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Semiotic Analysis of Memes Insulting Others on Facebook

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Abstract

This research is entitled semiotic analysis of memes insulting others on Facebook. The semiotic study aims to explain the signs as well as to know the meanings of dark joke memes on Facebook social media. The theory used in this study is Peirce's theory, namely by using the triadic model. The method used in this study is by using a qualitative descriptive method. The data analysis method uses the second data, namely the uploaded image and the researcher selects it by taking a screenshot and then interpreting. Data collection techniques used are observation, documentation and note-taking techniques. Peirce's semiotic analysis is an analytical technique that researchers use to find out the signs and meanings of dark joke meme images on Facebook social media, namely the triadic model consisting of representamen, object and interpretant. The results of this study, namely being able to find out the signs and meanings that exist in writing and images of dark joke memes on Facebook social media.

Keywords: Semiotic, Peirce's model, Meme, Dark Humor

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I INTRODUCTION

Memes are ideas that can express ideas from the mind, so many creators use memes as a means of expression to express existing problems by using images as a tool to express meaning. Shifman (1974:38) said that, memes are ideas or pieces of information that reside in the brain. Memes are not simple ideas like red, cool round, but ideas about the alphabet, chess, or impressionism. In other words, memes are complexes of real ideas and expressions.

The meme that is being discussed on social media is a dark joke meme that provides a lot of information about messages or social issues, historical events including sensitive and painful things to be used as jokes. Bloom (2010:79) who wrote about dark humor in the 1890s, said that the term black humor is now seen as an insult. Dark humor at its core allows us to imagine the faceless, empty, and still ridiculous rather than hopeless. Dark humor has been seen as a nuisance common

to all humors because it comes in many forms and laughter may contain many levels of bitterness, cruelty, parody, and pain.

In this case, the researcher discuss more about memes on social media Facebook. Based on Juditha opinion (2015:106) memes have become popular because they can be the subject of jokes, satire, and expressions of users' feelings on social media. In addition, many creators deliberately create memes to insinuate and corner certain parties. Not only that, meme images are also widely used to convey messages through images or signs that have various meanings and information conveyed through these images or signs. In this case, the research of semiotics is used because Semiotics deals with everything that can be considered as a sign. According to Chandler (2017:2), a sign is traditionally defined as something that means something else. All phenomena including words and pictures are signs. To interpret something means to treat it as a sign. All experiences are mediated by signs, and communication depends on them.

Semiotics is breaking down the content of the text into parts that can relate it to a wider discourse. In this case, the research of semiotics is considered effective to examine deeper in order to find hidden meanings in meme images. Chandler (2017:11), signs can be words, pictures, sounds, smells, tastes, actions, events and objects. Signs will not exist unless interpreted as a sign, everything can be used as a sign, as long as the person interprets it as a sign of something. The use of meaningful signs is the essence of semiotics.

II RESEARCH METHOD

2.1 Method of Collecting the Data

The method used in this research is to use a qualitative method. Suparlan claims that qualitative method are often called humanistic approaches because they consider people's way of life, points of view, preferences, emotional expressions, and beliefs in relation to the problem being investigated. While descriptif research according Samsu (2017:65), to explain or characterize things such as events, objects, people, or other things related to variables that can be explained using numbers or words.

2.2 Method of Analyzing the Data

Likewise with Saussure he also stated that language is a sign system that conveys ideas, and sign science can be considered to operate in society. According to Berger (2010:5), a sign consists of two components, namely an idea or signified and a sound image or marker. It is very important to realize that the relationship between signifier and signified is artificial and by convention rather than natural. In other words, the meaning of a sign can sometimes change. Therefore, in connection with this research, the researcher was moved to examine this dark joke meme because in addition to being interesting to research, meme images contain many meanings in the sense that these dark joke memes can provide information such as dark events, social issues, discrimination. between cultures and religions where it is made using meme images as a tool to provide information.

This dark meme is a meme that some people who don't like dark humor cannot accept, because dark memes talk more about things that are taboo to talk about or laugh at. This dark joke meme also tends to be used to offend controversial things in cyberspace. Dark memes are made without decency and ethics. In Ayu (2021:38), Breton say that evil memes also come from dark jokes. Death was a common theme in the development of dark humor, a term used to describe subgenres of comedy and satire where laughter is motivated by cynicism and scepticism.

the data used in this study is secondary data. Secondary data is the second data, namely the researcher will sort the uploaded images in the dark joke group. After that the researcher will take a screenshot of the image that the researcher has chosen. The data is then interpreted according to the problems that occur. The topics in the group are very diverse because they were uploaded by different people.

