THE PUBLIC PERCEPTION ON ISSUES DISPLAYED IN COVID-19 MEMES: A DISCOURSE ANALYSIS

THESIS

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I state that the thesis entitled **"The Public Perception on Issues Displayed in Covid-19 Memes: A Discourse Analysis"** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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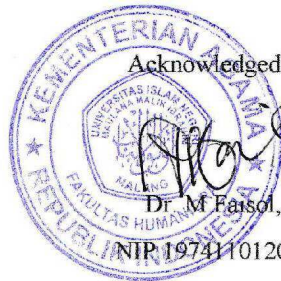Advisor,

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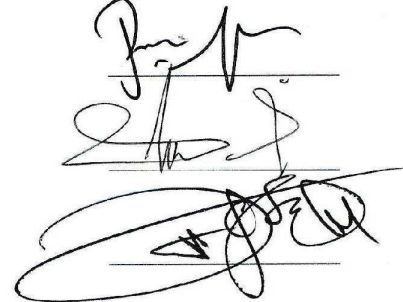Dr. M Faisol, M. Ag.

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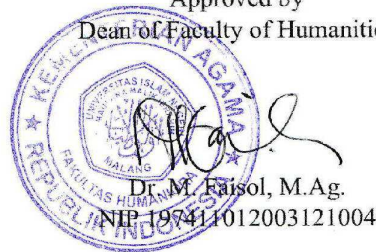
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MOTTO

Make everyday count.

DEDICATION

I honor my parents, Bapak Budi Prayitno and Ibu Annelya, by dedicating this thesis to them. I also dedicate this thesis to Maraldy Rahman Prayitno, my younger brother. I am able to complete my studies at Universitas Islam Negeri Maulana Malik Ibrahim Malang because of each and every one of you. To live my life, each of you offered me the utmost support and prayers.

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Finally, I am aware that this thesis still needs suggestion and critics from the readers to make it even better in the future.

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Marsandy Rahman Prayitno

ABSTRACT

This study examined the circulated Covid-19 memes in social media such as Twitter and Instagram. The data were collected on each social media under the hashtag of #Covid19Memes and the relation with rules and regulation of Covid-19 pandemy made by WHO (World Health Organization). People has posted protests and opinions on their social media about the actions taken by the government and their people about Covid-19 disease in form of internet memes. Based on this situation, the researcher wanted to find out the discourse structure, the social action, and the ideologies that are created by the author. This research is carried out using descriptive qualitative to analyze and present the data in this paper. The main theory that are used to help the researcher answer the question is discourse analysis by James Paul Gee. Besides, the researcher also applied the social action theory by Schutz A. to find the social action in Covid-19 memes. This research design are all used in this paper to analyze the data that are taken from social media such as Covid-19 memes about the rules and regulations that are made by WHO (World Health Organization). This paper presents the result that the use of discourse structure in the data of this research was mainly consisted of message and critics that are wrapped up in form of sarcasm, irony, and humour in memes. An online post like Covid-19 memes could provide a social action from the author of the memes itself. The ideology of Covid-19 memes seems to be convincing the people to apply the rules and regulation according to the guide provided by the WHO.

المستخلص البحث

تم جمع البيانات على Instagram. و Twitter المتداولة على وسائل التواصل ا جتماعي مثل Covid-19 يفحص هذا البحث الميمات التي وضعتها منظمة Covid-19 وعلاقته بقواعد وأنظمة جائحة Covid19Memes # وسائل التواصل ا جتماعي باستخدام هاشتاغ الصحة العالمية (منظمة الصحة العالمية). تم نشر احتجاجات الناس وآرائهم على وسائل التواصل ا جتماعي الخاصة بهم حول الإجراءات التي اتخذتها في شكل ميمات على الإنترنت. بناءً على هذا الموقف ، يريد الباحث معرفة بنية الخطاب والعمل Covid-19 ا كومة وشعبهم بشأن مرض ا جتماعي والأيديولوجيا التي أنشأها المؤلف. تم إجراء هذا البحث باستخدام الوصف الوصفي النوعي لتحليل البيانات وعرضها في هذه الدراسة. النظرية الرئيسية المستخدمة لمساعدة الباحثين في الإجابة على هذا السؤال هي تحليل الخطاب بواسطة جيمس بول جي. بصرف النظر عن ذلك ، يطبق يتم استخدام كل تصميمات البحث Covid-19. لإيجاد الفعل ا جتماعي في ميمات Schutz A. الباحث أيضًا نظرية الفعل ا جتماعي من حول القواعد واللوائح التي وضعتها Covid-19 meme هذه في هذه الأطروحة لتحليل البيانات المأخوذة من وسائل التواصل ا جتماعي مثل منظمة الصحة العالمية (منظمة الصحة العالمية). تقدم هذه الورقة نتائج مفادها أن استخدام بنية الخطاب في بيانات البحث يتكون في الغالب من رسائل أن يوفر إجراءً اجتماعيًا من meme Covid-19 ونقد في شكل سخرية ومفارقة وروح الدعابة في الميمات. يمكن للمنشور عبر الإنترنت مثل تقنع الناس بتنفيذ القواعد واللوائح وفقًا للإرشادات المقدمة من منظمة الصحة العالمية Covid-19 منشئ الميمز نفسه. يبدو أن أيديولوجية

ABSTRAK

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Kata Kunci : Analisis Wacana, Meme Internet, Covid-19, Protokol Kesehatan

Penelitian ini mengkaji meme Covid-19 yang beredar di media sosial seperti Twitter dan Instagram. Pengumpulan data dilakukan pada media sosial dengan tagar *#Covid19Memes* dan kaitannya dengan aturan dan regulasi pandemi Covid-19 yang dibuat oleh WHO (*World Health Organization*). Protes dan opini masyarakat di media sosial mereka tentang tindakan yang diambil oleh pemerintah dan orang-orang mereka tentang penyakit Covid-19 telah diposting dalam bentuk meme internet. Berdasarkan situasi tersebut, peneliti ingin mengetahui struktur wacana, tindakan sosial, dan ideologi yang diciptakan oleh pengarang. Penelitian ini dilakukan dengan menggunakan deskriptif kualitatif untuk menganalisis dan menyajikan data dalam penelitian ini. Teori utama yang digunakan untuk membantu peneliti menjawab pertanyaan tersebut adalah analisis wacana oleh James Paul Gee. Selain itu, peneliti juga menerapkan teori aksi sosial dari Schutz A. untuk menemukan aksi sosial dalam meme Covid-19. Rancangan penelitian ini semua digunakan dalam naskah skripsi ini untuk menganalisis data yang diambil dari media sosial seperti meme Covid-19 tentang aturan dan peraturan yang dibuat oleh WHO (*World Health Organization*). Tulisan ini menyajikan hasil bahwa penggunaan struktur wacana dalam data penelitian ini sebagian besar terdiri dari pesan dan kritik yang dikemas dalam bentuk sarkasme, ironi, dan humor dalam meme. Sebuah postingan online seperti meme Covid-19 dapat memberikan aksi sosial dari pembuat meme itu sendiri. Ideologi meme Covid-19 seolah meyakinkan masyarakat untuk menerapkan aturan dan regulasi sesuai panduan yang diberikan WHO.

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CHAPTER I

INTRODUCTION

In the first chapter of this thesis will be presenting about the background of the study, research questions, significance of this study, scope and limitation, and lastly the definitions of key terms.

A. Background of the Study

People have posted their opinion towards the current issue (Covid-19) in various ways, one of which was posted in form of internet memes. Covid-19 memes as a media that contains the public perception towards the Covid-19 issue. The content of Covid-19 memes are about Covid-19 pandemic that has spread over the world and led the government to take some serious actions including lockdowns, activity restrictions, health protocol, etc. Actions have been taken to minimize the spread of Covid-19 and give society a chance to get their normal life without any risk of getting the disease. Even though the actions taken by the government have more benefits, many people express some kind of protest towards the action through various way, and one of them was memes in social media. In discourse analysis, it is always interesting to see the difference of power between the people and the government. This research found several of them in public perception displayed in Covid-19 memes.

Research on memes can be found in previous studies conducted with different theories and fields of study. For example, from the perspective of semiotics (Soh, 2020) conducted research about political internet memes towards the digital protest in Singapore. From the perspective of critical discourse analysis, (Rahayu, 2020) conducted research about 'Youth Responses Towards Internet Memes of Covid-19 Protocols' in Indonesia. In another research with a multimodal discourse analysis perspective, Hakokongas, Halmesvaara and Sakki (2020) are looking into the use of Internet memes by two far-right groups in Finland. From the other perspective, Grundlingh (2017) uses speech acts and pragmatics to research memes as speech acts. The last one, Norstorm and Sama

(2020) conducted research with content analysis of "Internet Memes in Covid-19 Lockdown Times in Poland". From the earlier research, a different recent study will seek the extent to which how language in Covid-19 memes is used that may have an impact on how people perceive the topics and characters depicted. After knowing the result, it could extend the actors' perspective on making their policy to fight the issues portrayed in Covid-19 memes.

The previous research about internet memes has its findings, a research conducted by Soh (2020) provide new perspectives between the government and the local context where political internet memes are not only seen as hilarious things on the internet but also using and creating the internet memes to fulfill their creator purposes. Another research on youth responses conducted by Rahayu (2020) has finding to show that internet memes can be an effective tool of communication to deliver Covid-19 health protocols. The other research on political memes conducted by Hakokongas, Halmesvaara and Sakki (2020) shows the findings that memes are useful tools in persuasion and mobilization, as well as to attract new audiences. Different research on memes as speech acts Grundlingh (2017) shows that internet memes could function as a speech act other than just a humour. Lastly, a research on Covid-19 protocols conducted in Poland Norstorm and Sama (2020) highlights how online memes were used to convey and tell the story of Covid-19 in Poland.

Several similarities and differences can be noticed in the previous studies. In terms of data, the previous researchers take theirs from various languages such as Polish, Finnish, Indonesian, and English. Besides the language, the form of data in previous research is taken as images of the memes and questionnaires to gain the responses toward the memes. The gathered data was then analyzed with various theories such as semiotics, CDA, multimodal discourse analysis, speech act, pragmatics, and content analysis. The methods used in all of the previous research were qualitative. The current research examined data taken from social media with English as the language. In this thesis, the focus was on examining the effects of language used in Covid-19 memes to prove the argument that Covid-19

memes have several language effects, both supporting WHO with its regulations and those that are not.

Memes according to Soh (2020) are thus employed not just as expressions of a political perspective but also as an instrument to interact with the government, according to a prior study on political internet memes in the context of semiotics. In the local context, posters are aware that memes would be viewed by the government; they are not just understood to exist by other Singaporeans, but also by the state's super addressee. Political memes are gradually developing their own aesthetic and speaking genre, not just in Singapore but globally. When political memes are repeated through online political conversation, they become increasingly aware, and politicians begin to modify memory for themselves. With greater reporting and construction of political memes as a genre of an online speech event, the context and potential for their usage remain (re)constructed. Attention to these ever-shifting media ideologies will assist the study and comprehension of digital media and its affordability.

Rahayu (2021) prior research on "Youth Responses to Internet Memes of Covid-19 Protocols" is provided here. This study argues that using internet memes to socialize the Covid-19 protocol is a breakthrough, hence it's crucial to learn how young people react to Covid-19 protocol internet memes. As a result, the memes on Covid-19 procedures have proven to be useful tools for disseminating the pandemic's mitigation. The success of the appropriate media campaigns adds to a faster pandemic response.

Hakoköngäs, Halmesvaara, and Sakki (2020) did a previous study called "Persuasion Through Bitter Humour: Multimodal Discourse Analysis of Rhetoric in Internet Memes of Two Far-Right Groups in Finland." According to this study, Internet memes are valuable tools in persuasion and mobilization, as well as drawing new audiences, because they allow extremist organizations to distill their views in an easily shareable and brief format. As a result, far-right organizations have embraced the multimodal form of Internet memes to encapsulate their ideology and ideals in an easily shareable and brief format. The memes' goal is to

rally followers of far-right groups and lure new audiences behind the hilarious and sardonic tone typical of today's youth cultures.

The previous study, "Memes as Speech Acts," was carried out by Grundlingh (2017). Memes, according to one study, are a prevalent way for people to communicate online. Memes are frequently used by internet users to respond to one another on social networking sites and other online forums. According to this study, memes are effective for communication because some memes (especially image macros) are speech acts that are also understood as such by internet users. As a result, meme-based communication is more complicated than one may assume. Not only are memes media artifacts that may be remixed and reused in a variety of ways, but the model reader who must correctly interpret the meme and its context to communicate effectively is not always present. Although utilizing memes to communicate online can lead to misconceptions, it appears that social media users who have a good understanding of memes and how they are utilized can do so successfully.

