

**SEMIOTICS ANALYSIS OF EMOJIS AND GIF COMMENTS  
ON ISRAEL – PALESTINIAN CONFLICT AT @GUARDIAN  
OFFICIAL INSTAGRAM ACCOUNT**

**THESIS**

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG**

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**THESIS**

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang in Partial Fulfillment of  
the Requirements for the Degree of Sarjana Sastra (S.S)

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**2024**

## STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Semiotics Analysis Of Emojis and Gif Comments on Israel – Palestinian Conflict at @Guardian Official Instagram Account**” 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.

Malang, 16 December 2024

The researcher



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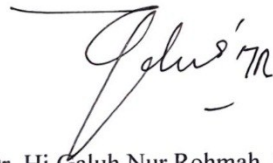
## APPROVAL SHEET

This is to certify that Luthfia An Nisa's thesis entitled **Semiotics Analysis Of Emojis and Gif Comments on Israel – Palestinian Conflict at @Guardian Official Instagram Account** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

Malang, 16 December 2024

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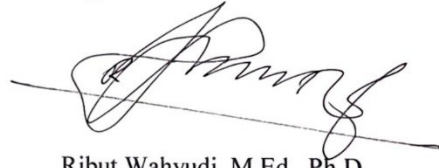


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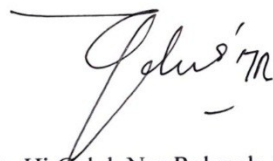
## LEGITIMATION SHEET

This is to certify that Luthfia An Nisa's thesis entitled **Semiotics Analysis Of Emojis and Gif Comments on Israel – Palestinian Conflict at @Guardian Official Instagram Account** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

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## **MOTTO**

*“Don’t say you don’t have enough time. You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michelangelo, Mother teresa, Leonardo Da Vinci, Thomas Jefferson, and Albert Einstein.”*

H. Jackson Brown Jr.

## **DEDICATION**

My thesis is dedicated to my beloved mother, Bekti Setyaningrum, and my father, Wahyudi, who always pray for me, love me, support me, and are by my side. I also dedicate this writing to my brother Azhar Saher Ar Ramdan, who always gives me advice for my goodness, his wife, and his children. Not to forget, I also dedicate this writing to all my friends and family, who always pray for me and give me encouragement.

## ACKNOWLEDGEMENT

Alhamdulillahirobbilalamin, all praise be to Allah S.W.T., who always gives His grace and guidance. Prayers and greetings are also poured out to Prophet Muhammad S.A.W., who guided us from the dark path to the bright path, rahmatan lil alamin. I want to complete the "Semiotics Analysis Of Emojis and Gif Comments on Israel – Palestinian Conflict at @Guardian Official Instagram Account" thesis to obtain a Bachelor of Literature at UIN Maulana Malik Ibrahim Malang.

Many parties have supported me to complete this thesis optimally. For their support and contribution of thoughts, my thesis can be completed. Therefore, on this occasion, I would like to express my gratitude to:

1. My supervisor, Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed. who has given her best direction, advice, and support, so that I can complete this thesis smoothly.
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5. I would also like to thank my coworkers who always give their best support to me in completing this thesis.



This thesis is far from perfect. I am happy to accept criticism and suggestions related to it. I hope that this thesis can be beneficial for its readers.

Malang, 16 December 2024

The Researcher

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## ABSTRACT

Nisa, Luthfia. (2024). Semiotics Analysis of Emojis and Gif Comments on Israel – Palestinian Conflict at @Guardian Official Instagram Account. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

*Key word: Semiotics, Charles Sanders Peirce, Emojis and GIF*

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Over time, information and communication technology is always evolving. In the current era of digitalization, the majority of people in the world tend to interact more virtually through social media. One form of interaction can be seen from the existence of a comment column that contains someone's argument. The form of comments given also varies from words, sentences, characters, emojis, GIFs and also images. Therefore, this research aims to find the forms of emojis and GIFs in one of the @guardian Instagram account posts. In addition, this study also aims to analyze the meaning contained in the use of emojis and GIFs in the comments column. This research uses semiotic theory based on Peirce's theory (1933) in the analysis process because emojis and GIFs are part of signs that have meaning. The research method used is qualitative method to understand a phenomenon that occurs in society more deeply. As a result, 20 data were found in the form of 15 emojis and 5 GIFs. Which in each data found contains verbal elements in the form of words, phrases or sentences and symbols in the form of emojis, as well as state symbols. Each sign has a different meaning according to its context so that the similarities of signs in 2 different data have different meanings. The researcher suggests to future researchers to analyze social media using a modern perspective to be able to know the development of the use of semiotic theory itself.

## البحث ملخص

مالاتج الحكومية الإسلامية إبراهيم مالك مولانا جامعة، الإنسانية العلوم كلية. الإنجليزي الأدب دراسة برنامج. أطروحة. الرسمي  
@Guardian Instagram حساب على GIF وصور التعبيرية الرموز لتعليقات السيميائي التحليل. (2024). لطفية، نيسا  
M.Pd., M.Ed.، رحمة نور جالوه. هج. د. المشرف

GIF و التعبيرية الرموز، بيرس ساندرز تشارلز، السيميائية: المفاتيح الكلمات

إلى العالم في الناس غالبية يميل، الحالي الرقمنة عصر في. باستمرار والاتصالات المعلومات تكنولوجيا تتطور، الزمن مرور مع  
تعليقات عمود وجود خلال من التفاعل أشكال أحد ملاحظة يمكن. الاجتماعي التواصل وسائل خلال من افتراضياً أكبر بشكل التفاعل  
وأيضاً GIF وصور تعبيرية ورموز وشخصيات وجمل كلمات من المقدمة التعليقات شكل يتنوع كما. ما شخص حجة على يحتوي  
@guardian حساب منشورات إحدى في GIF وصور التعبيرية الرموز أشكال على العثور إلى البحث هذا يهدف، ولذلك. صور  
GIF وصور التعبيرية الرموز استخدام يتضمنه الذي المعنى تحليل إلى أيضاً الدراسة هذه تهدف، ذلك إلى بالإضافة. إنستغرام على  
لأن التحليل عملية في بيرس ساندرز تشارلز منظور على القائمة السيميائية النظرية البحث هذا يستخدم. التعليقات عمود في  
تحدث ظاهرة لفهم النوعية الطريقة هي المستخدمة البحث طريقة. معنى لها التي العلامات من جزء GIF وصور التعبيرية الرموز  
كل تحتوي والتي. GIF صور 50 تعبيرياً رمزاً 15 شكل في بيانات 20 على العثور تم، لذلك ونتيجة. أعمق بشكل المجتمع في  
بالإضافة، تعبيرية رموز شكل على ورموز جمل أو عبارات أو كلمات شكل على لفظية عناصر على عليها العثور تم التي البيانات  
يقترح. مختلف معنى مختلفين بيانين في العلامات لتشابه يكون بحيث، لسياقها وفقاً مختلف معنى لها علامة كل. الدولة رموز إلى  
موجودة بيانات كل في تحتوي والتي. نمطي منظور باستخدام الاجتماعي التواصل وسائل تحليل المستقبلين الباحثين على الباحث  
مختلف معنى لها علامة كل. حالة ورموز تعبيرية رموز شكل في ورموز جمل أو عبارات أو كلمات شكل في لفظية عناصر على  
وسائل تحليل المستقبل في الباحثين على الباحثة وتقدم. مختلف معنى مختلفين بيانين في العلامات لتشابه يكون بحيث لسياقها وفقاً  
نفسها السيميائية النظرية استخدام تطور معرفة من للتمكن حديث منظور من الاجتماعي التواصل

## ABSTRAK

Nisa, Luthfia. (2024). Analisis Semiotika Komentar Emoji dan GIF di Akun Instagram Resmi @Guardian. Skripsi. Program Studi Sastra Inggris. Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

*Kata kunci: Semiotik, Charles Sanders Peirce, Emoji dan GIF*

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Seiring dengan berjalannya waktu, teknologi informasi dan komunikasi selalu mengalami perkembangan. Di era digitalisasi saat ini mayoritas penduduk di dunia cenderung lebih banyak berinteraksi secara virtual melalui media sosial. Salah satu bentuk interaksinya dapat dilihat dari adanya kolom komentar yang berisi argumen seseorang. Bentuk komentar yang diberikan pun beragam mulai dari kata, kalimat, karakter, emoji, GIF dan juga gambar. Oleh karenanya penelitian ini bertujuan untuk menemukan bentuk-bentuk emoji dan GIF di salah satu postingan akun instagram @guardian. Selain itu, penelitian ini juga bertujuan untuk menganalisis makna yang terkandung dalam penggunaan emoji dan GIF pada kolom komentar. Penelitian ini menggunakan teori semiotic berdasarkan perspektif Peirce (1933) dalam proses analisisnya sebab emoji dan GIF merupakan bagian dari tanda yang memiliki makna. Metode penelitian yang digunakan yaitu metode kualitatif guna memahami suatu fenomena yang terjadi dalam masyarakat secara lebih dalam. Hasilnya, ditemukan 20 data berupa 15 emoji dan 5 GIF. Yang mana pada tiap data yang ditemukan mengandung unsur verbal baik dalam bentuk kata, frasa ataupun kalimat dan simbol dalam bentuk emoji, serta lambang negara. Setiap tanda memiliki makna berbeda sesuai dengan konteksnya sehingga persamaan tanda pada 2 data berbeda memiliki makna yang berbeda pula. Peneliti menyarankan kepada peneliti selanjutnya untuk menganalisis media sosial dengan menggunakan perspektif modern untuk dapat mengetahui perkembangan dari penggunaan teori semiotika itu sendiri.

## TABLE OF CONTENT

THESIS COVER.....	i
STATEMENT OF AUTHORSHIP.....	ii
APPROVAL SHEET .....	iii
LEGITIMATION SHEET .....	iv
MOTTO.....	v
DEDICATION .....	vi
ACKNOWLEDGEMENT .....	vii
ABSTRACT.....	ix
البحث ملخص .....	x
ABSTRAK.....	xi
TABLE OF CONTENT .....	xii
CHAPTER I.....	1
A. Background of the Study.....	1
B. Research Question.....	12
C. Significance of the Study .....	12
D. Scope and Limitation .....	13
E. Definition of Key Terms .....	14
CHAPTER II.....	17
A. Semiotics.....	17
B. Charles Sanders Peirce's Semiotic Theory (1933).....	20
1. Peirce Triadic.....	23
2. Semiosis process.....	26
C. Kress and van Leeuwen's multimodal theory (2006).....	27

D. Emoji.....	29
CHAPTER III.....	31
A. Research Design.....	31
B. Research Instrument.....	32
C. Data and Data Sources .....	32
D. Data Collection.....	33
E. Data Analysis .....	33
CHAPTER IV .....	35
A. Findings.....	35
B. Discussion .....	61
CHAPTER V.....	67
A. Conclusion.....	67
B. Suggestions .....	68
REFERENCES.....	70
CURRICULUM VITAE .....	73
APPENDIX.....	74

# CHAPTER I

## INTRODUCTION

This introductory chapter contains the background of the research containing previous research, research question, etc.