2.3 Technique of Collecting the Data

Data collection methods in this research include observation. According to Samsu (2017:97), observation is a systematic observation

and recording of the symptoms that arise in the object. Documents are often referred to as written texts in linguistic research are very diverse, but in a general sense they have two qualities in that they are readable and they convey some kind of message. They can be included in documents about language as well as text. Anything can be analyzed linguistically like articles, newspapers, visual images like language photography or symbols on signs. After observing and documenting the researcher then uses a note-taking strategy, this aims to record the data obtained. From the opinions of the experts above, it can be concluded that by using the observation method, researcher can use this method to observe images in the dark joke meme group on Facebook. After the image is observed and read, the researcher will sort out what images the researcher will use as material for research. If the image has

been selected, the researcher will immediately collect data on the document and record the data that has been obtained..

2.4 Technique of Analyzing the Data

Semiotic analysis is a science that studies objects of observation, events and culture as signs / signs that can be widely understood by the public. Semiotic analysis is an effort to research language linguistics and all human behavior that can carry certain meanings or functions as signs, Samsu (2017:112). In this research, researcher used semiotic analysis to reveal signs and meanings in meme images uploaded by the dark joke group in Facebook. For this reason, researcher used Charles Peirce's semiotic analysis to analyze meme images on Facebook using Peirce's triadic model, namely sign, object and interpretant..

III RESULTS AND DISCUSSION

3.1 Data Analysis

Of the 13 data using a peircean model consisting of a representamen, an object and an interpretant. The Peircean model is used to analyze 13 data that the researcher has previously selected. The data the researcher took from the dark joke group on Facebook social media. In the first data, it was found that there was an element of satire, namely to insinuate a conflict about the issue that Islam is a terrorist religion and the issue of Islamophobia so that Islam becomes cornered. the second data, there is an element of satire, namely to allude to the dark events that occurred in New York on September 9, 2001, where the twin towers of the World Trade Center were destroyed due to a terrorist attack. The third data contains an element of satire, namely that there was a conflict between Palestine and Israel which resulted in war in the two countries, but Israel's attack on Palestine was very cruel and made Palestine suffer greatly. The fourth data contains an element of satire, namely to allude to the case (Kudatuli) or the riots on September 27, 1996, which until now is still a mystery with the presence of missing, injured and even dead people during the riots.

In the fifth data, there is an element of satire, namely to satirize the problems that occur in African countries, namely food problems, where Africa is currently experiencing a very

severe case of hunger. the sixth data still has the same problem, namely to satirize cases of famine in Africa which are very severe due to climate change which has made African countries dry and difficult to get food because of climate change. Seventh data, there is an element of satire, namely to satirize problems in America, namely about cases of shootings at schools every year.

The eighth data, there is an element of ridicule, namely ridiculing black African skin color. the ninth data, there is an element of ridicule, namely laughing at the incident where adam and 'eve' came out of heaven because they had eaten the fruit of knowledge or the forbidden fruit. The tenth data contains an element of ridicule, namely laughing at people with cancer because basically cancer is a very dangerous disease and in general people who have cancer and chemotherapy experience hair loss. in the eleventh data there is an element of irony, namely to state the opposite by using a different object, namely the color yellow and the yellow flag which have different meanings. in the twelfth data, there is an element of sarcasm, namely to offend Christianity with harsh sentences, but the joke is true. the thirteenth data contains elements of sarcasm, namely offensive women's clothing and private parts that are deliberately exposed.

3.2 Discussion

Based on the analysis in this research, the objects to be analyzed in this research are text and images on memes uploaded by the dark jokes group on Facebook. Dark joke group was created on September 24th, 2021 and has 113,248 members. The researcher has collected data since May 1st, 2022. After the data is collected, the researcher will analyze the data using Peirce's triadic sign model which consists of representamen, objects and interpretants. This research aims to solve the problems in this research first, to find out the linguistic signs of dark joke memes and secondly, to identify dark joke memes using the Peircean model.

DATA 1



The representamen in the meme above has writing *I'm muslim and I trust you. Do you trust me, enough for a hug*. However, *hug* writing is colored red.

In the second picture there is an object, there is an adult man wearing a white cap, white long-sleeved shirt, white trousers with a beard, arms spread, the man's position is in a public place and there is the inscription *I'm Muslim and I trust you. Do you trust me, enough for a hug*. Near the man's right leg. The third picture shows two men walking near the man wearing the white cap, but he only sees the writing at the feet of the man wearing the white cap. The fourth picture shows five people starting to approach a man wearing a white cap. The fifth picture shows nine people approaching the man with the white cap. In the sixth picture, there are only four people who are still near the man with the white cap. In the seventh and eighth pictures the people around are gathered, approaching the man in the white hat and one of the men in the picture hugs the man with the white hat. The ninth picture, has a picture of an explosion where people gathered near the man with the white cap.