A Previous study conducted by Kariko (2013) saw the study of signs/symbols, philosophy, and how images and text interact to produce new meaning as a means to keep up with internet culture, demonstrate an alternate mode of communication, demonstrate a cost-effective method of mass advertising, and increase students' media literacy. These memes contain humor, universal emotions, social messages, cultural messages, political messages, and more. As indicated the background study, also indicates how effective it is at teaching language. Every meme has its topic, allowing the user to come up with new and creative ways to convey the message.

Norstrom and Sarna (2021) conducted a previous study that claims the Internet and social media became platforms for people to express their reactions to events, including the lockdown. Making and distributing memes — an expression of digital participatory culture – was a component of this reaction. The purpose of this paper is to examine how Covid-19 was transmitted and recounted through Internet memes, as well as how the epidemic and individuals responsible for

combating it were presented. As a result, the most typical "bans and orders" are "quarantine" and "mask-wearing orders." Even though they were frequently depicted in a parodic light, they were able to teach preventive behavior in the fight against Covid-19 in a fun way, as evidenced by the previously mentioned meme with two aliens in quarantine. While this meme has an educational component in terms of encouraging people to stay at home, its sarcastic tone also serves as a kind of criticism of the restrictions. This prior study also suggested that both types of media found in this study be investigated more in the future to see how they can influence public opinion of issues and actors depicted in memes. It can be investigated through media user surveys or the analysis of social media comments, discussions, likes, and reactions to memes.

B. Research Questions

Based on the background and the analysis, the main goal of this paper is to answer these research questions:

1. How is discourse structured in Covid-19 memes?
2. How are the ideologies constructed in Covid-19 memes discourse?
3. How are social actions accomplished in Covid-19 memes discourse?

C. Significance of the Study

The present study seeks to the effects of the public perception of issues and actors shown in Covid-19 memes' language using discourse analysis. It is important to find the effects of the public perception towards the rules and regulations made in the memes of WHO (World Health Organization) to fight the issue of Covid-19. Some of the people are affected by this rules and regulation, they came up with protests and disagree. For example, a regulation to limit the operating hours of some businesses, the owner has less income from theirs and forcing them to struggle to maintain it.

Some of the protests are uttered by using internet memes. Internet memes are used commonly to make a joke, but here, we can see an opportunity for a

meme to the other roles. The Covid-19 memes could play the role of expressing an opinion, influencing other media, or even provoking opinions from others. In this paper, the researcher find out how they use language in Covid-19 memes to express their ideas about the regulations made by WHO (World Health Organization).

D. Scope and Limitations

The data samples are taken from selected social media of related Covid-19 memes with the regulations made by WHO (World Health Organization) that are posted during Covid-19 pandemic. The duration of the study goes from February 2022 to May 2023. Researchers chose social media such as Twitter and Instagram to collect data samples. There are so many social media on the Internet to find the data of Covid-19 memes. This research has used only two of them which is twitter and Instagram. Both of these social media has the ability to search with hashtag and the post can be found in form of images which is the focus of this research and made it easier to conduct. The present study applied the discourse analysis approach by Gee (1999). According to Gee (1999), discourse analysis takes into account how language—spoken and written—enacts social and cultural ideas and identities. Gee examines literacy (Discourse) from a linguistics perspective, contending that it is more than just reading and writing and that literacy is more like an identity kit that teaches a person how to participate in a particular role in society. A secondary theory of social action proposed by Schutz (1976) are used to help the researcher to gain the answer of the third research question based on the researcher's understandings.

E. Definition of Key Terms

1. Discourse Analysis: this is a method for analyzing written, verbal, or sign language use, as well as any other relevant semiotic event. Discourse analysis objects are characterized in a variety of ways,

including as coherent sequences of words, propositions, speech, or turns.

2. Internet Memes: an idea, habit, or style that is propagated over the Internet, usually through social media platforms, and intended to be hilarious.

3. Covid-19: The SARS-CoV-2 virus causes Corona Virus Disease (COVID-19), which is an infectious disease. The majority of patients infected with COVID-19 will have mild to moderate symptoms and will recover without therapy. However, some people will be in excruciating agony and will require medical attention.

4. Health Protocol: A health protocol is a public health initiative that refers to a set of measures that must be taken in the context of illness prevention and health promotion.

CHAPTER II

REVIEW OF RELATED LITERATURE

A. Discourse Analysis

Gee (1999) stated that discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities.Gee investigates literacy (Discourse) from a linguistics perspective, arguing that literacy is more than just reading and writing, but rather a sort of identity kit in which a person knows how to navigate a specific role in society. According to his definition of literacy, there are multiple literacies because literacy involves the acquisition (via socialization) of non-dominant Discourses.

Discourse itself according to Gee (1999) is how human combines language and non-language stuff. There is some example of this combination that is usually done in a language such as thinking, feeling, acting, interacting, valuing, and using symbols. On the other hand, humans used Discourse to connect it with non-language stuff like in one right time and one right place to recognize different identities, different activities, things with a certain meaning, a meaningful connection to our past experiences, and symbol systems that are used to produce new expressions.

A situated meaning as Gee (1999) define is an image or pattern that we assemble on the spot as we communicate in a given context based on our construal of that context and our past experiences. The situated meaning example can be found in utterances such as "The coffee spilled, get a mop" and "The coffee spilled, get a broom" that Gee explained in his book. The first utterance of "The coffee spilled, get a mop" has a situated meaning of "coffee" is something that we drink prepared from roasted coffee beans and it is liquid where the situated meaning is triggered by the word "mop". The second utterance "The coffee spilled, get a broom" has the situated meaning of "coffee" is something that has a shape of a grain, a bean, a solid state of what we make a coffee drink from that is

triggered by the word "mop" in the utterance. In the real context, these utterances could contain more signals that can be triggered to assemble different situated meanings for words and phrases.

Situated meaning according to Gee (1999) is not limited by an individual mind but is often negotiated between people as the conversation goes on and makes their situated meanings of each participant. As a conversation goes on, each of the participants makes their situated meanings that develop and are revised continually about the current topic conversation.

Situated identity also takes a part in Discourse, there is a difference when you speak to your close friends and your work colleagues (Gee,1999). A different identity is projected when you speak to work colleagues in a more formal situation than having a different conversation with your close friend. The fact of human does have access to different situated identities connected to different sorts of status has created a root source of inequality that has contributed tosocial justiceinterference. Situated identities are not limitedto being applied in individuals, but also the groups and institutions.

In written or oral utterances, they have different meanings depending on "who" and "what" (Gee,1999). "Who" is a situated identity person who wrote the utterance applied in the writing at the current time. "What" is a situated identity situation that contains information about the current socially situated activity.

The potential of a group to develop further is fueled by cultural models, which explain why words have the many situated meanings they have concerning the group's standards (Gee,1999). Rarely does a single person's mind include all of a culture's models. When drank in various ways, many coffee varieties have various social and cultural ramifications, including prestige. Complex interactions between cultural paradigms create ever-expanding tales. These interconnected networks of cultural models assist in structuring the social and intellectual behaviors of sociocultural groupings.

Nowadays, people use internet memes to express themselves. Memes are images with text and an image or images that are often used on the internet, whether for amusement or another reason. Memes are simple to find and make using specific websites on the internet. Without understanding the social context, people are unable to comprehend many of the subtle meanings included in memes. Discourse is any type of text, whether spoken or written, and the visual depiction that functions as a single entity. As a result, it can be said that discourse analysis is a technique for analyzing any type of written or spoken material, as well as visual descriptions like memes. According to Zubaidah and Ardelia (2018), to analyze internet memes using discourse analysis, we need to find out the meaning inside the picture and the text of internet memes first. After revealing the meaning of the meme, the researcher will be able to answer the research questions based on the meaning of each data.

B. **Social Action**

Schutz (1976) focuses on how subjective meaning influences social behavior. He believes that each person has a distinct perspective on the world that is influenced by their own experiences, and that this perspective affects how they perceive and react to other people's behavior. People interpret the world around them to create their social reality, and their social context influences this process. He also underlines how crucial it is to comprehend people's subjective experiences in order to comprehend social behavior. Overall, Schutz's (1976) theory of social action offers a useful viewpoint on how important it is to understand an individual's subjective experience in order to figure out social action.

A theory of action must maintain the subjective point of view to the fullest extent, failing which it loses its fundamental tenets, namely its reference to the social reality of everyday life and experience (Schutz, 1976). The only yet necessary assurance that the world of social reality will not be replaced by a hypothetical non-existent universe created by the scientific observer is the preservation of the subjective point of view. According to Schutz (1976),we can

all make predictions within these bounds, even if they are merely estimates of likelihood. As an example to this theory analysis, Schutz (1976) has chosen the object to be a wild apple tree. This suggests that it will bloom in the spring, turn green in the summer, and yield fruit in the fall. To achieve a better perspective, we may extend the analysis; in the summer, we can relax in its shade; and in the fall, we can eat its fruits if we are hungry. All of these possibilities exist without the intervention of any human agent; the natural cycle of events continues unchanged.

The actor interprets an action in terms of its motives, which are the most basic complex of meaning (Schutz, 1976). However, this phrase is ambiguous and encompasses two distinct kinds that need to be clearly distinguished: the because motivation and the in-order-to motive. The in-order-to relates to the future and is synonymous with the goal or objective that the action itself is a method of achieving. While if the project is the desired activity that is imagined to have already been completed, the in-order-to motive is the expected final outcome of events, and the project itself is driven by the because motive.

C. Covid-19

The emergence of a new disease known as coronavirus originated in Wuhan, China. Several cases of Covid-19 were identified in early March 2019. There was no international preventive action taken by the governments. After numerous cases of unknown acute respiratory problems, the National Health Commission of China finally took an action. They releases detailed information about Covid-19 as an epidemic in early 2020. The sickness was originally referred to as "coronavirus disease 2019" by the World Health Organization, but the causing virus was later renamed as "severe acute respiratory syndrome corona virus 2" by the international committee of the Corona virus Study Group. The outbreak is believed to have started at the Hunan seafood market in Wuhan, China. Despite the likelihood that Covid-19 patients in China may have eaten infected animals as food or visited the market, an additional study revealed that some patients had not been to the seafood market. SARS-CoV-2 is extremely contagious, and there is currently no approved vaccine or effective treatment. To

control the pandemy, it will be best to use preventive measures, careful diagnostic techniques, and already accessible medications while also creating novel therapies (Ciotti, 2020).

Fever, a dry cough, tachypnea, and shortness of breath are frequently recognized as the initial signs. Although around 20–25% of patients with SARS-CoV infection had diarrhea, COVID-19 patients rarely exhibit digestive symptoms. Another study listed COVID-19 symptoms such as disorientation, chest discomfort, nausea, and vomiting (Ciotti, 2020).

SARS-CoV-2 can be spread both by direct means and by indirect contact. Droplets typically cannot exceed six feet and may remain in the air for a limited time. However, SARS-CoV-2 remains intact and infectious in droplets and can hang in the air for up to three hours. COVID-19 can occur if a person touches a surface contaminated with SARS-CoV-2 and then the hands come into direct contact with mucous membranes such as the eyes, nose, or mouth (Ciotti, 2020).

According to the WHO, the key measures in controlling contagious diseases like COVID-19 include education, isolation, prevention, regulating the transmission, and treating sick individuals. Making the following suggestions can help to reduce the spread of infection. Staying at home (home quarantine) and avoiding direct contact with any healthy (perhaps asymptomatic patients) or infected person, a practice known as shielding avoiding unnecessary travel, adhering to social distance-keeping guidelines including avoiding crowded public spaces, and keeping at least two meters between individuals, particularly if they are coughing or sneezing, refraining from shaking hands when greeting others. Frequently wash your hands with soap and water for at least 20 seconds or use a hand sanitizer containing at least 60% alcohol, especially after touching communal areas, going to the bathroom, or shaking hands. Avoid touching your eyes, nose, or mouth with unwashed hands, and disinfect surfaces with household sprays or wipes (Ciotti, 2020).

D. Internet Memes

Internet memes are cultural replicator that contains the creator's idea, it is used to spread the idea and behaviors to other individuals or population. The meme is short for Mimema, an ancient Greek word that has a meaning of "imitated thing". The form of internet memes are mostly created in images but are not only limited to them, other forms of Internet memes can be found such as GIFs, Videos, concepts, catchphrases, challenges, and viral sensations. Memes commonly can be found on social media such as Facebook, Twitter, Instagram, etc. Internet memes itself contains various topics from our daily life.