### **A. Background of the Study**

Information and communication technology is developing rapidly in the era of modernization. The digitalization process easily dominates the realm of human life. Changes in traditional communication that were previously carried out face-to-face are now shifting to digital platforms (Abdullayev & Kholbekova, 2023). The ease of accessing news on social media provides space for people to increase information related to the outside world. In addition, someone can also become a user of social media itself. The forms offered vary from Facebook, WhatsApp, Line, X, Instagram, TikTok, and others. Its existence significantly impacts human life today, with which someone can explore themselves. For example, someone can post writings, photos, or videos they like to share with others. Then, other people will give various reactions, such as liking posts, spreading them to the public, or adding them to their favorites. There is no exception in it. Someone can openly comment on every post they want (Torous et al., 2021).

On the other hand, Instagram, as a place to share posts in the form of photos or videos, is one of the many social media platforms in demand

and has the fastest growth worldwide (Zote, 2024). Along with the high number of Instagram users, the opportunities for them to take advantage of the many features offered, such as feeds, stories, Instagram T.V., reels, likes, comments, direct messages, live, hashtags, and exploration shopping, are increasingly open. Along with the passage of time and technology that continues to develop, the features provided are constantly updated. The improvements aim to increase user creativity and create security for users in keeping their personal data safe. For example, restrictions on the comments column, which previously had no limits, have become more structured to avoid spam, misuse, and negative content and are enforced to maintain the security of its users (Witt, 2019). The comments column is the most popular feature, especially on Instagram accounts with many followers, such as commenting on the @guardian account post regarding current issues in almost all corners of the world.

The Instagram page @guardian is one of the journalist's accounts that is widely known to the public because its coverage often raises global issues ranging from politics, science, environment, and sports to culture in specific communities worldwide. @guardian is an Instagram account verified by Instagram with 5.8 million followers (as of May 17, 2024). It is a place for international journalists to interact online with viewers and share trending news information worldwide (Wright et al., 2020). The higher the number of followers on an Instagram account, the more comments are given on each post. However, the comments given are not only in writing but are



more diverse, for example, various forms of emojis, GIFs, stickers, and images (Pijani et al., 2020). The variety of comments in the form of characters does not mean it is meaningless; on the contrary, there is an implied meaning behind its use because emojis and GIFs are part of a meaningful language (Yulika et al., 2022). With the diversity in comments provided on social media, emojis, and GIFs are a form of a particular language style with meaning and purpose. The style of language used on social media differs from the real world. In the real world, a person can adjust between the expressions uttered with the tone of voice and certain facial expressions to express the desired feelings or arguments.

Meanwhile, in cyberspace, people can only express their thoughts through writing. Therefore, with emojis, people can show and express their feelings even though they are in cyberspace, which cannot be observed directly (Khumairoh, 2023). However, emojis and GIFs on social media must still be considered to avoid misunderstandings. It is because the understanding that each person has is different. Therefore, it is necessary to discuss the application of emojis and GIFs in the comments column on social media to find their real meaning and significance.

The use of emojis and GIFs in the comments column of digital platforms can be studied using a semiotic perspective that focuses on signs in producing meaning. Semiotics is a branch of linguistics that discusses signs on particular objects to convey information and produce meaning (Ullah et al., 2023). The sign itself is defined as everything visible, can be

captured by the five senses, and has meaning behind it. According to (Littlejohn, 1996) in the research of Ibrahim & Sulaiman (2020), signs are the basis for forming communication. It is because a sign can be a marker for something else with the relationship between an object or idea and the sign itself. This relationship is formed to explain the relationship between the sign and its meaning and the process of compiling it. Signs can be in the form of shapes, images, sounds, or words. Therefore, a relationship exists between using language style with emojis and GIFs in social media and semiotic studies focusing on images and symbols.

Semiotics explains the giving of meaning to signs as objects of research. The object in this context refers to social media platforms, especially the use of emojis and GIFs. Social media, a digital realm that continues to develop along with technological advances, provides an overview of cyberspace communication forms (Mizanie & Irwansyah, 2019).

The language used in the digital context is also diverse and has its characteristics. Many things can be studied with digital media, such as giving meaning to the language used. This is because the use of language on social media varies greatly, from using abbreviations and slang to simply providing emojis in specific posts (Li et al., 2020). According to (Tang & Hew, 2019), research is needed on using emojis and GIFs and how to apply them in social media so that their function as speech acts can be known.

Emojis convey specific emotions or expressions, so they are more contextual and cannot be explained only through writing.

Thus, semiotic theory can be used in emoji and GIF research to understand the meaning behind their use in comments on social media. In this context, semiotics analyze symbols used as digital communication tools to convey specific meanings (Lestari et al., 2021). The semiotic analysis in this study uses Peirce's triadic semiotics, which focuses on understanding the relationship between ground, object and interpretant (Sobur, 2016).

Research on semiotics is more widely used to examine the use of signs in films (Marwantika, 2021; Hanif & Rahmadhani, 2022; Sarah, 2021). Other studies have also found the use of semiotics on Instagram social media, which focuses on posting images, visuals and logos (Ramadhan et al., 2018; Walby & Wilkinson, 2023; Payuk & Zakrimal, 2020). The concept of semiotics is also used in communication in the field of digital media, especially WhatsApp Group and Instagram (Saidi et al., 2022).

Charles Sanders Peirce's semiotic model has been used several times to study the film world. Among them is research conducted by Marwantika (2021) entitled "Sacralization of the Myth of the Prohibition of Leaving the House at Dusk in the Sandekala Film: Charles Sanders Pierce's Semiotic Analysis." This study uses a qualitative approach using the trichotomy of signs consisting of representamen, interpretants and objects to express meaning and symbolism with film objects.

Furthermore, there is research conducted by Hanif and Rahmadhani (2022) entitled "Representation of Islam and Hinduism in the Barangi Bhaijan Film: Charles Sanders Peirce's Semiotic Analysis." This study uses Peirce's semiotic analysis, which involves three main points, namely signs, indexes, and symbols, to analyze the relationship between text and reality and interpret a person's religious behaviour depicted in the film. Semiotic analysis was also conducted in this study to obtain comprehensive data from various signs, symbols, and representations related to religious harmony and social relations.

Then, a study entitled "Representation of Feminism in the Film of Jane Eyre (2011): Semiotics Analysis Study of Charles Sanders Peirce" written by Sarah (2021). This study uses Peirce's theory as a basic framework for interpreting signs or symbols through a feminist lens. The aim is to analyze the meaning behind the characters and scenes of the film so that the representation of feminism in the narrative can be known. The semiotic model illustrates the understanding of signs as a triadic relationship consisting of signs, objects and interpretants. Other studies that apply semiotic theory focus on logos.

First, a study entitled "Sign Analysis of the Instagram User Using Semiotic Charles S. Peirce." Semiotic theory analyses the signs on the Instagram logo using a triadic model of representation, objects and interpretants. This study also attempts to compare Peirce's theory with Saussure's view of signs so that it can expand the analysis by presenting a

theoretical framework to interpret signs in the digital realm (Ramadhan et al., 2018).

In contrast to the previous one, this study by Walby and Wilkinson (2023) focuses on using critical discourse in semiotic analysis. The title "The Visual Politics of Public Policy Instagram Use in Canada" aims to explore in depth the visual politics in communication on social media and provide critical insights into the creation of myths on social media. Third, the study entitled "Semiotic Analysis of the Instagram Logo." This study uses semiotic theory to understand the connotative and denotative meanings of the Instagram logo. The method used in this study is descriptive qualitative, with data collection techniques carried out through observation. The results of this study are the discovery of twelve data related to the logo on Instagram, each of which has a different meaning and function (Payuk & Zakrimal, 2020).

On the other hand, a study entitled "The Function of Emoji in Digital Communication in Indonesia" focuses on emoji's use in digital communication. This study aims to explain the function of emojis in digital communication, especially in WhatsApp and Instagram groups. This study uses semiotic theory with a digital ethnography approach, so it is found that emojis not only function as visual text but also as a form of representation of cultural relationships between relationships in communication. The results of this study found that there are forms of meta-semiotics that can

contribute to the development of digital communication forms both at local and global levels (Saidi et al., 2022)

Research related to semiotics still requires a deeper exploration of concepts, theories and research objects. In addition, semiotics has a significant relationship with various branches of science. One of them is in linguistic studies, where semiotics, as a study that discusses a sign, contributes significantly to the communication process so that it can produce meaning. In contrast to previous studies that focused on semiotic analysis in films and Instagram social media, which only focused on image posts and captions, this study attempts to offer updates with research objects in the comments column.

Technological developments encourage people to do more activities on social media. Whether it is to find entertainment by just watching content that invites laughter or to calm the mind by seeing the beauty of nature posted by others, they also need motivation to continue the dream they want to achieve or mandatory activities that must be fulfilled. There are many things that someone can do when faced with digital media. Therefore, digital media's existence is significant and a primary concern as a place to pour out thoughts or comment on other people's posts. In practice, they often use certain symbols or languages when expressing their ideas, especially when commenting on someone's or a particular agency's posts. Thus, this study was conducted to emphasize the use of emojis and GIFs in the comments

column to find out the form of language they use and the meaning of their use.

Emojis and GIFs must be studied further to understand the implied meaning, especially in the comments column on Instagram accounts. This is because the language style used by someone on social media is often not everyday language but figurative language, symbols, or emojis with certain intentions and purposes. This can be observed on the Instagram account @guardian. Each post is always filled with comments from netizens, including emojis and GIFs, so it is interesting to study further.

On the other hand, the @guardian account is an account that is up to date with the latest phenomena or news that are popular in the world so that someone can quickly get the latest information happening in the world. One of the topics that are currently being discussed is the Israeli-Palestinian conflict, which is also a topic in this study. This issue has attracted the attention of most of the world's people from various circles. This conflict has claimed thousands of lives, including women, children and babies who should be protected. Therefore, most of the world's Population tries to voice peace between the two through verbal or nonverbal actions. Here, linguistics becomes essential in determining the form of language people use to express their sympathy, especially in digital media.

Linguistically, emojis and GIFs serve as forms of visual expression that enrich communication-related to the Israeli-Palestinian conflict, allowing messages to be conveyed more expressively and directly. Emojis,

as small graphic symbols that act as additional elements in written language to convey emotions, identities or ideologies directly and visually. Like the Palestinian or Israeli flags, which have a specific meaning in a social and cultural context. In this case, emojis act as semiotic signs that go beyond words, giving meanings that depend on the cultural and ideological interpretation of the recipient of the message. On the other hand, GIFs, with their animated or moving image elements, can be more intense in conveying emotional narratives, often showing video clips or images depicting peace, and protests, reinforcing political messages or solidarity. Linguistically, these two forms of communication not only enrich texts but also influence the way information is understood, patterned and disseminated, allowing the formation of powerful collective narratives.