Representamen and object produce interpretants, the first image contains the words *I'm Muslim* according to Oxford Learner's

Dictionary Muslim indicating a person who practices Islamic teachings, and *I trust you* in the word *trust* according to Oxford Learner's Dictionary dictionary is 'a belief in someone that that person is good'. *Do you trust me* questioning whether the people around him figure 1.7 Peirce's model as a semiotic still put their trust in him. *Enough for a hug*, according to Oxford Learner's Dictionary *enough* is defined 'as as much as someone wants'.

While *hug* according to Oxford Learner's Dictionary is 'an action to show that you love them'. *Hug* writing is colored red while the previous writing was black. According to Berlin and Kuy in Endriani (135: 2022), if red is present, then black and white can appear. Darmaprawira said that color intensity is the quality of a color that can cause it to scream, speak or whisper in a soft tone. So in the writing above it can be concluded that the meaning of the text is, do the people around them still have a sense of belief in people who are Muslim, even though there are many rumors circulating that Islam is a cruel religion, terrorists to make people feel afraid if they are near religious people Islam. After these issues, do they people who are not Muslim, still have a sense of belief in Islam that Islam is actually a good religion and religion that never teaches violence or terrorism, if people still believe in it, just give them a hug to show that you love Islam.

In the second picture, a man wearing all white clothes, according to Oxford Learner's Dictionary, white means something clean. The man wearing a white cap, white long-sleeved shirt, white trousers and a fairly long beard is Muslim clothing, this is known because there is a sign that says *I'm Muslim* near the man's right leg. Spreading his arms indicates that the person is waiting for someone else to hug him.

So the issue of Islamophobia is currently a phenomenon that makes Muslims cornered, Zulian (144: 2019). According to Oxford Learner's Dictionary, 'phobia is an irrational fear of a certain object or event that makes some people avoid or fear it'. According to arifuddin (1:2015), cases of terrorism are often blamed on Muslims, some people think that these accusations are just western propaganda to lower the self-esteem of Muslims in the eyes of the international community. There are some who think that terrorism which carries out bombings in public

places is part of martyrdom which is classified as a pious death. The dark joke in the meme above is in writing *I'm Muslim* and there is a picture of a man hugging a man in a white hat who is Muslim and in the last picture there is an explosion. In the meme above, there are jokes that contain elements of satire, namely sentences and pictures in the meme. The satire is aimed at people who adhere to Islamic teachings, as if Islam were a religion that teaches violence or terror.

DATA 2



The first representamen of the memes, contained in the writing *HELP* in picture number 5.

The object contained of the first image, there is a blue ocean and there is a woman lying face down on the beach. In the second picture, the woman is sitting with her legs extended and her right hand resting on her head. The third picture, the woman is standing and looking at the rock. Fourth picture, woman picking up stones and collecting stones. In the fifth picture, there is *HELP* written in stone and the woman raises her left hand. Sixth picture, the woman looks up at the sky and there is an airplane. Seventh picture, the woman looks down and puts her hand on her chin. The eighth picture, the woman sits down and reassembles the stone. The ninth picture, the woman makes a picture of the twin towers. The tenth picture, the plane is landing near the tower drawing made by the woman.

The representamen and object produce interpretant, the first image, the blue ocean and the woman who lies face down on the beach is the woman washed away and washed up on the beach. In the second picture, the woman is stretching her legs and her right hand is placed on her forehead, indicating that the woman is tired. The third picture, the woman is standing and looking at the rock indicates the woman is looking for a way to get help. In the fourth picture, the woman picks up stones as well as collects stones and writes *HELP*, according to Oxford Learner's Dictionary *HELP* is a 'word used to make it easier

or enable someone to do something they need'. Waving her hand to the sky, she did this to ask for help, it was known because there was a plane in the sky but the plane did not see the writing made by the woman. The seventh and eighth pictures, putting her hand to her chin and then sitting down and taking a stone can mean that the woman is thinking and looking for another way how the plane can see it and land to help her, this is known because in the eighth picture, the woman is rearranging the stones the.

