

## ABSTRACT

Dewangga., I Gede Agus. 2023. **A Semiotics Study of Verbal and Visual Sign within Selected Internet Memes Found at 9GAG Instagram Account.** English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: I Gusti Ayu Vina Widiadnya Putri, S.S., M.Hum.; Co-supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum.

The study concerns with the internet memes found at 9gag Instagram page that can be analyzed using semiotics study. The study aims to analyze the signifier and signified within the verbal and visual signs on the selected internet memes from 9gag and the meaning of the internet meme using connotative meaning and denotative meaning. The study analyzed 6 selected internet memes, each internet meme has 1 verbal sign, 1 visual sign, 2 signifier, 2 signified, 1 denotative meaning, and 1 connotative meaning which concludes that the internet memes convey meaning that can be interpreted through this study. The data were taken from the Instagram feeds of 9gag in 2022 until 2023. This study uses qualitative method to find the descriptive explanation with the help of words and images in describe the analysis. The theory of semiotics from Saussure (1983) and Theory of meaning from Barthes (1964) are applied in order to elaborate the analysis of the data and to analyze the meaning behind the selected internet memes.

Keywords: *semiotic, sign, meaning, 9gag, internet meme.*



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