Thus, followers of the @guardian account get the latest information and can respond, either in the form of support or criticism. However, some comment only on emojis and GIFs, which require a deep understanding of the symbols' meaning. Therefore, research is needed to understand the intended meaning to avoid misunderstandings in understanding the meaning of using certain signs or symbols in the comments column on Instagram. This research is also designed to offer updates in the digital field, especially in terms of using emojis and GIFs as a form of language style.

This research begins with the assumption that captions allow someone to express their feelings about specific positive and negative posts freely. A person's way of thinking about a comment is also different.



Positive captions are not always interpreted positively by others; they can be considered criticism. It depends on each person's way of thinking. Another assumption related to this research is to provide someone with a view of the meaning of signs or symbols often used in the caption column to avoid misses in their use.

Although emojis and GIFs have been widely used in digital communication, linguistic research on their role and impact in social media comment columns is still limited. Most existing linguistic studies focus more on text analysis or verbal communication in written form without considering visual elements such as emojis and GIFs. In text-based communication, linguistic studies often focus on syntax, semantics, and pragmatics, but the multimodality aspect that combines text with visual elements such as emojis and GIFs receives less attention. This creates a gap in understanding how these elements function in the context of comment columns, where communication does not only rely on words, but also on non-verbal expressions that can convey meaning more efficiently and expressively.

In addition, other linguistic studies focus more on communication through pure text in formal contexts or everyday conversations, while in social media comment columns, this form of communication is more open and not bound by strict linguistic rules. The use of emojis and GIFs in comment columns can be seen as a communication strategy that allows users to convey feelings, humor, or reactions more dynamically and

sometimes more complexly than simply using verbal sentences. In this context, emoji and GIFs not only function as complements, but also as important elements that influence the interpretation of messages, both in terms of pragmatics and in the structure of social interaction. Linguistic research that examines both in the comment space can provide new insights into how multimodality works in shaping meaning, influencing social interaction, and redefining digital communication in the era of social media.

The main objective of this study is to find out more about the forms of emojis and GIFs that people use in comments on an Instagram account, along with the meaning behind the use of emojis and GIFs, so that people can express their thoughts or ideas even though they only use certain symbols.

## **B. Research Question**

Specifically, this study aims to answer two questions, namely;

1. What are the forms of emojis and GIFs used in the comments column on the official Instagram account @guardian?
2. How do the forms of emojis and GIFs represent the meaning based on Pierce's semiotic theory?

## **C. Significance of the Study**

This study focuses on the semiotic analysis of emojis and GIFs in the comments column on one of the Instagram social media accounts. The results of this study are expected to provide theoretical and practical

contributions. Practically, this study is expected to be able to provide benefits to other researchers, especially students of the English Literature Department, Faculty of Humanities, UIN Maulana Malik Ibrahim Malang, as a source of reference or reference related to the use of semiotics applied to the use of emojis and GIFs on social media.

#### **D. Scope and Limitation**

The scope of this study only focuses on the comment feature in the form of words with the addition of emojis or GIFs containing words in them. This study takes the object of research on social media, which is only aimed at the @guardian Instagram account. This study only uses semiotic theory based on Peirce's perspective, not on others (Ferdinand de Saussure or Roland Barthes).

Meanwhile, this study's limitations include only focusing on the comments column rather than on others, such as image posts or captions. The research limits are only on the official Instagram account of the @guardian journalist, not on other Instagram accounts. Then, for the object of research only on Instagram social media, not on different social media such as Twitter, TikTok, YouTube, or other sites, this study only focuses on one post that has been in the one month since this article was written.

## **E. Definition of Key Terms**

### **1. Semiotics Analysis**

Semiotics is a branch of linguistics that studies the signs used in digital language styles to find their meaning so that they can provide accurate and appropriate information. Meanwhile, analysis is a review process that aims to gain a detailed understanding. In other words, semiotic analysis can be interpreted as a review activity that tends to focus on what and how a sign is represented in language. Semiotic analysis can be interpreted as an approach that studies the symbols and meanings of communication. Symbols are communication tools between individuals and can be words, images, or actions with specific meanings. Semiotic analysis focuses on how symbols convey meaning or ideology and how the message's recipient interprets that meaning. Analysts also consider the social, cultural, and historical contexts in which symbolism is used in semiotic analysis. Therefore, semiotic analysis understands how meaning and ideology are formed and transmitted through various forms of symbols and how these meanings change and develop over time.

### **2. Emojis**

An emoji is an image in the form of a graphic symbol that can be an expression (be it a face, feeling or idea) and in the form of objects, including plants, animals, vehicles, weather, flags and others. Emoji can also be interpreted as a form of a particular language style that aims to

express certain feelings or ideas and a combined form of verbal and visual language. So, emojis are a form of visual language that expresses feelings, ideas, or opinions. Emojis have become part of digital communication, allowing users to add specific meanings or emotions to online texts.

### **3. GIF**

GIF is a moving image file format, some of which have expressions or words. These expressions can mean funny, support, criticism, satire or warnings. GIFs in this study have an animated format, which is more efficient than videos with duration. In addition, GIF does not use sound elements, so it emphasizes its visual elements. The use of GIFs in content is easier to understand and practical, so it tends to be noticed more when compared to static images. GIFs can also be used to create more personal and relevant content, such as animated images that can depict faces and movements. GIFs are currently more popular, especially on social media, as a form of communication and can even depict human behaviour.

### **4. Instagram**

Instagram is a social media platform currently famous for sharing photos and videos with features like comments, feeds, stories, I.G.T.V., reels, direct messaging, I.G. live, followers and followed, as well as promotions or advertisements. In line with the definition of Instagram, an application is a place to share photos and videos. On this platform,

people are free to upload what they want, and they can get feedback from others about what they post. With the presence of Instagram, someone can also be motivated to share experiences with others, as well as as a form of self-development and expanding network ties through digital platforms. The presence of Instagram allows users to be more interactive and create more exciting and colourful content.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This section explains the theory used in the research of emojis and GIFs on the @guardian instagram account. In addition, other theories are also explained. The theory in this study is divided into several points, including semiotics, Charles Sanders Peirce's semiotics theory and emojis.

#### **A. Semiotics**

Etymologically, semiotics comes from the Greek word "Simeon," which means "sign." While in terminology, semiotics is a discipline that studies signs. In other words, semiotics is a branch of linguistics that explores the meaning produced by 'signs.' According to Chandler (2022), semiotics creates meaning and represents reality using signs, systems, and marking processes. Meanwhile, according to Littlejohn (2009), semiotics is a science that aims to find and interpret the meaning of signs so that the intent and purpose of using the sign can be known (Siregar, 2022). The semiotic aspect is divided into signs, signifiers, and signifieds. These three aspects are interconnected to produce a sign's meaning, including in the scope of semiotics. The sign in question is everything that can be observed and has no boundaries.

Semiotics can also be interpreted as a linguistic science that discusses how meaning is produced and formed from a sign. Signs consist of various forms, ranging from words, statements, pictures, photos, designs, and characters to advertisements. Signs can also be verbal and nonverbal.

Moreover, semiotics aims to study signs in people's lives and the meanings contained therein (Wiyogo & Kumala, 2023). Semiotic theory was pioneered by two crucial figures, Ferdinand de Saussure from France and Charles Sander Peirce from America. Both have different views on semiotics. However, these different views are related to each other. Saussure focused on the relationship between signs and signifiers and with other signs. Meanwhile, Peirce concentrates on the relationship between signs and their objects. Based on Saussure's view, signs are static and limited to verbal language (Aiello, 2020). Thus, the concept put forward by Saussure is structural and relational, while Peirce's concept is referential.

On the other hand, semiotic theory is starting to develop. One of them is John Fiske's semiotic theory, which emerged as a development of Charles Sanders Pierce's theory. Fiske understands semiotics as a field of study that teaches about signs and their functions in society. John Fiske uses Pierce's semiotic paradigm for the analysis process, but with a slight change that focuses more on understanding religion and culture better. Fiske also emphasizes the need to see the audience as an active actor in constructing meaning; this differs from Pierce, who focuses on semiotic structures. John Fiske's Semiotics understands semiotics as the study of the meaning of signs and sign systems and divides semiotics into three main areas of study, including sign analysis, codes, and culture.

Fiske also emphasizes the importance of understanding the audience as an active agent in constructing meaning. John Fiske's semiotic theory is



a comprehensive framework for analyzing media texts, primarily focusing on how signs convey meaning in a cultural context. Fiske states that sign systems are communicative, such as in films, television shows, or advertisements, and can be interpreted as "texts" that reveal layers of socio-cultural meaning. (Fiske, 1994) Fiske argues against a passive audience and assumes that the audience is an active participant with diverse backgrounds and identities that influence their interpretation of media texts. This perspective aligns with semiotic views such as Charles Sanders Peirce and Ferdinand de Saussure, who emphasize the relationship between signs and their meanings.

In addition, Fiske's theory is also pragmatic, focusing on the practical effects of signs on interpreters. He states that meaning is not fixed but develops through the interaction between signs and audiences. For example, analyzing films such as "Mulan" or "Budi Pekerti," Fiske's framework helps reveal how gender roles and moral education are represented through various signs and codes (Doop, 2023). By emphasizing the dynamic nature of signification, Fiske's semiotic theory provides valuable insights into the complexity of media communication and its impact on society. Using John Fiske's semiotic theory, researchers can better understand how media texts convey meaning and how audiences interact with those texts. This theory emphasizes signification's dynamic and contextual nature, making it highly relevant in media studies, cultural analysis, and communication science.

Thus, semiotics is a branch of linguistics that discusses signs in people's lives and how these signs produce meaning.

### **B. Charles Sanders Peirce's Semiotic Theory (1933)**

Charles Sanders Peirce (1839-1914) was an American pragmatist, philosopher, and scientist. Peirce is a famous figure with his semiotic theory. According to Peirce's view, his semiotic theory discusses signs that cannot be separated from logic. For Peirce, a sign is something that exists in humans. In other words, a sign has three essential aspects: a sign as a form of fact, an object, and an interpretant (intermediary element). A sign always has these three aspects and cannot stand alone. Peirce also stated that a sign "represents something in some way or capacity" (Sobur, 2016).

Peirce's semiotic theory is also explained in other studies, categorising signs into three types: index, icon, and symbol. "Index" has a physical relationship with what it refers to, such as footprints or smoke indicating fire. "Icon" is physically similar to what it represents, such as a statue or portrait. "Symbols," on the other hand, are human-created signs that have no inherent connection to what they represent but are understood through convention and custom. This categorization helps us understand how different signs function in other contexts. For example, in the progression from index to icon to symbol, we see an increase in the complexity of the types of signs. The index is the most primitive, followed by the icon, which is physically similar to what it represents, and finally, the purely conventional symbol. This progression is not only relevant to

language but also the evolutionary development of the language abilities of the Homo species, as predicted by Peirce's semiotics (Adrallisman & Joesoef, 2023).