The ninth picture, the woman made two towers, these towers can be interpreted as the WTC towers in America. The plane landed right on the tower image indicating an incident where the plane crashed into the south tower of the WTC. This is known because there are pictures of the twin towers and planes landing right on the tower pictures, this is associated with the dark event that occurred in America.

contexts in memes, namely the case that occurred on 9/11 is remembered as the tragedy of the terrorist attack in the United States, when a group of terrorists brought down the twin towers of the World Trade Center in New York on September 11th, 2001. Justinus and Tommy (21: 2017), American Airlines Flight 11 and United Airlines Flight 175 collided with the north and south towers of the World Trade Center, causing 2,753 fatalities. The majority of those killed, including hijackers, construction workers, and visitors to the WTC who were tourists. Additionally, there were 343 New York City firefighters, 23 New York City police officers, and an additional 37 Port Authority police. The ages of the victims ranged from 2 to 85 years. Men make up about 75–80 percent of victims. The United States swiftly responded to this occurrence by declaring war on the terrorists it believes are responsible for the 9/11 attacks. This declaration of war is clear in Bush's address on September 20th, 2001, where he declared war on terrorism.

DATA 3



The representation in the first meme above is in writing of *Israel settler house, lego, 10+, warning its complicated. On the second meme, it says palestinian house, Lego, 10+, warning: don't complain.* In the warning written in red.

The object in the first meme is a picture of a house that says israel settler house. in the second meme there is only a destroyed lego game with palestinian house written on it.

The interpretant, pictures of houses in Israel show the state of the country which is still nice and tidy whereas in the second meme there is only a shattered Lego game. This is indicated by the inscription on it, which is the house of Israeli settlers. In the text, *Israeli* is given a blue color. According to Goethe in Endriani (134: 2022), blue can be interpreted as comfort. So it can be interpreted that Israel's house is still safe and comfortable. Number 10+ on a Lego game indicates that the game should preferably be played by children aged 10 and over. According to Oxford Learner's Dictionary, a red warning sign says something bad and unpleasant is going to happen. *Complicated* according to Oxford Learner's Dictionary is a very complicated problem.

Whereas in the second picture there is an inscription on the house of a Palestinian settler showing the state of the Palestinian settler's house which was destroyed, this is known because in the Lego game in the first picture there is a nice and neatly arranged house, but for the Palestinian settlers there are only broken and messy pieces of lego. 'Warning don't complain according to Oxford Learner's Dictionary can be interpreted as a warning not to be disturbed by all the suffering and pain that occurs'. So in the first meme, it can be interpreted that the state of Israel is still safe and comfortable but has very complicated problems. While in the second meme, there is suffering and pain that happened to the Palestinian state. In the meme above, there is a relationship between Israel and Palestine which has been in conflict to this day.

The two pictures above can be interpreted as problems between Israel and Palestine. It is known that there is writing in the first picture, namely *Israeli settler house and Palestinian settler house.* The difference in the two pictures is that Israel has a picture of a complete and

beautiful house, while in the Palestinian picture there are only lego pieces that are messy. As we have heard in the news that the war between Israel and Palestine destroyed houses and buildings in Palestine due to Israeli bombs and attacks. The inscription was made on the lego game because lego is a game that is played from children to adults, this is known because there is a number 10+ in the lego game this is done so that the problems that occur between Israel and Palestine are known to all ages. In the meme above there is an element of satire, namely to satirize a situation, which is a problem that occurs between Israel and Palestine. The dark joke in the meme above is in the problems that occur in Palestine, namely the destruction of houses, bombings and attacks by Israel. It should not be used as a joke, because it is not good to laugh at the suffering

DATA 4



Representamen in the memes above is in the words *pesulap merah pelawak merah, perusuh merah* written on it.

The object in the memes is in the image of Marcel Radival who famous for the name of the red magician, Manchester united and the PDI-P symbol.

Interpretant of the meme, there is marcel radival who is known as the *pesulap merah*, because he always wears a red suit and has red hair. The red magician is famous for his daring actions to expose the lies of sorcerers involving religion. In the second meme, Manchester united English league football, nicknamed the *pelawak merah* because Manchester United lost to Brentford which was 4-0, so Manchester United is called the *pelawak merah*. In the third meme, the bull's head is a symbol of the Indonesian Democratic Party, which is nicknamed the *perusuh merah*, because of the violence on July 27th, 1996 that occurred at the secretariat office of the Indonesian Democratic Party (PDIP). This event is known as the Kudatuli incident.