According to Davison (2012), even though not all Internet memes are humorous, comparing these to offline jokes reveals what distinguishes Internet memes from other types of humor: the speed at which they are transmitted and the accuracy of their form. A spoken joke, for example, can only be spread as quickly as those who know it can go from one area to another, and its structure needs to be remembered. In contrast, a printed joke can be retained by a physical arrangement of ink and transferred by moving paper. The speed of distribution is no longer constrained by the mobility of people, and a medium—rather than memory—maintains the joke's shape.

Another amazing increase in transmission speed is made Davison (2012). Computers communicate with one another through extensive networks, overcoming physical distance. Time is no longer an issue because digitally encoded information is accessible for as long as the server that hosts it is up and running. A joke that has been stored online can be accessed by as numerous people as desired, as frequently as desired, and as rapidly as requested.

The form-fidelity of an internet joke, however, is vulnerable to a special contradiction Davison (2012). Because it's digital, the joke can easily be repeated. The ability to copy and paste is a common and expected feature of software platforms. Nonetheless, a unit of digital media is completely changeable in the

current environment of powerful and diverse alteration software. A unit of digital material can easily have portions of it lifted, changed, and then reapply.

One can dissect a meme into its component parts. Davison (2012) suggests three: the behavior, the ideal, and the manifestation.

The manifestation of a meme is observable. It is the collection of items the meme produced, serving as evidence of its existence. It denotes any configuration of physical components in space and time that is a direct consequence of the meme's actuality.

A person's action in support of a meme constitutes the behavior of the meme. The manifestation is produced by the meme's actions. For instance, if the activity entails taking a photo of a cat and then editing it using software, the manifestation this generates is the following upload to the Internet of an ordered succession of pixels.

The thought or idea that is communicated is the meme's ideal. The behavior is governed by the ideal, which in turn produces the manifestation. The ideal would be something along the lines of "cats are funny" if the manifestation is a funny picture of a cat and the behavior is utilizing software to create it.

E. Social Media

Human interaction has been changed by social media, which gives people unheard-of options to meet their social requirements. Numerous studies have looked into the effects of social media on well-being. Studies on this topic conducted in the first and second generations produced varying results. The use of social media in general has been shown to have small but significant detrimental consequences on well-being, according to a new series of third-generation tests. The findings of these studies conceal the nuanced nature of the connection between social media use and well-being. Depending on who uses it and how and why it may either improve or worsen well-being. People use social media for a variety of purposes (e.g., to communicate feelings, manage impressions, etc.),

which affects how it affects both their own and other people's well-being(Kross et al., 2021).

CHAPTER III

RESEARCH METHOD

Chapter 3 will provide the research methodology including research design, research instrument, data source, data collection, and data analysis.

A. Research Design

This research is descriptive qualitative using the discourse analysis from James Paul Gee's approach. This study uses a discourse analysis approach that helps the researcher breakdown the data.

B. Research Instrument

The research instrument that is used for this research is the researcher observing and taking notes on the Covid-19 memes words, phrases, and sentences that are relevant to the WHO's (World Health Organization) rules and regulations.

C. Data and Data Source

The data are taken from various social media such as Twitter and Instagram. Each of the data is created by the creator in form of a post in their account with the hashtag #Covid19Memes. The researcher used the hashtag #Covid19Memes to ensure the data source is relevant to the topic. The data (Covid-19 meme posts on social media) are released during the pandemic of Covid-19 in early 2021 and are still ongoing until the research is done.

D. Data Collection

Observing participants but not taking part in them is known as non-participant observation. This approach involves immersing oneself in the relevant group or social system without being directly involved in the phenomena being studied. The steps of data collection in this research are:

1. Collecting and selecting relevant memes based on the research questions and criteria for data sampling.

2. The data are Covid-19 Memes posts from people that are relevant to WHO rules and regulations. To find the related post with the setting,

the researcher uses the hashtag #Covid19Memes in social media to find the data.

3. Taking notes of the words, phrases, and sentences from Covid-19 Memes to get the information needed that is shown on the posts.

4. Gathering other details to get the settings of the posts' including date, time, and the relation with WHO's rules and regulations.

Several appropriate data were collected using the sampling technique proposed by Lopez and Whitehead (2013). A method called purposive sampling was chosen for the sample. This sampling method provides information-rich cases/data for this current study. Some criteria need to be set, in this research, the researcher uses only Covid-19 Memes that are related to the World Health Organization (WHO) advice as criteria in data sampling. Eventhough the data sampling made all of the data that are found to be smaller in number, this data sampling technique kept the detailed information of Covid-19 Memes. In applying the sampling technique of purposive sampling, the researcher has pre-selected the Covid-19 memes according to their relation with WHO's rules and regulations. Previously, there is a criterion that the Covid-19 memes contain critics of WHO's rules and regulations mentioned before.

E. Data Analysis

The data analysis in this research is taken from the words, phrases, and sentences of Covid-19 Memes on social media including Instagram and Twitter. To apply the discourse analysis approach in analyzing memes, it needs various aspects of the memes such as the language, structure, visual elements, and cultural references. In analyzing the data, this research are using these key steps:

1. Describing the visual and textual features of the memes, such as the use of humor, irony, metaphor, or satire, as well as any cultural references or symbols.

2. Identifying the discursive themes and patterns that emerge from the memes, such as the framing of certain issues or topics, the

representation of different groups or individuals, or the use of particular linguistic or visual strategies to convey meaning.

3. Analyzing the social and cultural context in which the memes are created and circulated, including the political, economic, and historical factors that may influence their production and reception.

4. Drawing conclusions about the implications of the memes for political discourse and public opinion, based on the patterns and themes identified in the analysis.

CHAPTER IV

FINDINGS AND DISCUSSIONS

Throughout this chapter, the researcher provides the findingsand discussion of Covid-19 Memes in social media. The data were gathered from social media including Twitter and Instagram using the hashtag #Covid19Memes and also a keyword to search in social media "Covid-19 Memes". Last of all, this chapter contains discussions of the findings.
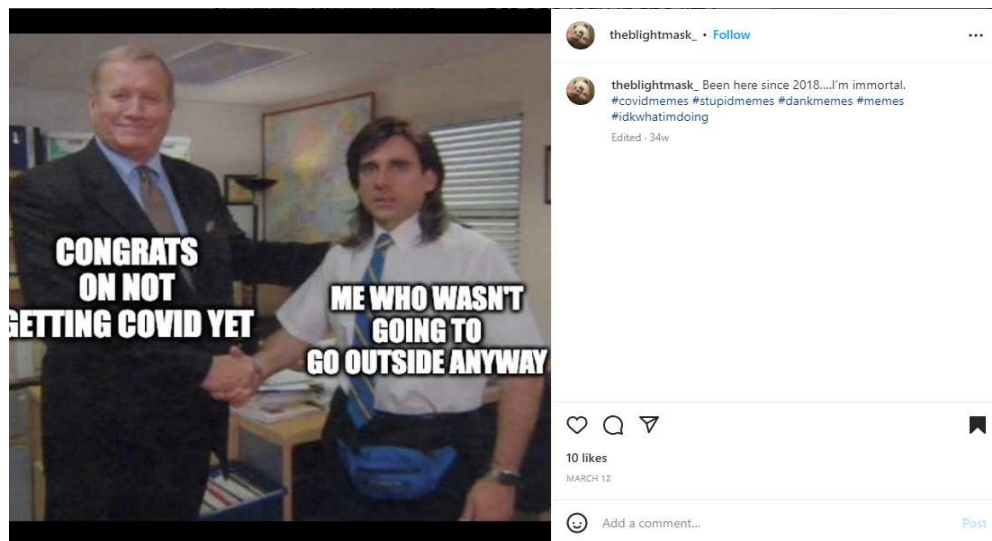
A. Findings

The findings section will present the data, the analysis, and the conclusion of this research. The data of this research are taken from Instagram and Twitter in the form of a Covid-19 Meme. There are so many types of memes with different topics that can be found on social media. To match the relevance of the data with the current advice for the public made by WHO (World Health Organization) taken from WHO's website https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public namely:

a. Keep yourself and others safe: do it all!

b. Wear a mask properly

c. Make your environment safer

d. Keep good hygiene

e. What to do if you feel unwell

In general, Gee's theory of discourse analysis emphasizes how language use is dynamic and multifaceted, and how discourses can both reflect and influence social, cultural, and cognitive processes. We can learn more about how language shapes and supports social structures, cultural norms, and conceptual frameworks by examining discourses in their particular context.

Data 1

Account Name	@theblightmask (Instagram)
Date Posted	12 March 2022
Caption	Been here since 2018….I'm immortal. #covidmemes #stupidmemes #dankmemes #memes #idkwhatimdoing
Meme Content	**Graphic:** An image of a boss who is awarding his employee in his office **Utterance:** A: Congrats on not getting covid yet B: Me who wasn't going to go outside anyway **Relation with WHO's rules and regulations:** Make your environment safer

     The Instagram user that posted this Covid-19 meme is @theblightmask_.
He is an ordinary person who likes to post a lot of memes on his account. He
creates the post consisting of 2 phrases and the caption. Not only memes about
Covid-19, but he also created memes about political issues, relationships, daily

life, etc. As an ordinary person, he creates this meme and gets 10 likes which is a small amount but it is enough to express his opinion toward an issue digitally via social media.

"Congrats on not getting covid yet"

"Congratulations" in the first phrase is used to show appreciation for someone for a certain accomplishment or success. The achievement being discussed in this phrase is not receiving Covid-19, indicating that the meme creator finds this to be a good result. But, the word "yet" used in the text may also imply a concern about the possibility that people will acquireCovid-19 in the future. This could have a meaning that the meme creator wants to communicate their hope that people will stay away from the virus since they saw the possibility of Covid-19 infection as an ongoing issue at this moment. The phrase "congrats" is used in a setting where the accomplishment being acknowledged is not necessarily the result of the people being intentional in their effort or activity, which suggests that the text also contains a humorous or sarcastic element.

"Me who wasn't going to go outside anyway"

In this phrase, the meme creator is expressing the people's lack of desire to go outside, which may imply that they intentionally choose to remain inside due to a specific cause. This second phrase answered the reason for the first phrase why are people not getting Covid-19 yet. But the reason is not fully explained why the people are not going to go outside because of the Covid-19 spreading or it has other reasons. The use of the word "me" in the text also suggests a sense of personal identity, as the meme creator is referring to themselves as the subject of their own actions or intentions. The use of the word "anyway" in this phrase suggests that the decision to not go outside has other reasons apart from keeping himself away from Covid-19. The other reason the subject for not going out can be the subject itself is an introvert that stays at home almost all of the time.

"Been here since 2018...I'm immortal"

The caption of this post explains the relation between the meme and the condition of the author of this Covid-19 meme post. The use of the phrase "been here since 2018" denotes that the writer has been in a location for that amount of time since 2018. In this situational context, the location can be referred to the writer's home in which almost all of the people have been isolating in their homes while the Covid-19 pandemic. The word "immortal" gives the text an exaggerated tone and implies that the meme creator regards themselves as permanent, immune-to-death creatures in this location. Going back in time to 2018, the Covid-19 disease has not been wide spreading, it can be concluded that the subject is not isolated from Covid-19 but is for other reasons such as being an introvert or else.

Throughout the phrases inside this meme, the meme author tried to express a supportive opinion towards World Health Organization's advice for the public namely "Make your environment safer". Specifically on the 2nd point where WHO suggests to meet people outside. Outdoor gatherings are safer than indoor ones, particularly if indoor spaces are small and without outdoor air coming in." The user @theblightmask_'s motive in creating this Covid-19 meme with a reason of some people in this ongoing pandemic are still not following the 2nd point of WHO's rules and regulation, the author wanted to remind those people to keep safe from Covid-19 by doing the rules and regulations, and making a humor to disseminate messages from WHO.

According to this data analysis, both the advice from the World Health Organization and the Instagram user @theblightmask_ have the same purpose to spread the message of avoiding indoor gatherings with other people but in different ways. The way World Health Organization delivers the message is as an organization of The United Nations agency that is working to promote health in a very formal, global way. While the Instagram user @theblightmask_ is an ordinary person who tried to spread the advice in a humorous way, much more informal, and still keeping the main message of the advice from WHO through this Covid-19 meme.