In addition, Udilawaty (2022) also explained in his research that Charles Sanders Peirce's semiotic theory is a profound framework for understanding the nature of signs and their meanings, which is characterised by a triadic structure involving the representamen (the sign itself), the object (what the sign refers to), and the interpretant (the meaning produced by the sign). This triadic relationship is crucial in distinguishing Peirce's approach from other semiotic theories, such as Ferdinand de Saussure's dyadic model, which simplified signs into a binary relationship between signifier and signified. Peirce's model allows for a more nuanced exploration of meaning, recognizing that interpretation is an active process influenced by context and prior knowledge. As noted in academic discussions, Peirce's emphasis on the interpretant highlights that meaning is not static; it develops through ongoing interaction with signs and their contexts, making his semiotic theory highly relevant in linguistics, anthropology, and communication studies.

Furthermore, Peirce's (1933) concept of infinite semiosis the idea that each sign can generate further signs indefinitely offers a dynamic perspective on meaning formation. This concept emphasizes the complexity of human communication and cognition, suggesting that new interpretations and contexts continually shape our understanding of signs. For example,

when analyzing a cultural artefact or media through a Peircean lens, one can uncover meaning layers beyond immediate interpretation. This characteristic of infinite semiosis enriches semiotic analysis and aligns with contemporary theories in cognitive science that explore how knowledge and meaning are constructed through iterative processes.

Finally, Peirce's semiotic theory is pragmatic, emphasizing that signs acquire meaning through their practical effects on interpreters (Atkin, 2022). This pragmatic dimension is essential for applying semiotics to real-world scenarios like marketing, art criticism, or social discourse. Peirce's framework provides valuable insights into how communication functions in everyday life by focusing on how signs influence behaviour and thought in specific contexts. Peirce's assertion that "a sign is defined by its effect on an interpreter" reinforces the importance of context in understanding meaning, making his theory applicable across disciplines (Routledge, 2019). Thus, Peirce's semiotic theory deepens our understanding of signs and is a versatile tool for analyzing complex communicative phenomena.

The semiotic theory developed by Peirce has a significant impact, especially in the modern scope of sign systems and their meaning processes. Peirce's three essential aspects have different and interrelated functions. Representamen is an aspect or sign that is detected. In contrast, the object focuses more on something called a sign. Then, the presence of the interpretant functions as a concept of a sign that arises from a person's logic.

This aspect initiated by Peirce is usually called triadic, which be explained futher below,

### 1. Peirce Triadic

The semiotic theory proposed by Peirce, or triadic, consists of signs, objects, and interpretants.

#### a. Sign (representative)

A sign is a form of representation of something that can be interpreted so that it can produce meaning from an object. Signs in Peirce's triadic can be called representations (Wiyogo & Kumala, 2023). Peirce divides signs into three small groups, namely.

- 1) **Qualisign** is a sign based on quality, such as the words rough, smooth, hard, soft, etc.
- 2) A **Sinsign** is a sign based on an event or incident attached to an object. For example, the word "dirty" in the sentence "The river water is dirty" indicates that it has rained in the river.
- 3) **Legisign** is a value or norm contained in a sign. For example, traffic signs indicate regulations that humans must obey in the form of orders or prohibitions.

**b. Object**

Objects are tools used to interpret signs (Sobur, 2016). Peirce divides objects into three essential elements, namely:

- 1) **Icons** show a natural relationship or similarity between a sign and its object. For example, a picture of President Jokowi means that the picture shows a photo of President Jokowi.
- 2) **An index** is a sign that shows a causal relationship between a sign and the meaning produced. For example, smoke that arises due to a fire.
- 3) **A symbol** is a sign that shows a natural relationship between the signifier and the signified or can be said to be something that refers to the object in question—for example, the flag of a country.

**c. Interpretant**

Interpretant is the meaning of the object being interpreted. Interpretant is divided into three critical points (Mahasneh & Abdelal, 2022), namely;

**1) Rheme**

Rheme can be interpreted as a sign, and the form of interpretation can be adjusted according to choice. For example, someone's hand is bruised. It

can indicate that the person has just fallen or been punched by someone or a birthmark.

## **2) Dicent Sign (Dicisign)**

Design is a sign that shows reality. For example, the place is usually used to sell parcels, so a banner states "parcel for sale."

## **3) Argument**

Argumentation is a sign that someone is reasoning about something with a certain reason. For example, a sign that prohibits playing with a cell phone while filling up at a gas station shows that fuel is an explosive material.

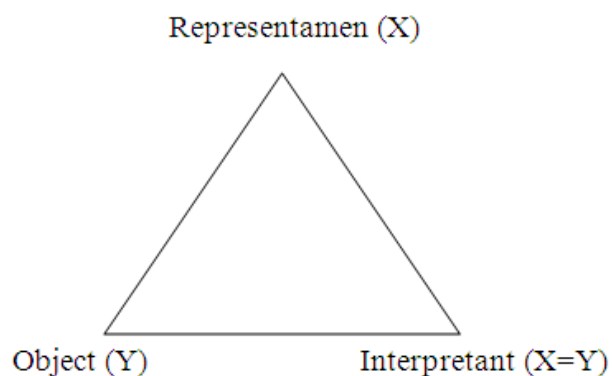
Peirce's semiotic concept is often applied in various scientific studies ranging from literary and linguistic studies to modern media and art. Semiotics is usually used in scholarly and linguistic studies to study poetry and prose, the relationship between style and perception, and the meaning produced. While in the scope of media, semiotics is used in studying films, advertisements, and photography to explain the relationship between signs in visual form and the audience's references and interpretations. In addition, Peirce's semiotic concept is usually called communication semiotics. Therefore, it is very suitable

for understanding signs in digital media, such as emojis, emoticons, memes, GIFs, or other visual realities.

## 2. Semiosis process

The semiotic theory proposed by Charles Sanders Peirce cannot be separated from the semiosis process that underlies it or can be called the process of forming meaning in a sign. According to Peirce, semiosis is a process that connects the triadic relationship between representation (sign), object (sign reference), and interpretant (sign meaning). This process explains how something functions as a symbol and how meaning is obtained from the symbol. According to Peirce, the semiosis process begins when someone observes a sign and tries to connect it with existing knowledge in the mind about the object referred to by the symbol.

Here is an example of Peirce's triadic concept in the semiosis process:



“Figure 1. Peirce's triadic model. Taken from [https://www.muradmaulana.com/2016/09/mengenal-pemikiran-charles-sanders.html#google\\_vignette](https://www.muradmaulana.com/2016/09/mengenal-pemikiran-charles-sanders.html#google_vignette). Copyright 2016 by Murad Maulana.”



In the semiosis process, its formation has three basic categories: first, second, and third. First, it refers to the aspect of the sign that is related to a whole possibility without any limitations or causal relationships. For example, "red" is a quality that appears not based on an interaction relationship with another object. The second refers to the relationship that arises from the interaction between the sign and its object. It produces the function and causal relationship of the sign with the object symbolized. For example, what crosses someone's mind when seeing someone else's face turn red? Finally, the third refers to the relationship related to intellectual experience, where there is a more complex process of interpretation and meaning of signs that involves a more profound process of understanding, generalization, and the function of signs.

### **C. Kress and van Leeuwen's multimodal theory (2006)**

The multimodal theory developed by Kress and van Leeuwen focuses on how different semiotic modes, such as visual elements and verbal text, are used together to convey meaning. *Multimodality* here combines different semiotics that work together in a communication product. It aligns with Charles Sanders Peirce's semiotic approach, which emphasizes the importance of signs and meaning in communication. Peirce divided signs into three categories: symbols, icons, and indices. These categories can be

combined for a multimodal analysis to understand how the various modes interact to create meaning.

Kress and van Leeuwen (2006) created the idea of "visual grammar," which includes how visual elements such as shape, color, and composition convey meaning. They argue that visual elements function as decorative elements and communication tools on par with verbal text. In such situations, Peirce's theory can be used to analyze how these elements function as signs. For example, in a particular cultural context, a particular color can be a symbol that produces specific associations.

Visual and verbal modes complement each other and reinforce meaning in multimodal analysis. According to Kress and van Leeuwen, both modes must be analyzed simultaneously to understand a multimodal text fully. It is in line with Peirce's theory of the relationship between signs and their objects, which argues that the use of a sign influences its meaning. Therefore, multimodal analysis better explains how different semiotic modes interact to form meaning.

In addition, Kress and van Leeuwen (2006) note three metafunctions of visual modes: representational, interactive, and compositional. The representational metafunction deals with how images show objects and relationships in the real world; the interactive metafunction deals with how images establish relationships between senders and receivers; and the compositional metafunction deals with how elements are arranged in the text.

Using Kress and van Leeuwen's multimodal theory (2006) in discourse analysis can help uncover the ideology behind a particular mode. For example, analysis of advertisements or mass media often shows how text and visuals function together to create a narrative. Researchers can investigate how these elements form more complex meanings by working together as interrelated signs using Peirce's semiotic framework.

#### **D. Emoji**

Emoji, also known as character images, is a particular style of language originating from Japan. Shigetaka first introduced and created emojis in 1999. The forms of emoji vary, ranging from facial expressions, feelings, and particular objects such as vehicles, buildings, natural scenery, food, animals, and plants to symbols such as flags, instructions, etc. (Baktiar, Sukamto & Pramono, 2022). Emojis facilitate communication between individuals and represent their situations and conditions through written text on their smartphones.

Emojis can be interpreted as character images with a more detailed and easy-to-understand meaning (Brants, Sharif & Serebrenik, 2019). They are easier to remember than written words, often used in today's communication, especially on digital platforms. The form of emoji on each device and platform is different, so the interpretation is also different.

Previous research has interpreted emoji as non-verbal communication (Schouteten, Llobell, Chheang, Jin & Jaeger, 2022). The use of emoji in this study is considered more effective, especially in cross-

cultural research. It is due to the lack of translation of emotional words. Therefore, the presence of emoji can replace expressive words that are difficult to understand to be easier to interpret. An emoji is a character image representing a person's situation and condition to facilitate communication on digital platforms. In addition to emoji, several photos are also important in digital communication. The appearance of images can also reproduce textual meaning, express ideas and emotions, and form social relationships in the digital field. The reason is that images are increasingly popular in the digital world as a platform for delivering messages directly and realistically.

## **CHAPTER III**

### **RESEARCH METHOD**

Chapter III discusses the research method, a technique or method used to obtain accurate information. This section will discuss several things, including the research design, which refers to the approach used; the research instrument, which is none other than the researcher; data and data sources related to the research; and data collection and analysis.

#### **A. Research Design**

This paper uses qualitative research to understand more deeply the forms of emojis and GIFs and their meaning in the comments column of the Instagram post @guardian. In line with the definition of qualitative research, according to (Safarudin et al, 2023) the qualitative research method is a deep understanding of a symptom, phenomenon, event or social reality. This study emphasizes the meaning of the phenomenon that is the object more clearly and in detail. The object of this research is taken from the comments column of a current phenomenon presented as a post in the form of a video related to the Israeli-Palestinian conflict in a specific period. On the other hand, this research is included in cyber research because the object of the research comes from a digital platform, namely Instagram. The qualitative approach in this study was also used to find out the meaning and analyze the use of emojis and GIFs in the comments column by describing the

meaning through the interpretation of symbols using Peirce's semiotic theory (1933).