From the meme above it can be interpreted that each of the three images has its

own problems, but the joke in the image above is a picture of a bull with *perusuh merah* sentence. In this sentence, it turns out that there was a dark event that occurred on July 27th, 1996 at the office of the Indonesian Democratic Party, which until now is still a mystery as to what actually caused the riot. So many people were injured, missing and some victims died in this tragedy, radjab (163: 2014). The dark joke in the data above is on the symbol of the Indonesian Democratic Party, namely the text *perusuh merah* and in this joke there is an element of sarcasm towards PDIP. The meme above contains elements of satire, namely satirizing the problem regarding the riot that occurred at the PDIP office.

DATA 5



The representamen in the meme above is written on *makanan khas di setiap negara*. There is writing, Jepang, Indonesia, Afrika.

The object lies in the meme image, namely in the form of Ramen, Satay, empty plate.

The interpretant on the meme above is typical *Jepang* food is ramen, ramen is one of the most famous foods in Japan. *Indonesia* has a unique food, namely satay. Satay is one of the most famous foods in Indonesia. While *Afrika* only has an empty plate. The plate is a symbol of the need for food and an empty plate in Africa indicates that Africa has no food or food. So the empty plate with African countries can be associated with food problems in African countries, namely the food scarcity crisis.

Context of the meme above it can be interpreted as problems that occur in African countries. Which is Africa is experiencing climate change. This makes the African region experience drought, so many of them experience crop failure in that region. Suharyo (177: 2022), The Food Agriculture Organization (FAO) also said that as a result of not having rained for 4 years, approximately 30,000 residents had suffered from severe hunger. In the data above, there is an element of satire, namely to insinuate the country's governments to handle cases of very severe famine in Africa. many children are

malnourished because they are starving and there is no food because of the effects of climate change. The satirical elements the researchers found in African texts and there are pictures of empty plates, while Indonesia and Japan have their own food characteristics. because the text and images that reinforce the meaning can be interpreted, namely the hunger crisis that occurred in Africa.

DATA 6



Representamen on the first meme, there is writing *when you feel hungry, press your forehead to calm your hunger*. In the second meme, there is an *Africa* script

The object on the memes above is a woman who put her index finger near her forehead, and there was a red circle near her forefinger and forehead. In the second meme there is a picture of a doll without hair and a dent on the forehead.

The interpretant of the memes is *when you feel hungry, press your forehead to calm your hunger* can be interpreted as a simple method used to temporarily calm hunger, because it is impossible to endure hunger for a long time. Meanwhile, women who put their index finger near their forehead indicate that it is the forehead that is pressed to calm hunger. There is a red circle which indicates that, so that people who see the image focus on the red circle. In the second picture there is writing *Africa*, *Africa* is the second largest continent in the world and has a large population after Asia. A doll with a dented forehead signifies something associated with an African country. So the dent and africa doll has something to do with the writing in the first meme *when you feel hungry and pressing the forehead to calm hunger*. So it can be concluded that the problem that occurs in *Africa* is hunger.

Context of the memes is about Africa has recently caught the world's attention because

Madagascar is facing a terrible famine. Madagascar is a country located off the southeastern coast of Africa and is the fourth largest island. The island nation is famous for its unique wildlife. Traditionally, the people's economy there is based on coffee, rice, vanilla and clove crops. Rich with natural resources and a tourism industry driven by a unique environment. In Suharyo (177: 2022), According to the FAO, as a result of not having rained for 4 years, approximately 30,000 people there have contracted hunger. This hunger is purely due to climate change occurring in Madagascar, this has been confirmed directly by the World Food Progra (WFP), WFP entry into Madagascar to provide assistance to the country, madagascar is currently experiencing a food crisis caused by long dry season where the condition of the soil is barren and little rainfall, limited natural resources, and still traditional production methods causing the country's economy to not develop properly. With this prolonged conflict, the people in Madagascar did not get food distribution properly, and then hunger comes. The meme image above contains elements of satire, namely satirizing the problems that occur in Africa. The satire has writing in the first meme, namely *when you feel hungry press your forehead to calm your hunger* and in the second meme, there is writing *Africa*. The first meme is directly related to the second meme image, it is known because there is an image in the first meme *when you feel hungry press your forehead to calm your hunger* and there is a doll with a dented head and *African* writing on it. The dark joke in the data above is found in the first meme, which is *pressing your forehead when you feel hungry*.

DATA 7



There are representamen in the meme says *this is an American joke*.

The object of the memes namely, teacher and students are discussing in front of the class, and there are other students who are paying

attention. On the blackboard there is a picture of a school and a gun pointing at school.

The interpretant of the memes, teachers and students indicating that the meme is related to the school. On the blackboard there is a picture of a school and firearms can be interpreted as shootings that occurred at school. This is known because there is writing that says that this is an American joke indicating that the joke is related to America.