Data 2

Account Name	@fun0stuff (Instagram)
Date Posted	12 March 2022
Caption	Lol, no excuse...😂😂😂 #mask #facemask #funstuff #funmeme #funmemes #funnypictures #funnymeme #funfacts #funnymemes #fun #funny #meme #memes😆 #memes #covidmemes
Meme Content	**Graphic:** Movie Theater Sign **Utterance:** A big nose isn't an excuse for no mask I mean, I still wear underwear. **Relation with WHO's rules and regulations:** Wearing a mask properly

The second data is taken from a user account @fun0stuff on Instagram. This user posts memes about entertainment, public figure, relationship,

government, daily life, and more. Some of the posted memes are made to criticize the content of their memes.

"A big nose isn't an excuse for no mask I mean, I still wear underwear."

The sentence inside these Covid-19 memes is specially made for the people who are not wearing their masks in this Covid-19 pandemic situation. The text inside this Covid-19 meme appears to be an answer to a claim that someone with a large nose should not wear a mask. The meme creator uses the analogy of continuing to wear underwear despite having huge men's genital to argue that having a big nose is not a good reason for not wearing a mask.

An example of their excuse because they are not wearing a mask are used because they are having big noses. The reason for having a big nose is usually used by people because it is so big and barely fit to wear a mask. The creator of this meme is supporting the rules and regulations from WHO regarding wearing a mask properly by stating that it is not an excuse for not wearinga mask during this Covid-19pandemic. In addition, the creator added a funny-gross phrase stating the creator is still wearing underwear while having a huge men's genital.It is implied to maintain the funny image of this meme while trying to make it less gross and hiding it from the kids.

From the discourse analysis perspective, the text inside this Covid-19 meme demonstrates the use of a metaphor. The comparison between wearing a mask and wearing panties connects two seemingly unconnected concepts, which can make the meme creator's statement more memorable or convincing. The meme creator is employing a light-hearted tone to dismiss an argument that they believe to be absurd or incorrect, hence the language could also be read as a kind of comedy or sarcasm. Overall, the text emphasizes the value of using a mask regardless of physical characteristics, and it does it in an informal manner by using humor.

Inside this Covid-19 meme, the creator itself is creating the meme post because some people are still not wearing their masks in public spaces, they are

not obeying the rules and regulations from WHO, and also the creator wants to deliver the message of reminding people to wear their mask in public in a hilarious way. Besides, the creator of this Covid-19 meme is creating this meme in order to help the WHO to spread the rules and regulations, knowing that there are some people who are still not obeying. The social act that this Covid-19 meme author wants to accomplish was to remind people to obey the rules and regulations of wearing a mask in public. Even though the WHO already reminds the people on their website and other platforms, it is still important for us to help spread their message to other people.

Observing the content of this Covid-19 meme, it can be seen as a criticism of the people who wears their masks inappropriately or even did not wear any mask. In this Covid-19 pandemy, so many people think it is not an obligation to wear a mask. They tend to go out in public without wearing one and some people have their own reason why they do not wear their masks. Just like the previous Covid-19 memes, this one does not only criticize but also humorously deliver the message.

Data 3
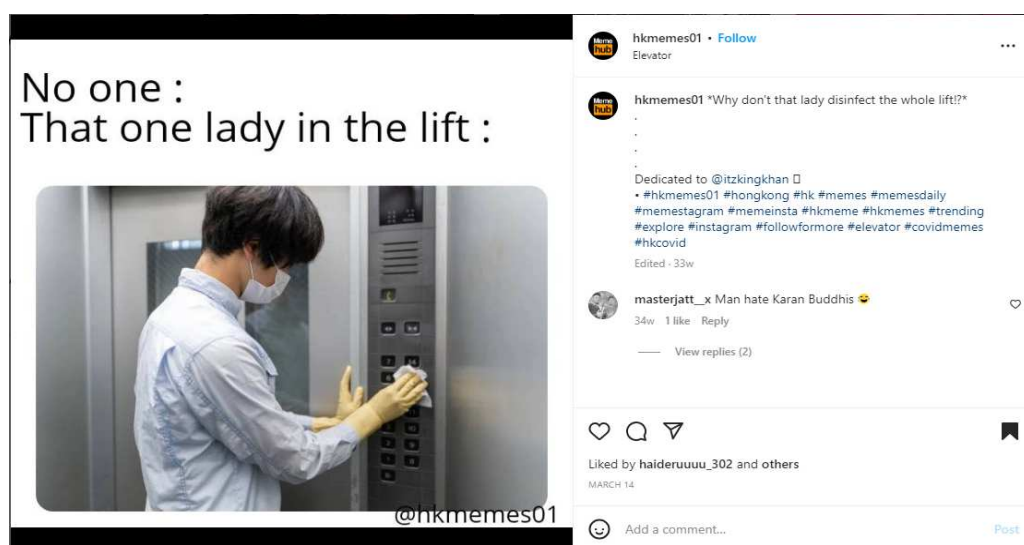
Account Name	@hkmemes01 (Instagram)

Date Posted	14 March 2022
Caption	*Why don't that lady disinfect the whole lift!? · * . . . . Dedicated to @itzkingkhan · • #hkmemes01 #hongkong #hk #memes #memesdaily #memestagram #memeinsta #hkmeme #hkmemes #trending #explore #instagram #followformore #elevator #covidmemes #hkcovid
Meme Content	**Graphic:** A person cleaning the elevator with a tissue **Utterance:** Noone: That lady in the lift: (denoting the picture of a person cleaning an elevator with a tissue) **Relation with WHO's rules and regulations:** Keep Good Hygiene

This Covid-19 meme was posted by an account with the username @hkmemes01 on Instagram. This account posts only about memes in it. Based on its profile, it can be seen the origin of this account is based from Hongkong. Not only memes about Covid-19, but this user account has posted in other categories such as daily life, weather, public transport, etc.

"No one"

The first phrase in this meme refers to no one, nobody says anything. This phrase leads to the next action that is shown in this meme as a phrase describing a

picture of someone doing an action. The next action that is done is not provoked as no one said anything in the first phase.

"That one lady in the lift"

The word "lady" in this second phrase implies a certain level of formality or respect, but the phrase "that one" can imply that the woman was notable or memorable in some way while referring to the lady inside the Covid-19 meme. The second phrase in this meme shows a lady doing an unprovoked action of cleaning the lift buttons. In this meme, the lady is seeking attention by cleaning the buttons of the lift when no one asks her or provokes her to do it. The creation of this meme is based on people who do something to seek the attention of other people.

"Why don't that lady disinfect the whole lift!? · "

The caption to this post is giving the whole meme a punch line, a response from the meme author to make the viewer of the meme laugh.
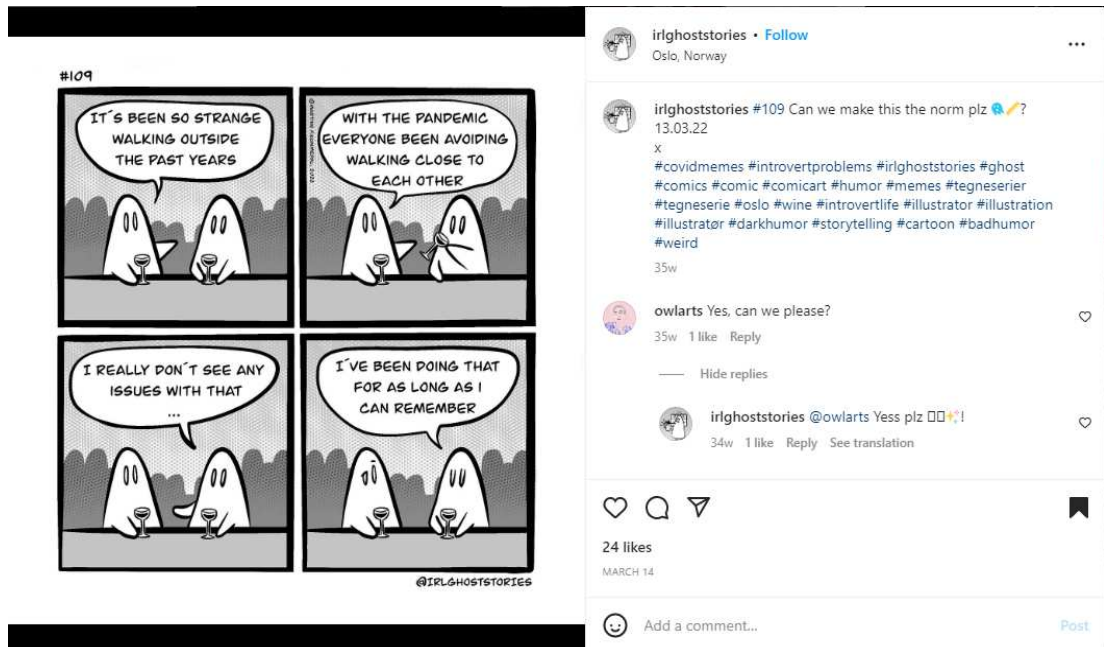
In account of the Covid-19 pandemy, this text also reflects social standards or expectations on cleaning and hygiene. The text can be seen as a criticism of the woman's actions. The phrase "Why don't" conveys some level of displeasure, and the question itself suggests that the meme creator thinks the woman does not need to clean the entire elevator. The words "disinfect" and "the whole lift" convey anexaggerated desire for thoroughness and attention to detail, respectively, and concern with preventing the spread of germs or disease. The phrases inside this meme could be seen that it is aimed to critic the people who miss understood the WHO's regulation of keeping good hygiene. They seem to become over-protecting themselves in this covid pandemic. It might be the hilarious part of this meme, but this kind of meme could remind the viewer to keep good hygiene in a humorous way.

The social act in this Covid-19 meme can be seen as a critics. The author created this meme because he has been iritated to see such behavior, he wanted to

remind the people to not to carry out an excessive action towards the rules and regulation of Covid-19 made by WHO, and the author wants to entertain the follower with the humor in form of meme. In order to carry out the goal of the author, they created this meme with a critic, reminder, and humor.

Inside this meme, it can be seen that there is nothing wrong with the action done by the lady with the WHO's rules and regulations. It reminds the viewer of this meme to keep the good hygiene of the surrounding areas. The lady's action was in line with the WHO's rules and regulations of keeping good hygiene, specifically the rules and regulation on "clean and disinfect surfaces frequently, especially those which are regularly touched, such as door handles, faucets, and phone screens." In another way, the author of this meme delivered the message to the viewers in quite humorous ways.

Data 4

Account Name	@irlghoststories (Instagram)
Date Posted	14 March 2022

Caption	#109 Can we make this the norm plz 😳✏️? 13.03.22 x #covidmemes #introvertproblems #irlghoststories #ghost #comics #comic #comicart #humor #memes #tegneserier #tegneserie #oslo #wine #introvertlife #illustrator #illustration #illustratør #darkhumor #storytelling #cartoon #badhumor #weird
Meme Content	**Graphic:** Comic **Utterance:** A: It's been so strange walking outside the past years A: With the pandemic everyone been avoiding walking close to each other B: I really don't see any issues with that … B: I've been doing that for as long as I can remember **Relation with WHO's rules and regulations:** Keep yourself and others safe: Do it all!

This Covid-19 memes were posted by @irlghoststories on Instagram. The user account of @irlghoststories posted several memes in form of short comics. The profile of this Instagram user shows that their origin was from Orlo, Norway. @irlghoststories' account has posted several memes regarding the issues of daily life, special events, news, etc.

"It's been so strange walking outside the past years"

It is implied from the sentence "It's been so strange walking outside the past years" that the author is thinking back on their experience of going outside while the Covid-19pandemic was going on. The word "strange" is used to suggest that the first character's experience was unique or distinct from any previous outdoor strolling they had. The use of the term "the past years" emphasizes the concept that the pandemic has had a lasting impact on the character's daily life by implying that the character is not referring to a specific period but rather a

continuous experience over a long period. The word "walking" implies that the character is talking especially about the act of going through public spaces on foot, which imply that they have had to adjust to new social distance rules and regulation as well as manage changes in public behavior as a result of the pandemic.

"With the pandemic everyone been avoiding walking close to each other"

This meme's content demonstrates a clear understanding of how the Covid-19pandemic has affected social behavior. The use of the word "everyone" suggests that the creator of this meme sees this situation shared by all of the people. When the meme creator uses the phrase "avoiding walking close to each other" it implies that the creator has noticed a change in how people interact with one another when they are at a close distance from each other. This change could be seen as a reaction to WHO rules and regulations awareness. As mentioned before, the specific rules are mentioned again but in a much clearer form "avoiding walking close to each other.

"I really don't see any issues with that"

The usage of the phrase "don't see any issues" implies that the author, unlike the first character, does not notice any issues or barriers. This would suggest that the character finds the Covid-19rules and regulations to be acceptable.