## **B. Research Instrument**

The research instrument used in qualitative research is humans (Anufia & Alhamid, 2019). The main instrument in this study is the researcher. The researcher collects the data needed in the study through documentation using a mobile phone. In this study, the researcher plays an essential role in the data collection process and data analysis to the results and conclusions of the study.

## **C. Data and Data Sources**

The data from this study are in the form of words, phrases, or sentences containing emojis and GIFs containing words or phrases. The data was taken from the comments column on the Instagram account @guardian. The comments only focus on posts that discuss issues related to the Israeli and Palestinian conflict. The data collection process was carried out on May 15, 2024. The data used came from posts discussing the movement of the Palestinian people towards the North of the Gaza Strip to save themselves from the siege and attacks accompanied by gunfire carried out by the Israeli military. Posts that broadcast the conflict between the two countries managed to attract the attention of the world community. Most of them empathize by voicing support for the Palestinian people due to the incessant attacks. However, some others are on the Israeli side with their beliefs. In

this context, their partisanship on one side is expressed as writing in the comments column. The writing not only contains words but also provides emojis, emojis, and GIFs containing words that accompany words.

#### **D. Data Collection**

The researcher carry out several stages of the research data collection process. First, the researcher searches for the account to be studied and finds the Instagram account @guardian on the Instagram search page. Second, the researcher reads and selects engaging news titles for research material. The researcher determined the theme related to the Israeli-Palestinian conflict because this issue is currently being hotly discussed and has become essential in the last few months. Third, the researcher chose the latest Israeli-Palestinian conflict issue published on April 17, 2024. Fourth, the researcher reads comments on posts that are relevant to the research. Fifth, the researcher determines comments in words or phrases that use emojis and GIFs. The researcher takes a picture (screenshot) of the specified comment. Seventh, the researcher classifies the screenshot results according to their types in the table to facilitate the data analysis process.

#### **E. Data Analysis**

In the data analysis process, the first thing to do is to identify the categories of emoji and GIF to be classified into their respective types according to the criteria in the theory used. The Peirce triadic semiotic type

criteria focus only on objects so that the data is adjusted to the selection of objects divided into three categories, namely icons, indexes, and symbols. In the next step, the researcher analyzed emoji and GIF in the comments column using Charles Sanders Peirce's semiotic theory. Then, the researcher determines the sign (representamen) on the research object. Furthermore, the researcher determines the object of a representamen. Next, the researcher explains the implied meaning of the relationship between the representamen and the object. Finally, there is a conclusion where the researcher concludes overall regarding the discussion of the research from the beginning to the results of the research conducted.



## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

In this fourth chapter, the research results and discussion will be explained in detail, which aims to answer the formulation of the research problem. It contains a classification of signs based on their type and the sign analysis process. Thus, this produces a meaning using Peice's triadic method, namely representamen, object, and interpretant. The sign referred to in this study comes from the comments column on one of the posts on the Instagram account @guardian, which consists of verbal expressions accompanied by emojis and GIFs.

#### **A. Findings**

As explained in the previous chapter, Peirce's (1933) classifies signs in his semiotic theory into 3 points, each of which has essential elements. First, representamen consisting of qualisign, sinsign, and legisign. Second, the object is divided into three main components: icon, index, and symbol. Third, the interpretant has three founding elements: rheme, dicisign, and argument. However, this semiotic study discussing emojis and GIFs only focuses on signs that refer to objects so that the signs found from the research results are categorized into their primary elements, namely icons, indexes, and symbols.

An icon is a sign that is present because of the similarity between a sign and its object. Therefore, all forms related to an object can be said to be icons. In this context, an icon is a direct image with a physical similarity

or visual representation of the object. In addition, there is also an index that reflects a sign with a causal relationship. So, the sign is known through traces, effects or direct links to the object itself. The last element is a symbol, meaning a sign formed by a social agreement. It means that the symbol's meaning depends on the community's agreement. This section explains the results of data findings from the semiosis process in the comments column of the @guardian account on Instagram. There are 20 pieces of data in the form of 15 emojis and 5 GIFs, which are classified into icons, indexes, and symbols.

**The followings are the explanation of 15 data containing emojis;**

### 1. Data 1 – E1



In the first data, there are two types of signs in its formation. First, in the form of a verbal sentence, "Please stop this nonsense sense and stop killing more innocent people," which acts as an icon and a form of representamen (R) of a sign expressing a desire to stop the action. The object (O) represented by the sign is the violence experienced by innocent people, which has a tragic impact. The relationship between representamen and object produces an interpretant, namely the emergence of anger and empathy to trigger someone to act based on the

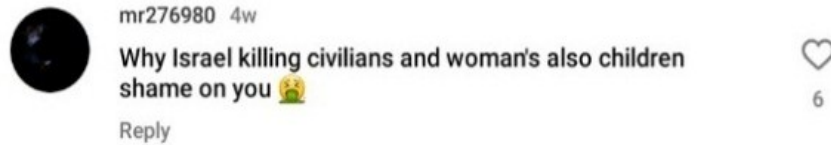
injustice expressed. It's expresses the desire to stop unreasonable actions against innocent people, especially the Palestinian people.

Second, in the form of an emoji "🙏😓" which in the concept of emoji semiotics acts as a representamen (R) in the form of a symbol. There are two symbols in the first data, namely "two palms united" and a face that shows fatigue. This sign's object (O) is the emoji of two palms united or high five. It has an abstract concept and has many meanings, including being interpreted as a form of spirituality or a hope, request, and desire for something if associated with a religious context, such as when praying. In a social context, this emoji can also be interpreted as a form of agreement or similarity of views on something and a form of celebration for an achievement. High five can also be interpreted as a sign of greeting and respect.

The second emoji, showing a yellow face with closed eyes, curved eyebrows, a slightly open mouth, and snot bubbles coming out of the nose, is a picture of someone who is sleepy. However, this emoji is used in specific contexts to interpret sadness and disappointment.

This first data reveals emotions of frustration and annoyance which are marked by the sentence "please stop this nonsense". The use of "please" shows an attempt to remain polite even though the emotions felt are quite strong, while "nonsense" expresses a negative assessment of the behavior or situation.

## 2. Data 2 – E2



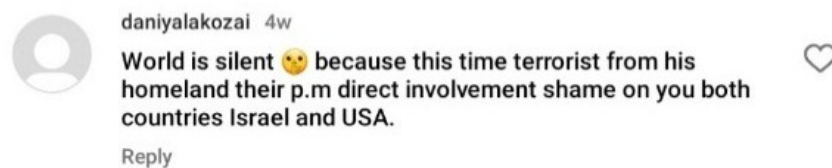
In the second data, there are also two forms of signs, namely "Why Israel killing civilians and women's also children shame on you" as an icon and the emoji "🤢" as a symbol. The first sign of this data is a verbal sentence, "Why is Israel killing civilians and women's also children? Shame on you," which is a representation (R) of the first semiosis process. This verbal sentence represents an object (O) in the form of an act of violence carried out by Israel, which caused the death of civilians. The relationship between the representation and the object produces an interpretation (I) in the form of netizen reactions to the events, which gave rise to empathy for Palestine and anger and criticism of Israel's morality and responsibility.

The emoji in the second data interprets the form of a "vomiting face," marked by a yellow face with a frown on the forehead followed by an X-shaped eye and bright green vomit. This emoji has a reasonably intense meaning that shows feelings of pain and vomiting. On the other hand, this emoji also means embarrassing in a crowded context because it cannot hold back the disgust it feels.

The combination of verbal sentences and emojis contains a strong emotional expression, especially regret for a particular action. This is

reinforced by the use of the sentence "shame on you". The word "shame" conveys a feeling of shame that is deemed deserved by the person being addressed, while the word "you" directly places the responsibility for the feeling of shame on the person. Overall, this sentence is a form of moral judgment that links another person's actions to negative emotional consequences, namely the shame they need to endure.

### 3. Data 3 – E3



There are three forms of signs in the third data. The first sign is an icon, namely the sentence, "The world is silent because this time terrorists from his homeland their p.m. direct involvement shame on you both countries Israel and USA." Then the second is an index because of the text's causal relationship: "There is a relationship of similarity of attitudes between terrorism and the involvement of countries." And the last is a symbol marked by the emoji "😞".

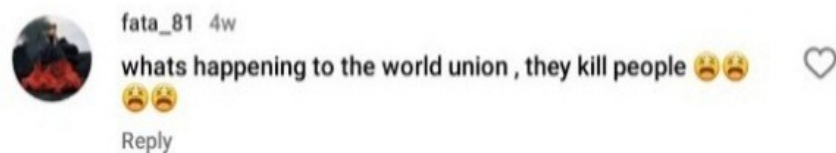
Data representation in the form of the text "The world is silent because this time terrorists from his homeland their p.m. direct involvement shame on you both countries Israel and USA" functions as an icon. Where the object is in the form of criticism and satire, the interpretation is that the relationship between the two produces a meaning of criticism aimed at the ruling country.

The text "Shame on you, both countries Israel and USA" can be called an index because there is a relationship of connection and similarity between the two, which has the interpretation that the two countries work together in launching their actions to destroy other nations.

The emoji symbol "🤫" has an object in the form of a command to be silent with a round face shape with fingers close to the lips until it is thought to make a shhh sound. When interpreted, this emoji means a secret message that must be guarded and not allowed to be told to anyone.

If these three signs are connected, they produce a meaning, a subtle criticism, and sarcasm in the form of an emoji that shows secrecy known to almost the whole world, directed at two friendly and cooperating countries, Israel and America.

#### 4. Data 4 –E4



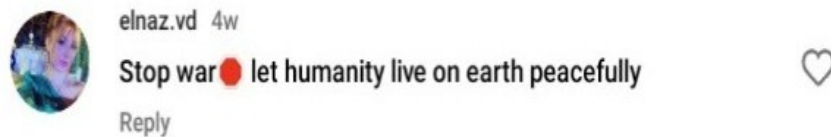
Similar to the previous data, this fourth data also has two types of signs: icons and symbols. The icon is in the form of the sentence "What's happening to the world union? They kill people," which shows amazement and is also a symbol in the form of an emoji. "The text "What's happening to the world Union, they kill people" is a

representation (R) in the form of an icon that explains the object (O) of amazement at the group of killers. Both interpret (I) an odd feeling towards the world when witnessing a group of killers.

The emoji "😓😓😓😓" functions as a symbol that expresses annoyance and anger. It shows a tired face accompanied by closed eyes and an open mouth. There are four, which emphasize what is being felt.

The interpretation resulting from the use of text and emoji produces a sense of amazement aimed at the world because it feels that it has given up and not responded to the massacre conflict that caused many casualties accompanied by a feeling of deep disappointment towards the world's response.

##### 5. Data 5 – E5



Similar to the previous data, this fourth data also has two types of signs: icons and symbols. The icon is in the form of the sentence "What's happening to the world union? They kill people," which shows amazement and is also a symbol in the form of an emoji. "The text "What's happening to the world Union, they kill people" is a representation (R) in the form of an icon that explains the object (O) of amazement at the group of killers. Both interpret (I) an odd feeling towards the world when witnessing a group of killers.