So context of the memes is about shooting cases that occurred in America are cases of shootings that are repeated every year, namely at Colombine High School in 1999 which resulted in 12 students and a teacher being killed. Virginia technology 2007, resulted in 32 students and a professor were killed. SD sandy hook 2012, as many as 20 children were shot dead. Marjoy Stoneman Douglas High School 2018 There was a gunshot that killed 14 students and 3 adult staff. Santa Fe High School 2018, eight students and 10 people were shot dead by rifles and pistols. SD Robb 2022 as many as 19 children and 2 adults died in shootings. In the meme above, there is an element of satire, which is used to satirize the problems that occur in America, namely the shooting incidents that often occur every year. The dark joke in the meme above is in a picture of a school and firearms and there is an American joke written on it, which can be interpreted that the joke is related to school shootings in America.

DATA 8



The representamen in the first meme is a *dairy milk bubbly* .

The object of the memes picture of the choklate dairy milk bubble. The second picture has a black children standing.

The interpretant of the memes is *Dairy Milk Bubble* a chocolate food product with a bubble-like shape. In the second meme, there are black children who are children from African countries, because in general African countries have black characteristics.

There is ridicule or insult in the picture, it is known that in the picture there are *dairy milk bubbly* food products and African children lined up with black skin. On the children's head has a resemblance to the chocolate image in the first meme. So that the merging of the two images signifies a mockery of the African country. The dark joke in the meme above is contained in a chocolate image that looks like a bubble and a combination of photos of African children as if the shape of African children's heads is the same as dairy milk bubbly.

DATA 9



Representamen in the meme above is in the writing *Dikick dari surga demi ayang*,

The object of the memes is picture of a light of Jesus, a man and a woman are in a garden.

The interpretant of the memes is, *kick* according to Oxford Learner's Dictionary *kick* can be interpreted as being kicked out by someone, the next *dari surga demi ayang*, *surga* or heaven according to KBBI is a happy nature for the human spirit who wants to live in it. While *ayang* is a nickname for a lover or partner. So the meaning of being kicked dari surga demi ayang is being kicked out of nature that makes humans happy for the sake of the partner they love. In the picture there is a light of Jesus, according to the Bible Jesus is the son of God, Luke (22:70). Whereas men and women who are in the garden can be interpreted as adam and hawa they live in the garden of eden or the garden of heaven. This is known because there is an inscription *di kick dari surga demi ayang*. This can be interpreted because Adam and Hawa were the first couple to live in heaven. The couple was expelled from heaven because they had eaten the fruit of knowledge which Allah had forbidden them to eat.

So context of memes is about Adam was the first person to live in heaven, Adam was ordered not to eat the fruit of knowledge that was in the middle of the garden. When Adam fell asleep, God took one of his ribs and created a

female human being, and the woman was named Hawa, because she was the mother of all living things, Genesis (1:20). Adam and Hawa started living in heaven, Adam and Hawa were allowed to eat fruit whathawar there is a garden of heaven but not with the fruit that is in the middle of the garden, but the air that is incited by the snake so that she eats the fruit. After Hawa took and ate the fruit, then some of it was given to her husband, Adam. So their eyes were opened and they knew they were naked. When Adam and Hawa found out that God was walking in the garden, they hid and God asked, did you eat the fruit that I forbade, so you knew that you were naked, then Adam answered the woman who gave me the fruit, then I ate it.

Then said Allah, I will do very much, with pain you will give birth to your child, but you will lust after your husband and he will have dominion over you, Genesis 1:16. Then he said to the man, because you listened to what your wife said and ate the fruit of the tree that I commanded you not to eat, you will be accursed, with great difficulty you will seek sustenance from the ground all your life, Genesis (1:17). So that's why Adam and Hawa were expelled from heaven because they had eaten the fruit that was forbidden by God. In the meme above there is an element of satire, namely satirizing a religion because it has eaten the forbidden fruit for the sake of women. The dark joke in the meme above is found in the sentence *dikick* from heaven for the sake of *ayang*, because the joke was made to laugh at a religion because it is willing to be kicked out of heaven for a woman.

DATA 10



The representamen on the meme, there is the writing *zodiac hair*. *Tauro*, *Leo*, *Geminis*, *Cancer*.

The object of the memes is picture of hair style from *tauro* has blond hair in neat braids. *Leo* has hair with simple and neat braids. *Gemini* has wavy hair with a little braid on the left and right

side of the hair. While *cancer* does not have a hairstyle.

