

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

This research focuses on the analysis of signifier, signified, and sign in memes from Web Page “Coffee or Die” entitled “Here are the best meme from the war in Ukraine”, which contain the type of meme by using Ferdinand de Saussure’ semiotic theory and Catanescu and Tom type of meme theory. The researcher concludes some points:

1. All the memes in the Web Page “Coffee or Die” entitled “Here are the best meme from the war in Ukraine” contain signifier, signified, and sign that can be seen and used in everyday life. The signifier meaning found in the meme explains the material element of a sign, or the form that it takes. A signifier is the physical shape of signs that may be seen, felt, smelled, or heard. Then, the signified meaning found in the meme explains the meaning or idea of the signifier that is represented and that people can evaluate through their cultural experiences, situational awareness, or sensitivity. Furthermore, the sign that was found in this research shows social criticism of the conflict that occurred between Russia and Ukraine. In addition, it can be concluded that expressing opinions can be conveyed through various tools in the world, especially memes. The tools should feature signs that, when interpreted, can lead to diverse meanings for different individuals.
2. There are seven types of memes according to Catanescu & Tom (2001) namely personification, comparison, exaggeration, puns, sarcasm, silliness, and surprise. From the seven types of memes according to Catanescu and Tom, the

researcher found six types of memes in this research. In the Web Page “Coffee or Die” entitled “Here are the best meme from the war in Ukraine” there are several memes. However, the researcher found 13 memes as data to be analyzed. From the 13 data found, it can be seen that there is two data in the Comparison (15,38%). Then, for Personification, there are no data (0%). For Exaggeration, there is two data (15,38%). Then, there is two data on Pun (15,38%). Furthermore, for Sarcasm, there are three data (23,08%). For Silliness, there are one data (7,69%). Lastly, there are three data on Surprise (23,08%). From the data, the researcher found the most data are sarcasm and surprise. The conflict between Russia and Ukraine that heated up in 2022 became the main issue in the meme found in the Web Page. The meme raises the issue of Ukraine and Russia as humor that appears when events occur that are considered sadness, worry, death, fight, and so on. The meme shows social criticism of the conflict that occurred between Russia and Ukraine

## 5.2 Suggestion

Related to the development of this research, there are several suggestions for other researchers:

1. This research observes the semiotics of Saussure, which explains the meaning of signifier, signified, and sign. In addition, this research also explains the type of meme from Catanescu and Tom (2001). The researcher suggests that other researchers expand the analysis framework, such as analyzing myth on a research object under the semiotic theory of Barthes or Peirce, by linking it with theory on issues found in research objects.

2. For data variation, the researcher recommends that other researchers use semiotics to design and investigate different study objects, such as advertisements, movie posters, speeches, variety shows, short stories and short videos like TikTok video, YouTube Short, Instagram Reels. When choosing research objects, it is also recommended to select data that is unique, such as presenting present problems that can offer value to the research subjects.

