analysis in Dettol TV advertisement which has the same analysis on theory with this present research, while this previous study use advertisement as the object. Based on this present study, the result of the study is the theory is recommended to analyze the humor representation in meme, it helps reader to interpret message delivered in different perspectives.

**CHAPTER IV**

**CONCLUSIONS AND SUGGESTIONS**

This chapter sums up the result of the research based on the findings and discussion presented in previous chapter. Further, the conclusion is drawn based on the formulated research problem. In the end of this chapter is followed by suggestion for other scholars to have further researchers in similar topic in order to fulfill the gaps.

**A. Conclusion**

The previous chapter discusses the analysis of multimodal elements that found in the meme of 9GAG's Twitter account. It also reveals the meaning behind the correlation verbal and visual elements of the meme. The analysis applies the three metafunctions of multimodality that proposed by Kress and van Leeuwen. The elements of multimodal that found in the meme are process of sentences, mood and residue, theme and rheme, narrative process, gaze, social distance, information value, and salience. Those steps are used to reveal the meaning behind the representation of meme.

From the five data that have been analyzed previously, it can be concluded that there are different set of elements. The results show that the five data have different language functions and processes. The captions in four data included in the declarative or sentence statement, meanwhile another one included in the interrogative sentence. The other aspect is that each component of the

picture has one actor who is doing work without a purpose. Such conditions are called non-transactional action processes. Another aspect is the aspect of shooting technique where the techniques of the five data are dominated by close-up shoots because of the producers intend to involve the audience towards the picture. Then, the last aspect is the frame reading flow. This combination involves the reader's point of view to make sense of a context. This discourse analysis point is applied because of a combination of ideational and interpersonal.

## B. Suggestion

The researcher in this study expected that the result would provide a contribution in the both theoretical and practical contribution as started in the first chapter. Since this research put the focus on multimodal discourse analysis on social media, the researcher suggests that this study helps people to interpret the meaning of the meme and help the reader to acknowledge the whole meaning of humor or entertainment aspects can be understood without any ambiguities. For further researchers who will conduct the multimodal studies, the researcher suggests to choose other meme in same or different social media that depict the popular phenomena or social issue in society. The other researcher also may use the different method and add some elements for analyzing the multimodal studies.

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# CURRICULUM VITAE

Nasru Ilahiyati was born in Banyuwangi on December 10, 1996. She graduated from International Standard School of Amanatul Ummah. In 2015, she started to learn English Literature in UIN Malang and finished her study in 2019. During her study at university, she became the committee in several events also active in some intra-extracurricular in campus, like Saman etc. She also active on research competition in faculty.

| No | Date of the data | Data | Ideational Metafunction | | Interpersonal Metafunction | | Textual Metafunction | |
|---|---|---|---|---|---|---|---|---|
| | | | Verbal | Visual | Verbal | Visual | Verbal | Visual |
| 1. | 22 February 2019 |  9GAG @9GAG · 22 Feb — When you told your mom you're "studying" but then she burst into your room — そば@2/24出番16束1ケ01a @bu_ri_co — ちゅ～るあげるからレベル…上げといて… | Mental Process, Verbal Process, Material Process | Action process-non transactional | Declarative mood, offering information | Close-up shot, low angle | 3 theme- 3 rheme | Vertical axis |
| 2. | 27 April 2019 |  9GAG @9GAG · 2d — "What are your plans after work?" Me: — @itsdougthepug | Material Process | Action Process-non transactional | Interrogative mood, demanding information | Close-up shot, low angle | 1 theme-1 rheme | Vertical axis |

| | | | Mental Process | Action Process-non transactional | Declarative mood, offering information | Medium shot, low angle | 1 theme-1 rheme | Vertical axis |
|---|---|---|---|---|---|---|---|---|
| 3. | 14 May 2019 |  | | | | | | |
| 4. | 2 June 2019 |  | Material Process | Action process-non transactional | Declarative mood, offering information | Close-up shot, low angle | 1 theme-1 rheme | Vertical axis |

| 5. | 14 July 2019 |  | Mental Process | Action process-non transactional | Declarative mood, offering information | Medium shot, eye level shot | 1 theme-1 rheme | Vertical axis |
|----|---|---|---|---|---|---|---|---|