The interpretant of the memes above namely about zodiac hair is a hairstyle that matches the characteristics of each constellation in the month of human birth. Taurus, Leo, and Gemini each have their own personality with their own hairstyles. Meanwhile, Cancer does not have a hairstyle like other zodiacs. Cancer has no hair because cancer in the world of health is a terrible disease because it has many treatment processes to chemotherapy which can cause hair loss, so people who suffer from this disease choose to shave their hair.

So the relationship between the hairstyles in the Cancer zodiac and the world of health is because they have the same spelling and writing. The mention of cancer in the world of health according to Sudoyo, a specialist in disease and oncology, began in Greek times, when cancer was first found in cancer cells with a shape like a crab. So that's why cancer and the zodiac cancer have similarities. The joke in this data is that Cancer is not given a hairstyle like the other zodiac signs. In the data above there is a joke that contains a mockery of the zodiac sign Cancer, who doesn't have a hair style.

DATA 11



Representamen in the first meme, there is writing *warna kuning membawa keceriaan dan kegembiraan*.

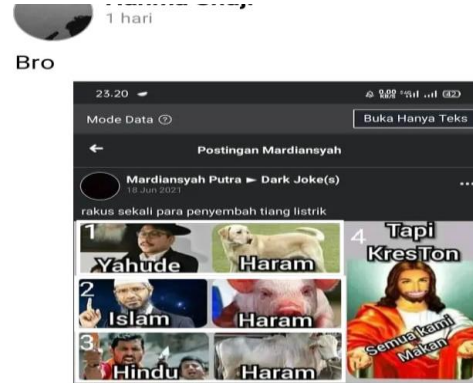
The object is Upin and friends, Ehsan is wearing an orange shirt, Mail is wearing a green shirt, Ipin is wearing a blue shirt, and Upin is wearing a yellow shirt. In the second meme image, there is a yellow flag near a woman wearing a brown headscarf, a coffin and a red-white flag above the coffin. The coffin was carried by the man.

The interpretant of the meme is Upin, Ehsan, Mail and Ipin using various colors of clothes to display art performances at their schools. Upin wearing a yellow shirt and the sun smiling happily signifies warmth and joy. This is

marked because there is an expression of Upin smiling and the sun smiling brightly using sunglasses which indicates the sun has a very bright light and it is the sun that illuminates the world from morning to dusk. There is writing, *warna kuning membawa keceriaan dan kegembiraan* according to Luzar (1089: 2011), yellow color can be interpreted as light and joy. According to KBBI, *keceriaan* is a feeling that shines brightly, while *kegembiraan* according to KBBI, is a feeling of joy and peace. In the second picture, there is a yellow flag, a yellow flag according to KBBI is a sign of death in a certain area. A woman who wears a brown hijab can be interpreted as the woman is mourning. This was also marked by the presence of a coffin and above it a red and white flag indicating that the person who died was an Indonesian citizen.

So it can be interpreted that the color yellow and the yellow flag have different meanings because there are different objects even though they have the same color. The two memes are combined because they have the same color, namely yellow, but what distinguishes them is the object, the yellow shirt used by Upin can be interpreted as joy while the yellow flag represents sorrow or sadness. According to psychology, the color yellow reflects happiness towards warmth. While the yellow flag means sorrow, sadness because of death. The data above has a different meaning because there are different objects. The dark joke in the picture above is to match colors with different objects. A joke that contains irony, namely by combining a cartoon image of Upin with text *warna kuning membawa keceriaan dan kegembiraan* while the yellow flag is a symbol of sorrow and sadness.

DATA 12



Representation in the data above is found in the first writing, which is Yahudi and there are

haram writing next to it. Second, there are *Islam* writings and there are *haram* writings beside them. Third, there are *Hindu* writings and there are *Haram* writings beside them. finally there is writing *tapi kreston semua kami makan*.

The object in the data above is in the first image, namely a man wearing a black hat and black coat and next to him is a picture of a dog. Secondly, there is a man wearing a white cap, the index finger is raised up and beside him is a picture of a pig. Third, there is a man with a muscular body holding the trident of Lord Shiva and there is a picture of a cow beside him. Finally, there is a picture of Jesus with his arms outstretched.

The interpretant, the person wearing a black hat and black coat is Rabbi Yakov who is Jewish and has *Yahudi* writing underneath, while on the side is a picture of a dog and has *Haram* writing. This indicates that it is forbidden for Jews to eat dogs. It is stated in the Old Testament, all animals that live on land that chew the cud and have their hooves split are clean and may be eaten (11:2).

