CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The research conducted on the classification of "Karen" memes on X involved the analysis of posts falling into three categories: whining, ignorant, and drama queen "Karen." A total of 15 posts were examined, with seven posts in each category, spanning from August 1 to September 1, 2023. The analysis employed Ferdinand De Saussure's semiotics of sign, signifier, and signified to interpret the data. Based on the results of research and data discussion in the previous chapter using Ferdinand De Saussure's semiotic analysis method, it can be concluded that the sign, signifier and signified are a unity of the sign. The signifier refers to something that is in a material form while the signified is a concept. Thus, both will form a sign that has meaning or meaning. Interpreting a sign through the meaning of two things, namely signifier and signified. Signifier and signified in "Karen" memes display the concept of use and meaning of each "Karen" meme. There are signifiers that displays the types of "Karen" memes, such as whining, ignorant, and drama queen. Meanwhile, the signified is the concept of "Karen" meme that can display the concept "Karen" meme used in each post. The analysis of "Karen" memes provides insights into different aspects of behavior associated with this internet phenomenon. Understanding and addressing these behaviors can contribute to a more informed and constructive online environment. The analysis of "Karen" memes and the categorization into whining, ignorant, and drama queen types point to a cultural phenomenon where the term is used

not just as a label but as a descriptor for specific behaviors. This categorization reflects a pattern in how people apply the "Karen" label to convey certain traits or actions.

An interesting analysis resulted that people using "Karen" memes tend to add words that align with the behavior attributed to the person labeled as "Karen". The analysis of whining "Karen" posts revealed that individuals exhibiting whining behavior often seek connection and appreciation. However, this desire for connection can lead to false assumptions about the expected responses from others. The concept of ignorance in the context of "Karen" memes was explored, highlighting that ignorance is no longer seen merely as a lack of knowledge but as a durable phenomenon with societal consequences. Lastly, the term "drama queen" was examined, indicating a person, regardless of gender, who reacts melodramatically and over the top to situations deemed inappropriate. This implies a semiotic association where the term "Karen" is used not just as a label but as a descriptor linked to specific behaviors like whining, ignorance, or drama queen tendencies. The categorization of "Karen" memes into specific behavioral traits indicates a tendency to stereotype individuals labeled as such. This reflects how internet culture often uses memes as shorthand for expressing complex or nuanced ideas, and in this case, attributing certain behaviors to the archetype of a "Karen". The study sheds light on the ways in which internet culture shapes language and reinforces stereotypes through the usage of memes.

5.2 Recommendation

There are three recommendations regarding this research, as in the use of theory and data collection that can be considered for future research on "Karen" memes. The

first recommendation is that data collection can be further updated, the time span can also be increased or shortened as long as it still fulfills the essence that needs to be presented. The second recommendation, this research uses Ferdinand de Saussure's semiotic theory, for future research, it can use a different theory, for example using Charles Sanders Peirce's semiotic theory. Lastly, future research can present a new and broader category classification.