The emoji "🤔" functions as a symbol that expresses annoyance and anger. It shows a tired face accompanied by closed eyes and an open mouth. There are four, which emphasize what is being felt.

The interpretation resulting from the use of text and emoji produces a sense of amazement aimed at the world because it feels that it has given up and not responded to the massacre conflict that caused many casualties—accompanied by a feeling of deep disappointment towards the world's response.

#### 6. Data 6 – E6



The text "Release the hostages" is a form of representation (R) in the form of an icon depicting an object (O) in the form of hope for certain parties to provide freedom and peace for the hostages.

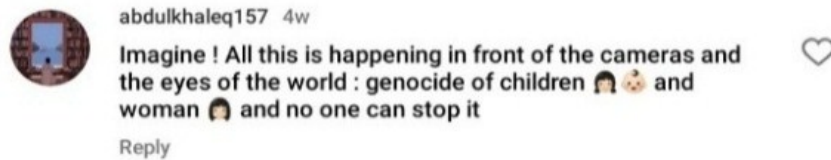
Shape of the yellow ribbon or "🎗️🎗️🎗️" means a reminder. In the world of health, the yellow ribbon is often used to symbolize support for patients suffering from certain diseases. In contrast to the current context, the yellow ribbon is a reminder and a source of encouragement for the increasingly heated conflict.

The combination of the two signs produces a meaningful interpretation, namely a form of support given by one netizen to remind



people of important things that require special attention, hope to maintain the safety and welfare of the hostages and a peaceful resolution of the conflict or situation that triggered the hostage-taking.

## 7. Data 7 – E7



The sentence “Imagine! All this is happening in front of the cameras and the eyes of the world:...” is a form of representation (R) in the form of an icon that means acts of violence involving vulnerable groups. This sign represents an object (O) in the form of a bitter reality and genocide with women and children as victims and a global view that ignores what is happening. The relationship between the representamen and the object produces an interpretant (I), which means anger and a statement directed at the world community where no one can stop the massacre. Everyone watches, but no one tries to calm the cruel situation.

The text also has an emoji called “🧒, 👶” also called a symbol. Two emojis follow the sentence. The first emoji depicts a woman with short hair that is identical to the depiction of a mother. The second emoji very clearly illustrates the shape of a baby's face. These two symbols explain that the depiction of a mother and baby is a depiction of

genocide victims. Women and children who should be guarded and protected are the targets of their massacre.

## 8. Data 8 – E8



The statement "Américain your tax for this?" is an icon in the form of a representamen (R) related to taxes. In other words, this statement is addressed to the taxpayer. The object (O) of the statement is the tax that must be paid by a particular country or a specific entity because of an obligation that must be fulfilled. The relationship between the representamen and the object produces an interpretant (I) or meaning contained therein, which includes an expression intended to explain who is the party that has the right to be responsible for the conflict that occurred between the two countries, namely Israel and Palestine. The statement means that it is because of America that the two countries conflict until a massacre occurs. At the same time, America is only an invisible party.

There are also two emojis in the form of the symbol "fire" and "disappointed relieved expression" in the statement. These two emojis indicate anger towards a particular country for its influence. It represents an object as a fire emoji with various meanings ranging from courage to passion to ferocity. In this context, the fire emoji symbolizes a desire,

crime, and ferocity from a particular party. The ferocity to the point of destroying the other party. The fire emoji is followed by a second face symbol in the form of a face depicting disappointment. The use of these two symbols is intended to depict disappointment towards the ferocity carried out by a particular party to the point of involving the other party in an increasingly heated conflict, and no one can stop it.

### 9. Data 9 – E9



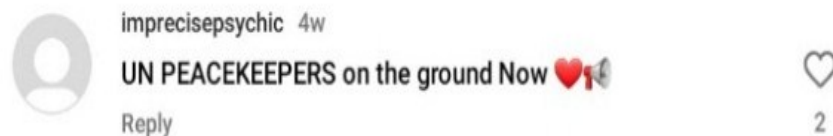
In the data above, there are two types of signs, namely the icon in the form of the sentence "this is horrific to watch again and again" and the symbol in the form of the emoji "broken heart." Therefore, in the data, there are two semiosis processes. First, the sentence "this is horrific to watch repeatedly" is a representation (R) that conveys an experience. It refers to the Object (O) in the form of an event or content considered terrible, producing feelings of discomfort or depression. The relationship between the Representamen & Object produces an Interpretant (I) in the form of empathy, fear, and even reluctance to see the conditions happening before our eyes.

Second, the "broken heart" emoji which acts as a representamen (R) that symbolizes feelings of sadness or trauma. It refers to the Object (O) in the form of experiencing pain or sadness when repeatedly seeing

something terrible, such as a video or traumatic event. The relationship between the representamen and the Object then produces an interpretant (I) in the form of an emotional reaction that arises, such as empathy, concern, or deep pain.

The "broken heart" emoji often expresses feelings of loss, sadness, or disappointment in emotional relationships. However, this symbol does not only function as an expression of pain but also as a way to ask for support and empathy from others. In addition, in social media, the "broken heart" emoji is often associated with conversation trends around love and relationships, creating a space for users to share personal experiences and get reinforcement from their community.

#### 10. Data 10 – E10



The semiosis process of the sentence "Un peacekeepers on the ground now" can be analyzed using Peirce's triadic, which consists of three elements: representamen, object, and interpretant. The representamen (R) of the sentence is "UN peacekeepers on the ground now," which means an activity carried out by UN peacekeepers operating. It refers to an object (O) in the presence of UN peacekeepers in the field (in a specific location) carrying out their duties. The combination of representamen & object produces an interpretant (I) in

the form of an understanding that a situation that requires international intervention occurs, and the presence of UN peacekeepers is considered necessary for stability and peace.

The second semiosis process is seen in the red "love" emoji. In this context, the "love" emoji functions as a representamen (R), which signifies a concept of love and affection that expresses positive feelings. It represents an object in the form of love that describes affection. The relationship between representamen and object produces an interpretant (I), which means support or sympathy for a particular group experiencing difficult times. On the other hand, the red color in the love emoji has a visual symbol and an emotional meaning regarding the ongoing conflict.

Overall, this semiosis process shows how the sentence functions as a sign communicating information about the situation where UN peacekeepers are to show international commitment to maintaining stability and avoiding conflict in vulnerable areas. It is also intended to protect civilians and help them manage conflicts effectively.

The "red love" emoji often expresses deep love and affection in digital communication. Research shows that this symbol can strengthen the emotional bond between the sender and recipient of the message, making it an effective tool for conveying romantic feelings and support. In addition, this emoji is not only limited to the context of romantic love but is also often used in friendships and families to show affection.

Through this emoji, users can add nuances of intimacy and warmth to their interactions, creating deeper connections in an era of rapid communication.

### 11. Data 11 – E11



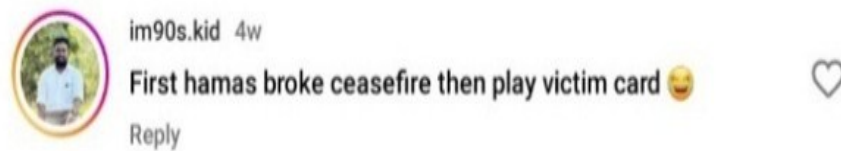
There are two types of signs in the data above. First, the sentence that says "Israel Government, poor Israeli citizens being hated by the world" as a representamen (R) that represents an object (O) that means criticism of the actions of the Israeli Government so that it produces an interpretant (I) in the form of sympathy and dissatisfaction of the world community towards civilians who feel the impact and are victims of the political situation carried out by the Israeli Government. The word "Israel" is a metaphor for Israel, which has the meaning of harsh criticism of the similarity of Israel to hell because of what has been done to the Palestinian state. The word hell in the word Israel can also be interpreted as bad hopes for the state of Israel.

The second sign is in the form of a "thumbs-down" emoji that expresses disapproval or rejection, acts as a representamen (R) that represents an object (O) of the Israeli Government's policy which is considered detrimental and unacceptable so that it produces an interpretant (I) in the form of the emergence of emotional feelings in the

form of anger, disappointment and even protest from the world community towards the policy.

The "Thumbs-down" emoji is often used in digital communication to convey disapproval, rejection, or criticism of an idea or statement. This emoji can clarify harmful intentions in text messages, reducing the potential for ambiguity in communication without facial expressions. In addition, this emoji also serves as an indicator of public opinion in social media, where users can quickly show dissatisfaction or respond to specific content.

## 12. Data 12 – E12



The analysis of the data above produces two types of signs, namely the icon in the form of the text "First Hamas broke ceasefire then played victim card" and the symbol in the form of "face with tears of joy." Therefore, in the process of its formation, there are two semiosis processes from the data. First, the sentence "first Hamas broke ceasefire then played victim card" as a representamen (R) which shows how Hamas' actions are perceived, which represents an object (O) situation that considers Hamas to have violated the ceasefire and is trying to gain public sympathy. It produces an interpretant (I) as a sceptical reaction to Hamas' actions or even a judgment of their strategy in gaining support.

The second semiosis process is shown in the use of the emoji "face with tears of joy" as a representamen (R), which symbolizes happiness, which refers to an object (O) in the form of an action that is considered funny or ironic. The relationship between the representamen and the object produces an interpretant (I) in the form of criticism of Hamas' behaviour, creating an absurd situation to gain sympathy after a predetermined policy.

The emoji "face with tears of joy" often expresses happiness, laughter, or a funny reaction to a situation. The symbol is an essential tool in digital communication, helping users convey more complex emotional nuances in often brief and limited contexts. It has also become popular in social media, frequently used to respond to humorous content or amusing situations, strengthening communities through laughter and fun.

### 13. Data 13 – E13



In the data above, two essential elements identify the sign, namely, "stop genocide" and the symbol in the form of "🚫 c.i.d.e 🤔". The first sign is a clause that says "Stoooooooooop genocide," or in this context, it is called a representamen (R) which means a direct and urgent call. It refers to the object (O) in the form of an act of genocide, which involves



the systematic elimination or oppression of a group. The combination of representamen and object produces an interpretant (I) as an emotional reaction such as anger, empathy, or urgency to act. This process illustrates how the sentence conveys a strong moral message and encourages awareness and mobilization towards severe humanitarian issues.

The second sign is the emoji "prohibition" and "crying in tears." Both emojis act as Representamen (R), which create a strong visual message. The emoji "prohibition" symbolizes the rejection or prohibition of acts of genocide, while "crying in tears" implies the sadness and suffering experienced by the victims. It refers to the object (O) of the genocide itself and its impact on humans. Thus, an interpretant (I) depicts a sense of sorrow, empathy, and urgency to act. This process shows how emoji combinations can strengthen moral messages and encourage awareness and action on pressing humanitarian issues.

The "prohibition" emoji, usually depicted as a red circle with a slash through it, is widely used to convey a message of prohibition or rejection in digital communication. This symbol also serves as a clear visual signal to help users understand restrictions or warnings in specific contexts, such as policies, social norms, or security.