"I've been doing that for as long as I can remember"

In the context of Covid-19 regulations, the last phrase in this Covid-19 meme may suggest that the character is well-adapted to the guidelines related to physical distancing and does not find them particularly challenging or disruptive to their daily routine.The use of the phrase "as long as I can remember" implies that the character has been engaging with the rules and regulations for a period of time, potentially since the beginning of going out for an activity in a public space. This may suggest that the character has been avoiding walking close to each other

for as long as the character can remember and will not implement the rules and regulations when he has forgotten them.

The phrases inside this meme are created in order to criticize and remind the people who always obey the rules and regulations of WHO especially in maintaining the appropriate distance while having the easiness to forget the rules and regulations. Previously, this Covid-19 meme are created by the author because there are numerous amounts of people who obeyed these rules and regulations only when they remember if they forgot the rules and regulations, they will not maintain the distance.

This meme from @irlghoststories can be seen as a supportive campaign for the WHO's rules and regulations. The first character from this meme portrayed the people who are new to this situation and felt strange obeying the rules and regulations of "Keep yourself and others safe: Do it all!" to keep a physical distance of at least 1 meter from the others. The second character from this meme portrayed the people who are adapted to the regulation they are obeying the rules for as long as they can remember. This meme criticizes the people's ability to maintain the rules and regulations, they maintained to obey for as long as they remember in which they have to maintain it all the time.

Data 5

Account Name	@humorhive04 (Instagram)
Date Posted	14 March 2022
Caption	Tag your colleagues and say nothing Oh no oh no 🙊 story of covid break #work #workfromhome #workfromhomelife #covid_19 #covıd #covidmemes #panedamiclife #fatboy #dietonpoint #colleagues #workmemes #nevermind #ohno #virałpost #viralposts #goviral
Meme Content	**Graphic:** A fat person crying **Utterance:** *Returns to work after 2 years of working from home* Co-workers: Is that fat guy new? Me: (denoting the picture of a fat person crying) **Relation with WHO's rules and regulations:** Make your environment safer

This Covid-19 meme is posted on Instagram by @humorhive04, this user account usually posts about news, memes, funny clips, and comedy. The post topics are often about social, political, and celebrity.

Returns to work after 2 years of working from home

The first text suggests that after two years of working from home, the workersare going back to the actual office. The phrase "working from home" suggests that the worker has been doing their work remotely, as a result of the Covid-19pandemic.The phrase "working from home" is used in this text, which implies that the pandemic has profoundly transformed how we work and that working remotely is likely to become more popular in the future even after the pandemic ends. The use of the word "returns to work" suggests that the worker is now continuing their employment at a real workplace.This text shows a change in how people workin the conventional workplace as the effects of the Covid-19 outbreak. The pandemic compelled many businesses to implement remote work practices in an effort to slow the virus' spread, which caused a huge change in the nature of the working space.

"Co-workers: Is that fat guy new?"

The second phrase is describing the reaction from the co-workers after seeing their friend (the character that has been described previously). When the "fat guy" is mentioned, it suggests that the person is being assessed based on their appearance. "Is that fat guy new?" implies a lack of consideration for coworkers who may look different compared with how the coworker looks like before working remotely.

"Me:"

The last word inside the meme is denoting the image of the character. As previously described, the character's friend is having thoughts of the "new worker" that turns out to be their old friend. It can also be identified as the reason behind the co-worker's thoughts,their friend gained weight and became noticeable as a new person working there.

The caption of this meme contains some phrases that mainly have the purpose to spread the Covid-19 meme. The first phrase "Tag your colleagues and say nothing" is made to spread the message by tagging other accounts to gain more views. The second phrase of the caption "Oh no oh no 🙈 story of covid break" is the title of the meme, a story from the Covid-19pandemic. The last phrases known as hashtags "#work #workfromhome #workfromhomelife #covid_19 #covıd #covidmemes #panedamiclife #fatboy #dietonpoint #colleagues #workmemes #nevermind #ohno #virałpost #viralposts #goviral" used to spread this Covid-19 meme post to people who are browsing on the social media.

The social action goal of this Covid-19 post is made in order to criticize the rules and regulations of WHO. According to the analysis, the author made this Covid-19 meme because the rules and regulations that are criticized are to make your environment safer, specifically to avoid crowded or indoor meetings which these rules and regulations have been applied for as long as approximately 2 years. According to some people, this period is too long for people to stay at home.

This Covid-19 memes from @humorhive04 are supporting the rules and regulations that are made by WHO. The memes are different from the previous data in terms of support, this meme supports the rules and regulations by making critics. The critics implied inside this meme is about the period of doing the rules and regulations of staying at home given by the governments are taking a lot of time. It is criticized for the rules and regulations are should be applied within a smaller period. This way, it can minimize the small impacts of doing the rules and regulations like the one mentioned in this Covid-19 meme.

Data 6

Account Name	@PatrickViking93 (Twitter)
Date Posted	23 July 2020
Caption	Love it! #Covid_19 #MEMES
Meme Content	**Graphic:** A business sign **Utterance:** No Mask No Service Grow Up Karen **Relation with WHO's rules and regulations:** Wearing a mask properly

This data was uploaded by a Twitter user @PatrickViking93 on his Twitter timeline on 23 July 2020. This user mostly posts about himself, his favorite sports team, and also memes.

"No Mask" "No Service" "Grow Up Karen"

This text states a mandate for the Covid-19 rules and regulations, particularly those related to mask use in public areas. "No mask" and "No service" suggests that people who are not wearing masks will not be served in places that need masks for entrance. The name "Karen" in the text likely refers to a recent

cultural meme; it is a negative term used as slang for a white lady viewed as entitled or demanding beyond what is reasonable. The term is used in this context to refer to those who are entitled but disobey Covid-19 regulations.While the instruction to "grow up Karen" implies that individuals who do not wear masks are acting immaturely, the phrase conveys a normative expectation of responsible behavior. The usage of the name "Karen" is also a sort of social shame, as it indicates that those who do not adhere to Covid-19 norms are somehow lower or less educated.

The social acts inside this Covid-19 meme can be seen in that the author wants to criticize the people who do not want to wear a mask in public. As the rules and regulations from WHO previously mentioned, this Covid-19 meme is related to the order of wearing a mask properly. The author made this because, by the time of the Covid-19 pandemy, there are still some people who have not applied the rules and regulations made by WHO. In order to do the social action, the author made a meme consisting of critic, humor, and firm action of rejecting service in a business sign.

This Covid-19 meme from Twitter user @PatrickViking93is seen to be supporting the rules and regulations of WHO. Not only spreading the message about wearing a mask properly, but the business that owns this sign is taking an action against the people who are not wearing their masks. The critics addressed the people who are not obeying the rules and regulations from WHO regarding wearing a mask properly.

Data 7

Account Name	@PrimevalLegacy (Twitter)
Date Posted	7 July 2020
Caption	Don't forget socially distance and wear a mask in public! Shared in our Facebook group Primeval Anomalyposting #Primeval #covid19memes #coronavirusmemes
Meme Content	**Graphic:** 2 men having a conversation **Utterance:** When I go to the supermarket to get supplies and people don't stick to the 2-meter rule *Has the concept of personal space ever been explained to you?* **Relation with WHO's rules and regulations:** Keep yourself and others safe: Do it all!

This data was taken from Twitter, it was posted by @PrimevalLegacy on 7th July 2020. This account mostly posts about shows, especially British sci-fi shows. The post variety starts from the news, new show posters, show reviews, and memes created from the show.

"When I go to the supermarket to get supplies and people don't stick to the 2-meter rule"

The author of the meme appears to be annoyed and frustrated with those shoppers who break the social distance rule in the first statement. During the ongoing Covid-19 pandemy, the meme's creator plays a person who is worried for their safety and the safety of others. Furthermore, the usage of the term "2-meter rule" shows that the meme's author is aware of the rules for maintaining a safe distance from one another in public areas to stop the spread of the Covid-19 virus. Furthermore, the usage of the word "stick" implies that the meme's author sees complying with the rules of social distance as a duty that others are failing to carry out.

The first sentence was describing a situation where this meme creator has been. A situation when he goes to the supermarket, a place to buy groceries and meet other people publicly. While meeting the other people in the supermarket, the meme creator observed that the people in it are not implementing the rules and regulations from WHO of maintaining physical distance from each other.

"*Has the concept of personal space ever been explained to you?*"

The second sentence inside this Covid-19 meme questioned the people who are not implementing the rules and regulations from WHO. This sentence is a rhetorical question and a statement that implies frustration or annoyance towards someone. The meme creator is suggesting that the person they are addressing does not understand the concept of personal space. The use of the phrase "personal space" suggests that people value their physical boundaries and believe that other people should also respect them. The question implies that the meme creator assumes that the person they are addressing has violated their personal space where they became too close. Moreover, the use of the word "explained" suggests that the meme creator believes that the concept of personal space is a commonly understood social norm that the person they are addressing should already know about. This implies that the meme authoris possibly frustrated with the person they are criticizing for not following what they consider to be a basic social rule.

"Don't forget socially distance and wear a mask in public! Shared in our Facebook group Primeval Anomalyposting

#Primeval #covid19memes #coronavirusmemes"

The last sentence and phrases inside this Covid-19 memes post came from the caption of it.The creator of this post is reminding the viewer to keep physical distance from each other, while also wearing a mask in public. The language appears to be a command or request to someone to adhere to certain instructions in order to stop Covid-19 from spreading. The creator of the meme is informing the viewer of their Covid-19 meme about the value of maintaining a social distance and wearing a mask in public. The author's underlying views and opinions are revealed in this text. "Don't forget" suggests a sense of urgency or importance on the part of the meme author by using the imperative phrase. That implies that following these recommendations is crucial for the safety of the viewer as well as other individuals.Furthermore, the usage of the terms "socially distance" and "wear a mask" shows that the meme's author is aware of the precautions that should be taken to stop the spread of Covid-19. This shows that the person who made the meme is aware of the current pandemic and is treating it seriously.Not only reminding us but this tweet is also stated that this Covid-19 meme also posted on their Facebook page to gain more viewers and even more widely spread the message.

The social action inside this Covid-19 meme was seen as a criticism of the people who are not obeying the WHO rules and regulations of maintaining distance. It was created because the author found some people that came way too close to others in terms of distance in public. In order to deliver the criticism, the author made this Covid-19 meme consisting of critics, humor, and a reminder message to keep distance from others.

Through this Covid-19 meme it can be observed that this one has a relation with WHO's rules and regulations of keeping yourself and others safe: do it all. Especially on maintaining a physical distance of at least 1 meter from each

other. The goal of this Covid-19 meme was to criticize the people who do not pay attention to the rules and regulations made by WHO. Also From this data, it can be seen that this Covid-19 meme is supporting the rules and regulations of WHO. Sending critics and also promoting them to social media between Twitter and Facebook. Not only promoting one rule and regulation from WHO, but this Covid-19 meme is also promoting two of them which are Keeping yourself and others safe: doing it all and wearing a mask properly.

Data 8

Account Name	@rupin1992 (Twitter)
Date Posted	25 May 2020
Caption	#COVID__19 memes Loved this one
Meme Content	**Graphic:** Text **Utterance:** First time in history

	We can save the human race by lying in front of the T.V. and doing nothing
	Lets not screw this up
	Relation with WHO's rules and regulations:
	Make your environment safer

This Covid-19 meme was posted on Twitter by @rupin1992 on 25 May 2020. A personal Twitter account based in India, this Twitter account mostly posts about personal things, funny things, politics, etc.

"The first time in history"

The use of the phrase also implies that there is a shared understanding of what has happened in the past and that thisCovid-19pandemic will be remembered in history as a significant event. It highlights the fact that the pandemic has disrupted and changed our daily life and the global economy on a huge scale.Furthermore, the use of "The first time in history" in relation to the pandemic can also be seen as a way to emphasize the need for action and collaboration from the people to address this Covid-19pandemic.Inside this meme, the phrases implies that this situation has never been seen before. In this way, the author wants to attract the viewer's attention into something new that might be never been seen by them.