In the second meme image, a man is wearing a white hat, his index finger is raised up and there is an inscription below that is *Islam*. *Islam* pictures and writings can show that the person is Muslim, while next to them are pictures of pigs and next to them are *haram* writings which show that Muslims are prohibited from eating pork. As mentioned by Allah in Surah Al-Maidah verse 3 which means, that is forbidden for you to eat carrion, blood, pork and meat of animals slaughtered not in the name of Allah, those that are strangled, those that are beaten, those that fall, those that are gored, and those that are eaten by wild animals. except for the one you bought. In that verse it has been explained that Islam is prohibited or forbidden to eat pork.

In the third meme image, there is a dashing man holding the trident of Lord Shiva and there is Hindu writing below it indicating that the man is Hindu. Meanwhile, there is a picture of a cow beside it and there is an inscription *haram*, indicating that it is forbidden for Hindus to eat cows because for Hindus cows are an incarnation of Lord Shiva, so that's why Hindus really purify cows.

The fourth meme says *tapi kreston, semua kami makan* and there is an edited picture of Jesus with a big smile on his lips. *Kreston* or

Christianity is a religion that allows its followers to eat any animal. It is found in Roma, (14:14), I know and have faith in the Lord Jesus, that there is nothing unclean in itself. Only for people who think that something is unclean, then for that person something is unclean. So it can be interpreted that there is no prohibition for Christians to eat any animal.

So it can be interpreted that Jews, Muslims and Hindus have a prohibition on eating certain animals, but Christians are allowed to eat these animals, as Jesus said that all food is clean (Mk 7:19), God gave a vision to the apostle Peter where he stated that previously unclean animals could now be eaten. The joke in the image above is an edited image of Jesus with big smiling lips, as well as the text *but christian, all we eat*. There's sarcastic writing in the text *but kreston, all we eat*. This is used to provoke the emotions of others, especially people who are Christians. there is writing, *rakus sekali penyembah tiang listrik*.

DATA 13



Representamen in the first meme, the words *bahan bakar di dunia*. In the second meme there is an inscription beside it *bahan bakar diakhirat*.

Object on the memes is image of a nozzle and the second is a picture of a woman with her tongue sticking out, with a sexy body in minimal clothing,

Interpretant on the first image there is a nozzle for an oil filling tool which functions to meet the community's need for fuel for vehicles such as cars or motorbikes. In the second meme, there is a picture of a woman showing off her sexy body, this can be seen by the style applied to the image. Beside it contains the phrase *Bahan bakar diakhirat* which means that the fuel in the hereafter is human beings, this has been mentioned in the Al-Quran surah at-tahrim verse 6 which reads, you who believe, protect yourself

and your family from the fires of hell whose fuel is people and stone.

The meme above is aimed at the second image, where currently many women deliberately show off their body shape to become material for public viewing, including children. it can be found on the tiktok application which is currently the

most used application. The dark joke in the meme above is found in the words fuel in the afterlife and women showing off their bodies in skimpy and tight clothes. In the meme above, there is a sarcastic sentence in the form of humor, namely the text of *bahan bakar diakhirat*.

IV CONCLUSION

The conclusion that can be drawn is that the meaning contained in each meme can be interpreted differently depending on how we view the meme. The meaning of the meme is to try to express problems that exist in society and problems between countries. The most prominent meaning in the dark joke meme is found in the text and images that reinforce the meaning of the dark joke meme. Not only that, this dark meme has an extraordinary meaning, as Dawkins said in the previous chapter that memes are created from an idea about the problems that exist in the world. while dark memes are made to satirize sensitive issues to be discussed. Elements of satire, ridicule, irony and sarcasm are incorporated into memes and conveyed through jokes so that people who see the meme can more easily understand the meaning of dark joke memes on Facebook social media. It doesn't stop there, these dark memes are uploaded to social media so that netizens can be entertained and sometimes there are those who feel emotional seeing meme posts that seem sensitive to be used as a joke.

Suggestion

After completing this thesis, some suggestions are given to readers who are interested in discussing signs on meme images with a semiotic approach. As Saussure said that language is a sign. Peirce also emphasized that a sign can be in the form of a word, an image, or even everything in this world is a sign, depending on how we interpret it as a sign. In using a semiotic approach, signs can be found anywhere easily, such as meme images on social media Facebook, Instagram, Twitter and the TikTok application which is currently viral. For this reason, the researcher provides suggestions to the reader to make research that is even more developed, such as dark joke memes in the form of videos so that this research does not stop here. As is currently known, the TikTok application is the most trending application at the moment. For this reason, the researcher suggest that readers can conduct slightly different research, namely memes in the form of videos on social media such as TikTok, YouTube, Instagram and Twitter.

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