

## ABSTRACT

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**Abstract:** This study examines online memes as a semiotic tool in the aftermath of the COVID-19 pandemic, primarily utilizing descriptive qualitative method of research in order to study the data and memes sourced from the Know Your Meme website between 2023 and 2024. This study's objectives are to find what is the reason of internet meme's popularity, their interpretations, and the causes of such interpretation to be made from such memes. This study shows internet memes become so popular among the people in the internet because of its huge evolution with the commercial internet. Forum and image boards have helped the growth of internet memes to become this symbolic form of communication that human has grown to loves and shares because of its simplistic nature. An analysis of different meme types had found out that Exploitable memes generally received high positive feedback, scoring 9/10. Parody memes had mixed feedback, scoring 6.5/10. Pop Culture References memes received a perfect score of 10/10. Fan Art memes were positively received with an 8/10 rating. Participatory Media memes were well-received, scoring 9.5/10. It was also discovered that due to the differences in culture and history in each human being, their interpretations in these memes may varied due to their biases and personal background. This study highlights the need for further research to understand the factors affecting meme reception and the biases that may influence audience feedbacks.

**Keywords:** Internet memes, biases, semiotic types, interpretations, patterns.