"We can save the human race by lying in front of the T.V. and doing nothing"

The second sentence in this Covid-19 meme "We can save the human race by lying in front of the T.V. and doing nothing" in the context of the Covid-19 pandemy can be interpreted as a satire or ironic phrase. It is made by the author for the people that are not implementing the rules and regulation from WHO that are taken seriously to prevent the further spread of the Covid-19 virus. The phrase of "save the human race" implies that there is a significant threat to humanity, which is the Covid-19 pandemy in this meme context. The action of "lying in

front of the T.V. and doing nothing" is chosen by the author in this Covid-19 meme as the easy way yet effectiveand everyone can do it to prevent the further spread of Covid-19 virus. This phrase contains a satirical comment from the meme author that compares how easy it was and everyone has a capability to do it doing nothing compared with how hard for people to always implement the rules and regulations from WHO (World Health Organization).
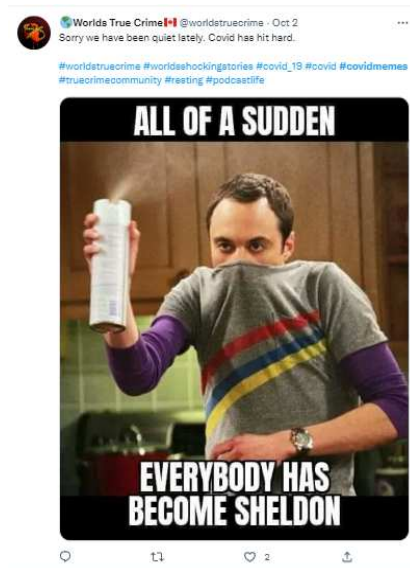
"Let's not screw this up"

The last phrase of this Covid-19 meme can be seen as a warning or an invitation for the people who seen this Covid-19 meme to do the task with no errors, knowing how simple it was. The word "this" signifies that there is a specific task that needs to be completed appropriately or that a particular circumstance needs to be handled carefully. "this" in the context of the pandemy may refer to steps made to stop the virus' spread, including the WHO's rules and guidelines.The expression "screw this up" refers to the possibility of failure or error, both of which could have negative impacts. "screwing up" in the context of the pandemy could mean failing to apply the WHO's measures to prevent the virus's further spread or disobeying instructions to keep people safe.

After doing the data analysis, it can be seen that the social action that the author of this meme wanted to carry out, was to remind the people to follow the guidelines provided by WHO. Previously, the author may observe that there are some people who cannot comply with the simple task of staying at home, based on WHO rules and regulations. In order to achieve the goal, the author of this Covid-19 meme created this meme post consisting of humor, reminding message, and comparing in an ironic way that a simple task can be done to save the human race.

From this data analysis, it can be inferred that the creator wants to support the WHO rules and regulations by sending a message via this Covid-19 meme for the people to follow the rules and regulations.

Data 9

Account Name	@worldstruecrime (Twitter)
Date Posted	2 October 2022
Caption	Sorry we have been quiet lately. Covid has hit hard.
	#worldstruecrime #worldsshockingstories #covid_19 #covid #covidmemes #truecrimecommunity #resting #podcastlife
Meme Content	**Graphic:**
	A picture of a person (Sheldon) spraying a can
	Sheldon Lee Cooper, Ph.D., Sc.D., is a fictional character in the CBS television series The Big Bang Theory and its spinoff series Young Sheldon, portrayed by actors Jim Parsons and Iain Armitage respectively.
	Utterance:
	All of sudden
	Everybody has become Sheldon
	Relation with WHO's rules and regulations:
	Keep Good Hygiene

This data on Covid-19 memes have taken from the Twitter account @worldstruecrime. A Twitter account based in Canada mostly posts about the podcast from a couple. The post on this social media account is mostly about their podcast activity, sharing news, and also various jokes in form of internet memes.

"All of sudden"

The phrase "all of a sudden" is often used to describe a sudden and unexpected event or change. It might be applied to the Covid-19pandemic to explain how swiftly the virus spread and how it significantly changed our way of life.The usage of this term may also be an expression of the meme creator's shock or disbelief at the outbreak. The expression alludes to the pandemic having an immediate and unpleasant effect on people's lives, resulting in disruption and uncertainty.

"Everybody has become Sheldon"

The second phrase explains the event that is previously mentioned. "Everybody" refers to the people who excessively clean their surroundings. Has become Sheldon, in a particular way, the people have become like a TV show's character. Sheldon Lee Cooper, Ph.D., Sc.D., is a fictional character in the CBS television series The Big Bang Theory and its spinoff series Young Sheldon, portrayed by actors Jim Parsons and Iain Armitage respectively. In this TV show, the character mentioned in this phrase is highly intelligent but has other behavior such as childishness, stubbornness, and meanness. In relation to the people mentioned by the meme creator, the people usually having such similar behavior as Sheldon does. As to the rules and regulations made by WHO, Keep Good Hygiene includes cleaning your hands, covering your mouth when coughing and sneezing, and cleaning surfaces frequently especially those which are regularly touched like door handles.

From this Covid-19 meme, it can be seen that the creator has aimed to criticize the excessive behavior of some people. Because he was upset by such

behavior, the author of this meme wanted to remind people not to act excessively in accordance with the Covid-19 rules and regulations established by the WHO. He also intended to amuse his followers with humor in the form of a meme. A critic, a reminder, and comedy were used in the creation of this meme in order to achieve the author's objective.

Particularly, in this Covid-19 meme, the creator throws criticism on people who are exaggerating their behavior in cleaning their surroundings. This behavior is related to the WHO's rules and regulations namely keeping good hygiene. It can be inferred that the creator of this meme aims to criticize the people who behave excessively during this Covid-19 pandemic.

Data 10

Account Name	@fauci.kills.puppies_ (Instagram)
Date Posted	15 March 2022
Caption	Breathe fresh air 🐶
Meme Content	**Graphic:**

	Stop sign **Utterance:** STOP wearing your face diaper **Relation with WHO's rules & regulations:** Mask wearing order

This data on Covid-19 memes have taken from the account @fauci.kills.puppies_ on Instagram. This account has posted several Internet memes mostly about humor, political critics, daily life, and celebrity. Various post in its account has displayed the protests made by the author inside the jokes.

"Stop Wearing Your Face Diaper"

The phrase in this Covid-19 meme "Stop wearing your face diaper" as a type of identity formation by referring to face masks as "diapers." It means that hiding one's face suggests a lack of independence or that one's identity is diminished. This identity construction suggests a particular attitude about mask use and may be associated with a group that opposes WHO laws and regulations.

The phrase "Stop wearing your face diaper" expresses a certain point of view about wearing masks. It implies disagreement or resistance to the wearing of face masks, which may be consistent with particular political or social beliefs. The use of the command "stop" implies the exercise of power, encouraging others to modify their behavior in accordance with the speaker's viewpoint.

The phrase "Stop wearing your face diaper" conveys the speaker's opinion that mask use is unneeded, unhealthy, or even unimportant. The speaker minimizes or ignores the significance of masks while attempting to force their own viewpoint on the addressee. The expression indicates how the speaker constructs reality in relation to their social setting or group, when wearing a mask may be stigmatized or disapproved of. The speaker uses language that makes fun of and rejects the practice of wearing masks in an effort to support this social construct.

In this Covid-19 memes, the author of it was mainly expressing their disbelief of doing the rules and regulations to minimize the impact of Covid-19 pandemic. In public, there are some people that are found to be opposes with the rules and regulation made, they often believes that the rules and regulations are made their life becomes harder. Some of the people are also could not accept the fact that Covid-19 is a disease.

Data 11

Account Name	@authormlake (instagram)
Date Posted	15 March 2022
Caption	Well, it had to happen eventually, I felt a bit weird this morning so I took a Covid test and there it was… a faint but clearly visible line. I have Covid 😣 #authorsofinstagram #author #authorlife #authorscommunity #authorsofig #authorgram #writer #writersofinstagram #writerscommunity #writersofig #writerslife #writerofig

	#writerlife #bookstagram #bookstagrammer #writingcommunity #covid_19 #coronavairus #covid #covidmemes
Meme Content	**Graphic:** A family in a car **Utterance:** A couple of weeks isolation with the family. What could go wrong? **Relation with WHO's rules & regulation:** Stay at home and self-isolate

This data is taken from Instagram, the account of a mother "authormlake. Inside her account, she like to post about internet memes, consistently about daily life, movie, celebrity, etc. In relation with the covid-19, she made this particular memes with the relation to her family condition that are currently being influenced by the rules and regulation made by WHO. The post gained 63 likes and also some comments from the viewer.

"A couple of weeks isolation with the family. What could go wrong?"

The phrase indicates a debate on the feeling of isolation inside the family. It implies a specific setting where the speaker anticipates spending time alone with their family, which may be impacted by common beliefs and customs among their social group. "A couple of weeks isolation with the family." The question "What could possibly go wrong?" suggests that the speaker is looking forward to a good or perhaps even pleasurable experience with their family during the isolated period. The speaker's identity is created as one who views family isolation as a chance for good things to happen, suggesting some level of privilege or optimism.
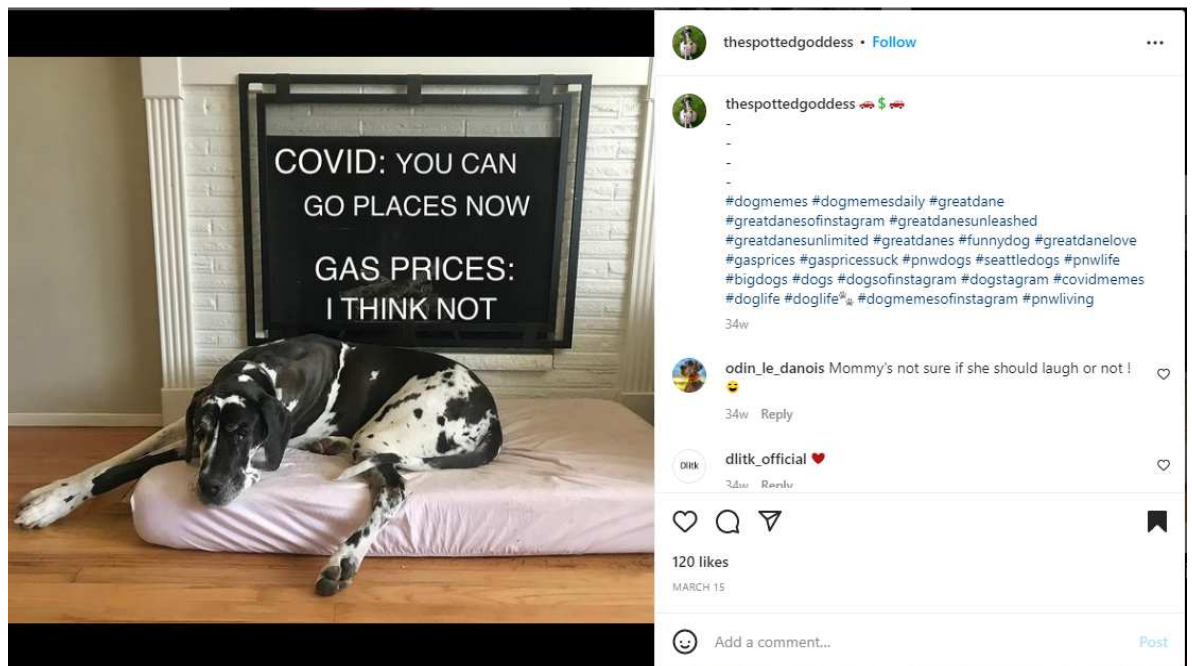
"Well, it had to happen eventually, I felt a bit weird this morning so I took a Covid test and there it was… a faint but clearly visible line. I have Covid"

The caption of this post, refers to a discussion on Covid-19 and individual accounts of testing positive. It implies that the speaker is a member of a group that is familiar with the procedures and effects of Covid-19 testing and diagnosis. The

phrase captures both the social practices surrounding testing and diagnosis in the context of the continuing Covid-19 pandemic. It shows that the speaker is following public health recommendations and acting responsibly by getting tested as soon as they notice symptoms.

In this post, the speaker constructs reality around the idea that being isolated from other family members is a good and worthwhile experience. The value that society places on spending time with family and being together may have an impact on this construct. The sentence "A couple of weeks isolation with the family" informs listeners of the speaker's intentions and goals. When circumstances call for isolation, it communicates their intent to partake in a behavior (family seclusion) that complies with cultural norms and practices.

The phrase expresses a discourse on familial seclusion that places an emphasis on optimistic expectations, intertextual allusions, and a comprehension of social customs and context. It emphasizes the speaker's comprehension of the benefits of solitude and suggests adherence to social norms and behaviors that place a high value on family time.