Meanwhile, the "crying tears" emoji often express deep sadness or a very emotional moment. This symbol helps individuals convey a more

intense nuance than just words, allowing the recipient of the message to understand the emotional context of the message better. In addition, this emoji is also often used to show empathy or support for others experiencing grief, creating a space for sharing feelings.

#### 14. Data 14 – E14



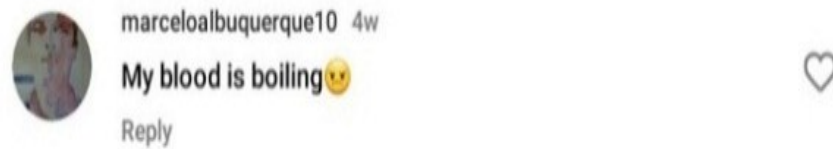
In the context of the sentence "Allah almighty bless Palestine," there are two types of signs. The first sign has three main components, namely the representamen (R) in the form of the sentence "Allah almighty bless Palestine," which conveys meaning. Then, the object (O) Allah and Palestine. Furthermore, the interpretant (I) is in the form of a person's hope and belief in the help of Allah S.W.T., as well as spiritual support and a form of solidarity with the Palestinian people.

On the other hand, there is the emoji "hands raised celebration," which can also be analyzed through Peirce's three components: The representamen (R) is in the emoji, symbolizing celebration or happiness. The object (O) is in the form of an achievement or joy. The interpretant (I) shows a reaction of togetherness that shows how simple symbols can create deep meaning and unite people in positive feelings.

The "Hands Raised in Celebration" emoji often expresses joy, celebration, or achievement in digital communication. This symbol is a

positive indicator that encourages social interaction, creating a sense of togetherness among users when sharing happy moments. The raising hand emoji expresses the message being conveyed and can increase enthusiasm and motivation in personal and community contexts.

### 15. Data 15 – E15



In the data above, there are two types of signs, namely icons and symbols. The icon in the data is the sentence, "My blood is boiling." Meanwhile, the symbol in the data is an angry face emoji. There are two semiosis processes in the data.

First, "My blood is boiling" is a representation (R) that presents an object (O) in the form of emotions or feelings of frustration experienced by someone. The relationship between representation and object produces an interpretant (I) in the form of an understanding that someone feels very angry and depressed.

Second, the "angry emoji" is depicted with a facial expression accompanied by wrinkles on the forehead and bulging eyes. The angry emoji in this context acts as a representamen (R) that represents an object (O) in the form of emotions that refer to the conditions of war between two countries that never stop, triggering the emergence of these

feelings. The relationship between representation and object produces an interpretant (I) in the form of someone at the peak of their anger.

The "angry" emoji is often used to express anger, frustration, or dissatisfaction in digital communication. This symbol can also help social media actors convey negative feelings clearly and directly and reduce the possibility of misinterpretation in written conversations. Using angry emojis can reinforce a message of criticism or dissatisfaction and encourage the recipient to respond with empathy or action.

**Here are 5 data in the form of GIFs;**

**1. Data 16 – G1**



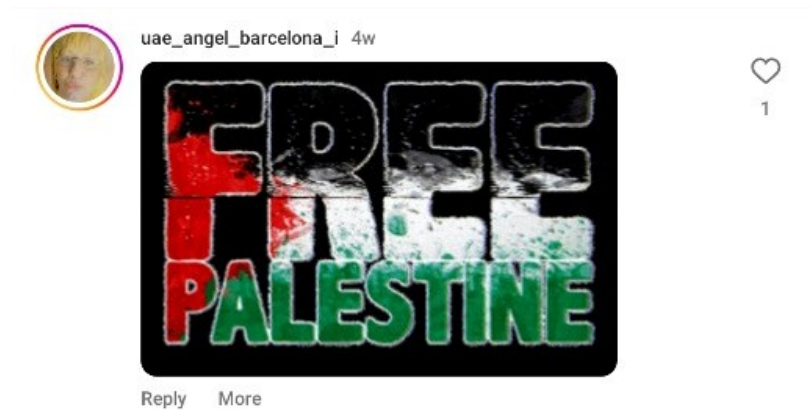
The phrase "magna carta" basically means a charter. However, when associated with the current context, magna carta refers to a commitment based on the first text that influenced the English kingdom. In addition, the sentence "upgrade your dishes" indicates an effort to improve and enhance dishes or services for a particular action. The semiosis process here can be seen from the text of the magna carta - UPGRADE YOUR

DISHES as a representamen (R) in the form of an icon that represents its object (O), namely a commitment that produces an interpretant (I) in the form of an offer to improve the quality of food presentation so that it is more attractive with innovations.

The "hand sprinkling" logo here is a representamen (R) that represents the object (O) in the form of a hand movement that attempts to sprinkle small particles. The relationship between the two produces an interpretant (I), an identical movement carried out by someone when adding delicate spices to cooking or food dough.

In this context, the black background that tends to indicate darkness functions as a representamen (R) as an icon. In other words, representing an object (O) is a picture identical to sadness, fear, anger, death, or being left behind but also symbolizes strength, courage, self-esteem, high value, or even something that can be considered mysterious. However, black is a neutral color suitable for combination with other colors, primarily white. In sign 1.1, we see a combination of black as a background and white in the writing. The relationship between the representamen and the object then produces an interpretant (I) in the form of the use of a black background in the first picture, which contains the meaning of how a commitment has power so that it is used as a basis for improving the quality of a food dish.

## 2. Data 17 – G2



Based on the second data, its formation has two types of signs. First, the verbal form that says "Free Palestine," which indicates a pro-Palestinian rights movement and demands freedom for them, is a representation (R). This sign represents the object (O) in the form of freedom, justice, and fulfillment of rights for the Palestinian people. The relationship between the two produces an interpretant (I) in the form of empathy in understanding the existing conflict situation and supporting the Palestinian people to fight for their freedom.

The second sign is the Palestinian Flag, a representation (R) that refers to the Palestinian people's identity, culture, and struggle. This representation represents an object (O), a combination of 3 colors (black, white, and green), and a combination of an isosceles triangle shape on the left in red, indicating a form of nationalism and a symbol of unity for the Palestinian people. The relationship between the representament and the object then produces an interpretant (I) in the form of a symbol of the Palestinian people's struggle in voicing justice

and freedom and a form of protest to the leaders as an indication of support for the rights of the Palestinian people in determining their destiny.

The Palestinian flag is called the flag of the Arab rebellion based on the combination of colors in horizontal lines. The black line on the Palestinian flag symbolizes the Abbasid Caliphate, which ruled the Islamic empire widely. In contrast, the white line represents the Umayyad Caliphate, the first empire to govern Palestine. In contrast, the green line at the bottom symbolizes the Fatimid Caliphate, established in Egypt but expanded its influence in Palestine. Among the combination of the three lines, there is also a red triangle in its creation. This triangle symbolizes the unity of the Arab people and also as a form of sacrifice of the Palestinian people in fighting for the independence and freedom of the State of Palestine. The black color, which symbolizes courage, is the background of the depiction of the Palestinian flag in these second data.

### 3. Data 18 – G3



There are similarities in the third and second data, highlighting the Palestinian flag. In terms of meaning, the two data are the same. However, what distinguishes the third data is that the Palestinian flag is used as a sign and background for the verbal form of the sentence "END THE OCCUPATION NOW!" written in blue UPPERCASE. Blue generally symbolizes Trust, Calm, Sadness, Peace, Loyalty, Depth, and Authenticity. Meanwhile, writing words in uppercase is used to clarify the intent and purpose of the words used. Writing sentences in uppercase ends with an exclamation mark indicating an exclamation or command or a form of emotion that accompanies the sentence when uttered. The use of the Palestinian flag as a form of publicity related to what had happened in Palestine. In other words, the use of the background in the image can aim to convey and emphasize the message contained therein.

There are two semiosis processes in this third data. First, in the icon that acts as a representamen (R), "end the occupation now." This verbal sign represents an object (O) in the form of a change in the situation of



injustice, conflict, and the socio-political impacts that influence it. The relationship between the representamen and the object produces an interpretant (I), namely anger at injustice that drives someone to act in voicing the situation that is heating up.

#### 4. Data 19 – G4



The term “lies” in the fourth data refers to false information deliberately presented as a form of truth. Lies are often used to deceive, mislead, or even manipulate others in verbal form, either through speech or writing. Lying is done consciously to hide the truth with lies that can have negative and inappropriate consequences. The word “lies” above can be a sign representing a particular object. The writing of lies in green symbolizes “Nature, Growth, Wealth, Luck, Envy, Freshness, Quality.” Followed by a circle-shaped background and purple, symbolizing “Royalty, Nobility, Wisdom, Luxury, Imagination, Mystery, Spirituality, and black as the basic color. The combination of the three colors contains a certain message based on the context of the news that is currently being hotly discussed.

The semiosis process in this fourth data lies in the verbal expression of the word “lies,” also called a representamen (R), which refers to untrue actions and lies. This sign's object (O) is untruth, false statement, lie, and impact on society. Meanwhile, the interpretant (I) resulting from the combination of both is the emergence of emotional reactions that influence a person's actions and attitudes towards a truth or belief.

### 5. Data 20 – G5



The fifth data has a sign in the form of the word "peace." The word peace itself has various meanings. It started from meaning peace, where there is harmony and harmony between individuals and groups. On the other hand, peace means tranquility, accessible from mental and spiritual disturbances, and creates a safe and calm life. The writing of the word "peace" above is colored like a beautiful rainbow color where each color has its implied meaning. The color red symbolizes courage, energy, and wisdom. Orange symbolizes health, well-being, and ability. The color yellow symbolizes optimism, cheerfulness, and joy. The color green symbolizes stability. The color blue symbolizes peace and

tranquility of the soul. Finally, the color purple symbolizes beauty and diversity. The writing of "peace" followed by the colors of the rainbow as its components have an implied meaning in the form of beauty.

The word "peace" is also referred to as a sign that has a specific meaning. The representative (R) of "peace" is peace itself, which refers to freedom from conflict, feud, and tension. This sign represents an object (O) in the form of tranquility, harmony, and liberty in relations between individuals and social groups to the state. The relationship between the representamen and the object produces an interpretant (I) in the form of social justice that is upheld as a form of eliminating oppression so that it can create a sense of security and freedom from tension.

## **B. Discussion**

This section will explain in detail the discussion and analysis of signs found in the results sub-chapter based on Charles Sanders Peirce's perspective. The data collected is a concept of how Peirce's theory is used to analyze emojis and GIFs on the @guardian Instagram account. Various signs are found based on their grouping as objects consisting of icons, indexes and symbols. The icon data here is in verbal forms (words/sentences/clauses). Furthermore, the index in this context is a sign that contains a cause-and-effect relationship. In comparison, the symbols in this study are emojis, logos, and national symbols. It is in line with Sakinah's (2020) thinking, which explains that an icon is a sign that has similarities,

both physically and in terms of characteristics, with the object it represents. Furthermore, an index is a sign with a causal relationship with its object. And finally, a symbol is a sign that does not have an intrinsic relationship between the sign and what it represents, so its meaning comes from a social agreement that is believed. In addition, this discussion section is also intended to answer the formulation of the problem in the introductory chapter.