Data 12

Account Name	@thespottedgoddess
Date Posted	15 March 2022
Caption	🚗 $ 🚙 - - - - #dogmemes #dogmemesdaily #greatdane #greatdanesofinstagram #greatdanesunleashed #greatdanesunlimited #greatdanes #funnydog #greatdanelove #gasprices #gaspricessuck #pnwdogs #seattledogs #pnwlife #bigdogs #dogs #dogsofinstagram #dogstagram #covidmemes #doglife #doglife🐾 #dogmemesofinstagram #pnwliving
Meme Content	**Graphic:** Dog taking a nap on its pillow **Utterance:** Covid: you can go places now

	Gas prices: I think not
	Relation with WHO's rules & regulation:
	Stay at home and self-isolate

This data are taken from an Instagram account of @thespottedgoddess. It has a relation of Covid-19 memes and also the issue of gas price increases in some countries. The post gained 120 likes and also some comments that indicates how it reached the audience or the viewer of this post received the message from this author.

"COVID: You can go places now, GAS PRICES: I think not"

The Covid-19 discourse and the discourse around petrol prices are the two discourses at play in this sentence. The pairing of these two discourses implies a comparison between the pandemic's current stage and the price of fuel. "COVID: you can go places now" suggests that the Covid-19 situation is under control and has authority. The speaker implies that Covid-19 is the major factor or the decision-maker, and that it controls how far people can move around or travel. The second part of the sentence, "Gas Prices: I think not," might be read as a protest or challenge to the Covid-19 discourse's prevailing narrative.

The speaker may be raising concerns about the pricing or accessibility of travel despite the perceived freedom provided by the pandemic condition by drawing comparisons between gas prices and Covid-19. There could be intertextual references to arguments about travel restrictions and how the pandemic affects people's mobility in this sentence. The topic of gas pricing is also related to more general economic and societal debates.

This Covid-19 meme explains to others the author's viewpoints on these subjects. It displays the author's participation in a discussion or dialogue, displaying their understanding and refuting the widely held beliefs about travel and petrol prices. Depending on their unique experiences and viewpoints, various people may interpret the statement differently. The author's perceptions on the

connection between Covid-19, petrol costs, and travel opportunities may be shared by some while being rejected by others.

The phrase is representative of the Covid-19 pandemic and its effects on various parts of society, such as travel restrictions and changes in the economy. It emphasizes the social behaviors of keeping an eye on and talking about the pandemic as well as the prominent issues of public concern, petrol prices.

Data 13

Account Name	@ohwhatthefunny (Instagram)
Date Posted	17 March 2022
Caption	#ohwhatthefunny #funnymemes #funny #memes #memesdaily #ohwhatthehell #lol #funnyshit #funnystuff #haha #hilariousmemes #laugh #laughing #laughter #laughteristhebestmedicine #funnyaf #funnyasf #funnyassmemes #funnyashell #funnymeme #march #march2021 #march2022 #marchmemes #pandemic #covid

	#covidmemes #gas #gasprices #gaspricessuck
Meme Content	**Graphic:**
	Text
	Utterance:
	March 2021: Not allowed to travel more than 5 miles
	March 2022: Can't afford to travel more than 5 miles
	Relation with WHO's rules & regulation:
	Stay at home and self-isolate

This data is taken from Instagram account @ohwhatthefunny. The account mainly posted about the internet memes, it has various relation such as into family, school, work environment, etc. This account has posted a lot of internet memes inside their account, and gained the views from the followers and the other people.

"March 2021 : Not allowed to travel more than 5 miles"

The first phrase has connections to the larger conversation around the Covid-19 outbreak and the different travel restrictions put in place by countries all across the world. It may refer to documents from shared cultural and governmental corpora, such as rules, regulations, or public health directives, that establish and uphold the 5-mile travel restriction. In an effort to stop the spread of the Covid-19 pandemic in March 2021, numerous nations and regions imposed travel restrictions. It emphasizes the social custom of abiding by these limitations and how they affected people's mobility beyond a predetermined radius.

"March 2022: Can't afford to travel more than 5 miles"

The expression can be seen as an expression about monetary troubles, travel expenses, and economic disparities. It focuses on common cultural understanding and experiences on the difficulties people have paying for long-distance travel, particularly in the particular setting of March 2022. by implying difficulties with the economy or restrictions that stop people from traveling

farther. It emphasizes how common it is for people to manage their finances and how it affects their capacity for long-distance travel.

By alerting or reminding people in the first phrase of the travel limitations in effect during that particular time. It demonstrates caution, accountability, and adherence to public health regulations. On the second phrase, the goal of this communication is to highlight the financial limitations that prevent people from taking long-distance trips during that particular time. It emphasizes the difficulties people have finding the money to go and gives a sense of economic realism.

Data 14

Account Name	@i_hate_luxembourg (instagram)
Date Posted	22 February 2022
Caption	Society 😵‍💫➡️
	😵‍💫➡️😵‍💫➡️😵‍💫➡️😵‍💫
	Follow @i_hate_luxembourg

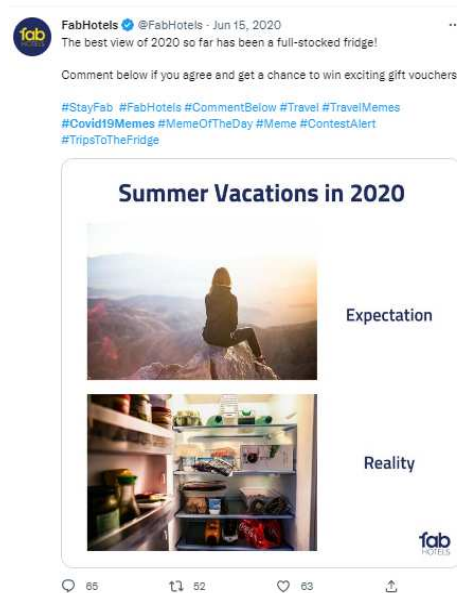|	😳👉😳👉😳👉😳
Meme Content	**Graphic:** A restaurant full of people **Utterance:** Old photo of people eating in a restaurant back in 2019 **Relation with WHO's rules & regulation:** Stay at home and self-isolate

This data is taken from an Instagram account named @i_hate_luxembourg. The user account of @i_hate_luxembourg is a social media account used to make posts consist of memes. The memes are usually containing about daily life, movies, foods, etc. This post has successfully gained the attention of the viewer, known from the number of like from this post that are getting 791 likes until the data is taken.

"Old photo of people eaing in a restaurant back in 2019"

This expression implies that eating out was a typical social activity before the pandemic. It implies that individuals used to partake in this pastime without thinking about the potential health dangers. The reference to 2019 emphasizes the time distance between the situation in the picture and the present. The phrase "old photo" places the image in a historical perspective that contrasts with the present. This frame evokes feelings of nostalgia or desire for a time before the pandemic.

In the context of Covid-19, the comparison between the "old photo" and the image of a busy restaurant draws attention to cultural conceptions of public health and safety. The photograph of the crowded restaurant may raise worries about possible virus transmission, highlighting the necessity of physical separation and the adoption of new procedures to curb the spread of the infection. A tension between the past and present is produced by the usage of the phrase "old photo" and its juxtaposition to the current situation. It may be a reflection of social beliefs and assumptions of how the epidemic would affect our way of life.

Data 15

Account Name	@FabHotels
Date Posted	15 June 2020
Caption	The best view of 2020 so far has been a full-stocked fridge! Comment below if you agree and get a chance to win exciting gift vouchers! #StayFab #FabHotels #CommentBelow #Travel #TravelMemes #Covid19Memes #MemeOfTheDay #Meme #ContestAlert #TripsToTheFridge
Meme Content	**Graphic:** Comparation between expectation (summer vacation with an awesome mountain view) and reality (summer vacation with an awesome full fridge view) **Utterance:** Summer vacation in 2020 Expectation (A picture of summer vacation with an awesome

	mountain view)
	Reality (A picture of summer vacation with an awesome full fridge view)
	Relation with WHO's rules & regulation: Stay at home and self-isolate

This data was taken from a twitter account named @FabHotels. The post is comparing the situation of getting a vacation before and during the Covid-19 pandemic. The user account of @FabHotels is an official account of a hotel chain based on India. Unlike the other user accounts that always posted about memes, this user account usually posts about their hotel, national day wishes, promos, etc.

"Summer vacations in 2020"

The phrase alludes to looking forward to and having a summer vacation in 2020. It implies that taking summer vacations is a widespread social custom connected to leisure, relaxation, and enjoyment. The contrast between expectation and actuality emphasizes the difference between the idealized impression of a pleasant trip and the depressing reality shown by the opened fridge. The concept of a satisfying vacation is one that is shaped by the media, societal expectations, and goals of the individual. The opened fridge represents a striking difference, whether inspired by outside forces like the Covid-19 pandemic or personal circumstances, and represents a failed or bad vacation experience.

The word refers to societal ideals about holidays as well as power relations. By promoting specific locations, activities, or lifestyles, dominant narratives may have an impact on the idealized expectation. These ideals are put to the test by the reality represented by the open fridge, which raises the possibility of differences between personal experiences and society expectations.

In addition, "summer vacation in 2020" gives the expression a temporal component. It places the encounters in a particular era affected by the Covid-19 pandemic, which has disturbed customary vacation rituals and created brand-new difficulties. This temporal frame emphasizes the impact of the pandemic on

holiday experiences by highlighting the discrepancy between expectation and reality. While comparing both expectations and reality, this data can be seen as a protest where the hotel is being loss in profit. Some people are should be taking a vacation in the summer, and one of the destination is the hotel. The rules and regulations made by WHO are strictly against that, the people are should be inside their home to minimize the spread of the virus.

Data 16

Account Name	@philoshopher70 re-tweeted @chaospet(Twitter)
Date Posted	9 July 2020
Caption	@philoshoper70 Here's one I missed in my COVID-19 memes video @chaospet Amazing how many people choose the wrong answer for this one
Meme Content	**Graphic:** A person pulling train rail lever to save 5 people tied to the rail **Utterance:** You can pull the lever, but to do so you must wear a mask at the grocery store **Relation with WHO's rules & regulation:** Mask wearing order

This data was taken from Twitter account @philoshoper70 that retweeted @chaospet's post. The user account @philoshoper70 is a personal Twitter account that posted anything about his or her life, including this Covid-19 meme. In this data, it can be seen that the author of this Covid-19 meme are trying to throw a critic to the individuals that are not applying the rules and regulation from WHO to wear a mask in public spaces.

The expression alludes to pulling a lever while donning a mask at the grocery shop. It implies that doing this particular thing and going to the grocery store are typical social behaviors. It also indicates that because of the Covid-19 epidemic, wearing a mask has developed into a need or social norm in some situations. The phrase calls to mind interpretive repertoires associated with making decisions and following norms or protocols. It makes use of widespread awareness and social norms surrounding proper conduct in public settings during the pandemic. It implies that pressing the lever while wearing a mask is the right course of action, associating mask use with making defensible decisions.

This Covid-19 memes are seems to be a critic and also a form of protest from the author towards the individual who does not wear a mask in a public space. By relating to a story of a people that could save some people from a train, the author states how a simple task such wearing a mask can save a number of people in public space. In here, the author of this Covid-19 meme are aiming to warn the people of how important it is to wear a mask in public as advised by the WHO.

Data 17

Account Name	@Smapster_ (Twitter)
Date Posted	9 December 2020
Caption	The Right Solution ☺ #Smapster #Memes #corona #coronavirus #coronavirusmemes #coronaviruschallenge #coronavirusitaly #coronavirusmask #coronaviruspandemic #coronavirusoutbreak⚠ #coronavirusart #coronamemes #covid #covidmemes #covid19italia #covid_19 #covid19 #pandemic
Meme Content	**Graphic:** A person wearing a gadget that keeps other people keeping distance **Utterance:** When you're tired of people standing too closse to you **Relation with WHO's rules & regulation:** Keep physical distance of at least 1 metre from others

This data was taken from a post on Twitter account @Smapster_. The account was posting about memes, mostly containing message about school, gaming, sport, etc. Altough this post only reached 4 likes in total until this post taken as a data, it was enough for the author to express a disagreement through social media.

"When you're tired of people standing too close to you"

The statement emphasizes the value of personal space in society and the potential for discomfort when people stand too near to one another. It emphasizes the significance of personal boundaries and individual comfort by implying that maintaining a certain distance from others is a preferred societal norm. physical barriers put in place during the COVID-19 pandemic. It means that maintaining a distance between people is the accepted norm and that people may take action to communicate their preferences for personal space and assert their boundaries, such as by donning a social distancing ring.

It suggests that people have the power to set their own boundaries and communicate when someone is approaching them too closely. By stating a person's entitlement to personal space and conveying a message about respecting limits, the word and picture of the social distancing ring subvert power dynamics. For some people, sometimes they experienced that the other people are walking too close to them while walking in public. In this Covid-19 meme, the author tried to express a message of disagreement to the people while also tries to remind them to maintain the distance of 1,5 meter from each other.