There are two groups of signs in the data analysis process—first, five sign data in GIFs. Signs originating from GIFs are generally verbal and symbols in the form of national symbols or certain logos. The verbal referred to here is typically in phrases because it only consists of one to four syllables that do not have a subject and predicate. Where from the five data found, overall, they have a bias towards the Palestinian state, so the phrases used contain elements of defence and support for the Palestinian people. In addition, the word is followed by a background in the form of a national symbol, Palestinian flag, or a background that contains elements of peace. Second, 15 data in the form of emojis. Not much different from GIFs, signs based on emojis are also in the form of verbal and symbols. In this context, verbal language is in phrases, clauses, and sentences. Meanwhile, the symbols referred to are emojis or facial characters with various facial expressions. The data type in this second grouping is also more diverse because the majority supports Palestine. However, some parties have their own views on defending Israel.

The semiotic theory in the study of emojis and GIFs on the @guardian Instagram account is used to analyze signs based on objects consisting of icons, indexes and symbols. A sign is anything visible and has a meaning that can function as a means of communication. The form of the sign itself varies from words, sentences, phrases, symbols, colours, images and even sounds. In other words, signs function as a form of verbal and visual representation and a means of conveying messages and meanings in the communication process. However, the interpretation of signs has various meanings because they come from the thoughts of individuals in the analysis process so that each sign can have a different meaning according to the context. It is in line with the statement that the interpretation of signs is a dynamic process that is formed from personal experiences and the cultural context of each individual so that each has an essential role in determining the meaning of the sign so that the interpretation process is subjective (Atkin, 2022).

This study found several signs in the comments column in one of the @guardian Instagram posts. Based on the analysis results, the signs in icons, indexes, and symbols contain implied meanings, such as signs based on the color aspect that can be seen from GIF data. Most data has black in it, a symbol of mourning, darkness, injustice, something illegal, or sadness, and even black is often identified with bad connotations (Golda, 2022). However, similarities in terms of color allow for differences in meaning. For example, the black color in data 1 contains the meaning of a

commitment to gather strength. It is because black is used in the logo of a business. Therefore, the logo is identical to the company's motto. So, among the meanings of using black, a commitment can explain the basis for using a black background. Meanwhile, the black color in data 2 depicts the struggle of the Palestinian people in upholding human rights as well as the struggle for freedom against the Zionist Israeli army. It is in line with the thinking of (Waad, 2024), which explains that black symbolizes struggle.

Furthermore, eight facial characters and twelve symbols were found in the data containing emojis. Each facial character has meaning, ranging from tired, disappointed, crying, and even laughing with satisfaction. As in the third data, there is an emoji " that indicates silence with a round-eyed facial expression and an index finger in front of the lips. This pose usually produces the sound "shh," which can have a double meaning, namely a call to be silent or an appeal not to reveal a secret that must be hidden so that others cannot find out the information provided. It is in line with the meaning of the Emoji making silent: A yellow face placing an index finger over pursed lips as if issuing Shh! or Shush! Some platforms feature raised eyebrows. Apple's design suggests the face is tilting back slightly. It may convey silence, quiet, secrecy, and discreetness. It may also create a sense of buzz and anticipation, e.g., an exclusive sneak peek or news scoop (emojipedia, 2017). In addition, this study is similar to previous studies that discussed signs in the form of emojis on social media, such as groups and Instagram (Saidi et al., 2022).

However, there are differences between this study and previous studies. Namely, suppose the previous study only focused on using emojis to determine their function as meta-semiotics. In that case, this study offers a broader analysis, namely focusing on the use of emojis and GIFs to determine the implied meaning contained in them. However, this study was conducted based on the development of previous research suggestions.

Of the 20 data collected, each data has its meaning. Although the data have similar character color and verbal form, they still have different meanings in the interpretation process. However, from the 20 data collected, it can be concluded that the emojis and GIFs used in the comments column on one of the posts on the @guardian Instagram account convey an implied meaning related to the heated conflict between 2 countries, namely Israel and Palestine. From the data collected, the majority of netizens are pro-Palestine and try to speak up for the freedom of the Palestinian people. They try to be on the side of Palestine and support Palestinian independence. This can be proven by using the Palestinian flag symbol in some of the data. This form of empathy and care is currently being carried out intensively on social media, either in words, sentences, phrases, clauses or even by providing emojis that interpret support. However, some are on the side of Israel because they believe that Israel's actions would not have happened if there was no cause. It is following the 12th data.

In addition, from 11 of the 15 emoji data collected, it can be seen that the majority of emoji use in verbal language is at the end of the sentence.

This is because placing emojis at the end of sentences in captions helps clarify emotions, enrich expressions, give a personal touch, and provide closure that is appropriate to the context. This also increases social interaction and helps readers understand the speaker's tone better, especially in online communication that often loses verbal expression. Meanwhile, the other 4 are in the middle of the use of verbal sentences. This not only functions as a complement, but also as an element that enriches meaning, clarifies emotions, or emphasizes certain parts of the message. This emoji adds visual nuance, helps convey feelings directly, and makes communication more expressive and easier to understand. The position of the emoji in the middle of a sentence has a stronger impact in connecting the text with the emotion or situation being discussed.



## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

This chapter contains the conclusions of the research and suggestions for further study.

#### **A. Conclusion**

Overall, this study discusses the theory of semiotics in the comments column containing emojis and GIFs based on Charles Sanders Peirce's perspective. There is a semiosis process to produce a meaning (interpretant) in each data obtained. Based on data from the results and conclusions chapter, 20 data types were found following this study. The data are in the form of 15 emojis and 5 GIFs. The emojis and GIFs were analyzed using Charles Sanders Peirce's semiotic theory, which focuses on objects. So that the data found is divided into three types of signs based on objects: icons, indexes, and symbols. The data has various types, including verbal and facial characters or symbols in certain logos.

The semiosis process in this study was carried out to produce the meaning behind a sign. The semiosis process consists of representamen, a picture of the sign itself. Then, the object is represented by the representamen and the last interpretant in the form of an interpretation of the meaning or implied meaning of a sign that comes from the relationship between the representamen and the object. Thus, the three elements in the

semiosis process are essential because they are interconnected. If one is missing, the semiosis process cannot be carried out optimally, and the resulting meaning is inappropriate.

Based on the research results, we know that each sign has a different meaning from the others. Even though the sign has similarities or differences, the interpretant can differ. An interpretant is based on the thoughts of the reader. An interpretant is the result of an adopted culture, a person's personal experience, or a concept that has become a mutual agreement. Therefore, each sign has a different interpretation according to the context and understanding of the reader.

## **B. Suggestions**

After completing this research, there are some suggestions for further researchers, especially for readers who are interested in semiotics. First, semiotic research is a study of signs. Therefore, additional research should analyze signs in more detail and concretely. A sign is something that is visible and observable, so a deeper analysis is needed to determine its meaning with certainty because in this study the meaning of the sign is only based on the object. Further researchers are also expected to be able to analyze signs using semiotic theory and other perspectives. It is better to use a modern perspective to understand the development of semiotic theory itself. This is because researchers have not found the latest semiotic theory so they are still limited by the old theory. Finally, further researchers are

also expected to be able to analyze signs using other digital media such as X because the signs found will be more numerous and more diverse.

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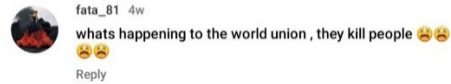
## CURRICULUM VITAE



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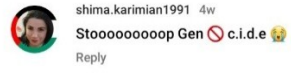


## APPENDIX

The followings are the explanation of 15 data containing emojis.



Code	Object	Ikon	Indeks	Symbol
E1		Please stop this nonsense sense and stop killing more innocent people		🙏😭
E2		Why Israel killing civilians and woman's also children shame on you	The word "kill" followed by the words "civilians, children and women" indicates a causal relationship between the two.	🙄
E3		World is silent because this time terrorist from his homeland their p.m. direct involvement t shame on you both countries Israel and USA.	There is a relationship of similarity between terrorism and the involvement of 2 countries	🙄
E4		whats happening to the world union, they kill people		🙄🙄 🙄🙄






E5	 <p>einaz.vd 4w Stop war 🇷🇺 let humanity live on earth peacefully Reply</p>	Stop war let humanity live on earth peacefully		🇷🇺
E6	 <p>ya110_ta 4w Release the hostages 🙏🙏🙏 Reply</p>	Release the hostages		🙏🙏🙏
E7	 <p>abdukhaleq157 4w Imagine ! All this is happening in front of the cameras and the eyes of the world : genocide of children 🧒 and woman 👩 and no one can stop it Reply</p>	Imagine! All this is happening in front of the cameras and the eyes of the world: genocide of children and woman and no one can stop it		👩🧒👩
E8	 <p>smidaaymenart 4w Américain your tax for this 🇺🇸🇺🇸🇺🇸.? Reply</p>	Américain your tax for this?		🇺🇸🇺🇸🇺🇸
E9	 <p>sara_ib 4w This is horrific to watch again and again 💔 Reply</p>	This is horrific to watch again and again		💔
E10	 <p>imprecisepsychic 4w UN PEACEKEEPERS on the ground Now 🇺🇸🇺🇸 Reply</p>	UN PEACEKEEPERS on the ground Now		🇺🇸🇺🇸
E11	 <p>y3kapital 4w Israhell government 🇮🇱 poor israeli citizens being hated by the world Reply</p>	Israhell government poor israeli citizens being hated by the world		🇮🇱
E12	 <p>im90s.kid 4w First hamas broke ceasefire then play victim card 🤔 Reply</p>	First hamas broke		🤔

		ceasefire then play victim card		
E13		Stooooooooop Gen c.i.d.e □	Describes a phenomenon that occurs repeatedly	🚫 c.i.d.e 🤔
E14		Allah Almighty bless Palestine		🙏🙏🙏
E15		My blood is boiling		😡

Here are 5 data in the form of GIFs;

Code	Object	Ikon	Indeks	Symbol
G1		1. Text: “magna carta – UPGR ADE YOUR DISHE S” in white 2. Backgr ound: plain black		Logo: hand sowing
G2		1. Text: “FREE PALES TINE”		The color pattern matches the shape of the Palestini an flag.

G3	 <p>rukiyyeden 4w</p> <p>Reply More</p>	<ol style="list-style-type: none"> <li>1. Text: "END THE OCCUPATION NOW" is blue</li> </ol>		Palestine Flag
G4	 <p>sundoxazo 4w</p> <p>Reply More</p>	<ol style="list-style-type: none"> <li>1. Text: "LIES LIES LIES" is green</li> <li>2. Background: a combination of black and purple</li> </ol>		
G5	 <p>saharkord_s.k 4w</p> <p>Reply More</p>	<ol style="list-style-type: none"> <li>1. Text: "PEACE" with a combination of red, yellow, green, blue and purple</li> <li>2. Background: White</li> </ol>		