Data 18

Account Name	@Pgamer672
Date Posted	16 April 2021
Caption	My Covid 19 Meme!!!😂🔪 #Memes #covidmemes #covid19memees
Meme Content	**Graphic:** A spiderman cartoon meme **Utterance:** No. - Stay Home No. – Stay Safe Better. – We crowd out to get sick. Perfect. – We go against the police to arrest us. **Relation with WHO's rules & regulation:** Stay at home and self-isolate

This data were taken from a Twitter account "@Pgamer672". The Twitter account that posted this Covid-19 meme was a personal account, it posts about his daily life, gaming, memes, etc. The author made this Covid-19 memes to use sarcasm in the humor to satirize the individuals who are against the rules and regulation from WHO.

"Stay Home"

The first phrase emphasizes the societal custom of remaining in as a defense against the Covid-19 pandemic. It suggests that staying at home is a wise and responsible choice that can stop the virus from spreading. The collective identification of people as responsible citizens who may improve public health by engaging in this behavior is also emphasized.

"Stay Safe"

The phrase opens a discussion on risk mitigation, individual well-being, and communal support during the epidemic. It reflects societal and cultural expectations that people act in ways that reduce their risk of contracting an infection and put their safety first. In light of the epidemic, it presents staying safe as a necessary and advantageous lifestyle change.

"We crowd out to get sick"

The third phrase suggests that it is socially acceptable to congregate in crowded areas on purpose, which runs counter to the advice for limiting the spread of Covid-19. It implies that some people might decide to disregard the warnings and participate in actions that raise their chance of contracting an illness.

"We go against the police to arrest us."

The last phrase in the Covid-19 memes alludes to a social behavior of willfully resisting or defying law enforcement officials. It implies that some people would purposefully take actions that would result in their detention or run-in with the law. Without more context, it is crucial to keep in mind that this phrase may not necessarily correspond with the advice or activities associated to Covid-19.

The social action that are conducted by the author of this Covid-19 meme was to get his / her message delivered to the viewer. The social act was conducted online via social media twitter, it gained a few viewer as it goes online. The message inside this Covid-19 memes are criticizing the people that are not

following the guidelines made by WHO. Eventhough the phrases that are written down inside this Covid-19 memes are found to be against the WHO rules and regulation, it can be also considered to be a sarcasm form of jokes inside the meme.

Data 19

Account Name	@ReadUnwritten
Date Posted	3 December 2020
Caption	Lockdown is like #covid19 #covidmemes
Meme Content	**Graphic:** Bunny eating leaf **Utterance:** Being an introvert who wants to stay home vs being an introvert who HAS TO stay home **Relation with WHO's rules & regulation:** Stay at home and self-isolate

The next data was taken from twitter account @ReadUnwritten. The Twitter account of this meme author was used to post several different topics including celebrity, gen z, mental health, etc. This Covid-19 memes that the

author made was having a relation with the rules and regulation to stay at home, and seems to be supporting the rules.

"Being an introvert who wants to stay home vs being an introvert who HAS TO stay home."

The phrase in this Covid-19 meme highlights the social norm of staying in and the different justifications introverts could have for doing so. It distinguishes between introverts who naturally prefer to stay home and those who must due to external circumstances like the Covid-19 outbreak and its associated restrictions. Introverted persons may find staying in more comfortable or appealing than extroverted people do. This represents society norms and cultural knowledge. It also acknowledges the external pandemic element, which imposes restrictions and forces everyone to stay at home, regardless of introversion or extroversion.

It is based on widespread knowledge and cultural narratives about the traits of introverts, such as a preference for solitude, less social interactions, and comfort in solitude at home. It also considers external obstacles that may restrict people's ability to partake in their favorite outdoor activities. The expression also recognizes the external factors, such as the Covid-19 outbreak and the associated public health initiatives, that may override individual preferences and necessitate remaining in. It also recognizes the power dynamics of outside influences like governmental restrictions or public health norms that can have an impact on how people behave, even introverts.

Data 20

Account Name	@WeirdFair
Date Posted	31 July 2021
Caption	Help COVID potty-train an adult in your life today! #covid_19 #covidmemes #covid #mask #masks
Meme Content	**Graphic:** An adult wearing mask below her nose **Utterance:** To those who still wear their mask below the nose, it's been almost a year now; it takes less time to potty train a toddler. **Relation with WHO's rules & regulation:** Mask wearing order

This data was taken from a Twitter account with the username @WeirdFair. The author used his / her account to post on several topics including critics, government, food, etc. including this Covid-19 memes. It can be found that this Covid-19 meme has a relation with the rules and regulation made by WHO of mask wearing order.

"To those who still wear their mask below the nose, it's been almost a year now; it take less time to potty train a toddler."

The first phrase in this memes refers to the Covid-19 pandemic's social practice of mask use and emphasizes the actions of people who wear their masks wrongly, notably below the nose. It suggests that even after almost a year after the start of the pandemic, some people still haven't learned how to properly wear masks. It could also imply the necessity of continual instruction and adherence to advised safety precautions. It represents the social norms and cultural understanding that properly fitting masks that cover the mouth and nose are essential for preventing the spread of the infection. In light of the current pandemic, it highlights the necessity of constant and responsible behavior.

It implies to obey the mask wear order, with the mouth and nose covered, is the standard in order to successfully stop the infection from spreading. The statement illustrates the cultural model that emphasizes the significance of adhering to rules for the greater good of the community and suggests annoyance with individuals who break from this standard. It suggests that people should accept responsibility for their actions and abide by rules to safeguard both themselves and other people. The expression may also allude to a power differential between people who follow the rules for wearing masks and those who do not, where the former may promote appropriate mask usage by asserting their expertise and authority.

B. Discussions

In this discussions section, the researcher had already found the discourse structure, social action accomplished, and the ideology of 20 data. Based on this result, there are some relation with the previous studies including the similarities and also the distinctions between them. In this discussion section, those similarities and distinctions will be investigated further.

1. Covid-19 Memes Structure

The ideology of the Covid-19 memes are constructed in delivering the message from the creators of each memes. It can be seen that the creator are delivering their messages indirectly using humour in memes. In this way, the creators are having ability to delivers their critics publicly through their social media such as Twitter and Instagram using sarcastic and humor. In similar way of the previous study, Soh (2020) has been scrutinized digital protest in form of memes about political action. According to Soh (2020) by analyzing memes that circulated after the election, this article examines how the aesthetic form of political Internet memes intersects with current communicative ideologies to disperse their authorship, thereby allowing Singaporeans to communicate political dissent indirectly in ways that can always be subsequently disavowed as humor.

2. Covid-19 Memes Ideology

Soh (2020) also stated that political memes can be seen as a platform for the reflexive creation of a public sphere of political action in Singapore, as well as a form of protest. In this research of Covid-19 memes, it can be observed that the memes can be used as a message medium between public and government (WHO), between public, and also political figure to public.

Another research that discussed about how Covid-19 was communicated and narrated through Internet memes conducted by Norstorm and Sarna (2021) found that the creator of Covid-19 memes in their data mainly discussing about the incompetence of political actors and the excessive restrictions that are often pointless. The Covid-19 memes according to the researcher was the opportunity for the people in Poland to express their opinions and influence the others. This opportunity was mainly used to express their disobedience and a form of an online protest. As well as using an ironic form of the Covid-19 memes as an expression against the restriction or rules and regulations.

On Twitter and Instagram, the hashtag is a special feature that allows a person to mark their social media content with a label that begins with the symbol '#', thus allowing their posts to be linked to those made by others and to be

searchable via the hashtag. In this sense, the hashtag is like a 'topic' that organizes social media content. In this research, almost all of the data are using the hashtags to organize while also promoting their Covid-19 meme posts to the other people who browses in it. As a medium of communication, the hashtag made the Covid-19 meme spread even more to the other people. In this case, the use of Covid-19 memes to send a widely spreading information from the creator are more effective as it reaches more and more viewer. Compared to the previous study, the memes circulation after the controversial 2017 Singapore presidential election are used for an alternative for the people to send their protest to the government as the government applied a strict policy in both online and offline discourses (Soh, 2020).

3. Social Action Through Covid-19 Memes

Through the data of Covid-19 Memes above, the researcher has found several social actions that carried out with Covid-19 Memes. In every of them, the creators are having a similar purpose of reminding, criticize, spreading a message, and amuse the viewer with the humor in memes. Not only that, some of them are also satirize and using sarcasm to sent the creator's message, help spreading the rules and regulation from WHO, and expressing a firm action.

Compared with the previous study, Rahayu (2021) carried out a research on Youth Responses Towards Internet Memes of Covid-19 Protocols having some similarities. According to her paper, the communicated message on Covid-19 protocols through internet memes using local language and culture in East Java are easily understood by young people at any levels. The use of simple communication in internet memes and informal language in it carries an equal position between the creator and the viewer of the memes. In here, the communication between them are built effectively in effect of the equal position.

Another previous study in relation with social action conducted in Covid-19 memes was carried out by Hakoköngäs et al. (2020). According to them, the Internet memes are used as a medium in communicating because it is brief and

easy to share and concise. The use of Internet memes also bring a bitter form of irony in persuasive form of humor.

In this recent study, the Covid-19 memes are seen to be carrying message and critics towards other people who are not complying with the rules and regulation from WHO. The message and critics are clearly and easyly to understand in each Covid-19 memes. But, according to Grundlingh (2017), communication with Internet memes are much more complex than it seems in this recent study. The communication through Internet memes are not always effective with the reason of the model reader that needs to define and read different forms of Internet memes are not always present. In which, the defined meaning for each reader or viewer of the memes can be misunderstood, only the social media user with enough knowledge to the Internet memes can be successfully understand the meme.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the research analysis on public perception on issues displayed in Covid-19 memes found in social media such as Instagram and Twitter, it can be wrapped up into the last chapter in this research. Through the Covid-19 memes, as the creator, the people are having such an ability to express their opinion towards the Covid-19 issues. As one of the regulation in Covid-19 pandemic made by WHO (World Health Organization) prohibitted to make a crowded public gathering for the people, the memes provide a new way of them to express their opinions aside from doing an offline oration protest on its rules and regulation. The use of discourse analysis theory from Gee (2004) has answered the research questions earlier about the discourse structure in Covid-19 memes, the social actions accomplished in Covid-19 memes and the ideologies constructed in Covid-19 memes. To answer the research question about social actions discourse analysis could not be used independently, therefore, the researcher added a social action theory from Schutz (1976).

The use of discourse structure in the data of this research was mainly consisted of message and critics that are wrapped up in form of sarcasm, irony, and humour in memes. The content of the message inside the Covid-19 memes are discussing about rules and regulations made by WHO. The practice of the people to apply the rules and regulation has brought the creator of the memes to remind them inside their message in Covid-19 memes.

An online post like Covid-19 memes could provide a social action from the author of the memes itself. In this research, it has discovered that the social action of the Covid-19 memes was mainly to send critics about the issue of each memes has carried. Not only about critics, some Covid-19 memes are found to be a reminder for the people and also to help the government to end the pandemic of Covid-19 with the rules and regulation from WHO. Even the spread of Covid-19

memes are small, indicated from the likes count from each data, the use of memes as an alternative or even a choice of communication medium.

The ideology of Covid-19 memes seems to be convincing the people to apply the rules and regulation according to the guide provided by the WHO. In some data, it can be found that the possible reason of the author to make the Covid-19 memes was because there are people who are found not to obey the rules and regulation even the message has already posted everywhere such in the posters, websites, etc. In here, the use of the Covid-19 memes are not only to send a message but also to satirize the person referred to the memes. Besides convincing the people, the Covid-19 memes are found to be the medium for the people to express their disagreement to the government. This kind of disagreement are found in data number 5 from Instagram that stated a rules and regulation that are applied too long for the people to stay at home.

B. Suggestion

Overall, through this research, the Covid-19 memes are found to be helpful in this pandemic. Whether to the people or to the government they have different purposes in each of them, it can be supportive or as a form of protest towards the issue. While this research has been limited to only the possibilities of ideology and social action that the author of each memes would done, the research in this topic should be extended in further research to reveal an author's true purpose in making the meme.

In social action, the researcher of this thesis tend to see it from the perspective of Schutz (1976)'s theory of Social Action. In which it has limitation in knowing the actual purpose of the social action conducted by the author of each memes. In further research on social action, it would be helpful to hear directly from the author of the memes to gain the actual purpose of them to created the memes.

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