

CHAPTER I

INTRODUCTION

A. The background of the study

Technology can be an important aspect of human life, especially in terms of sending information between individuals. This is then clarified by saying that in the future technology will be more advanced. It can be seen clearly that currently it is possible to record events in the form of text, audio, visual or audio visual. Internet as a new media is believed to have global connectivity and unlimited access. With the internet users can interact actively with each other. Digital media and the internet have made it far easier for people around the globe to keep in touch, get entertained, and get Information instantly. This facilitates direct communication between people without the need for in-person meetings. Stones and space are no longer barriers to communication between people. This phenomenon was possible through instant and prompt messaging, personal web sites, and chat rooms.

Social media is the most used and fastest communication media. Social media are media connected via the Internet to transmit or receive information from one person to another, individually or collectively. Social networks enable individuals to connect with others and stay informed about current events. The various types of social media that are often used today include Google, Facebook, Twitter, Youtube, Whatsapp and Instagram. Instagram (IG) is a social media application currently widely used by the public. Instagram is a photo and video

sharing application that allows users to take photos, film videos, apply digital filters and share on various social networking services (Khanom, 2023).

Instagram was released on October 6, 2011 as a successor to Facebook by Kevin Systrom and Mike Krieger. A comic is a story told through a series of images arranged in horizontal lines, strips, or squares, called panels, that are read from left to right like oral text. Stories are not only simple satires, but they also have the power to convey information in a popular and understandable way. Communication through a video platform has its own right to displayThrough cartoons, it becomes easier to digest and understand the information conveyed in the entertaining form of animation (Blystone, 2024)

Journalists provide a lot of news through print media mass media such as newspapers, magazines, articles and electronic media such as television and radio. But since the existence of social media, people can access information or news through social media like Instagram. One of the Instagram accounts that provide journalist opportunities is the JurnalisKomik account. The JurnalisKomik account presents news in the form of humorous cartoon images interesting and full of information, the types of news presented are not known to the public and have not been reported in the television world. The author investigated the Instagram account JurnalisKomik and semiotic studies by Roland Barthes to find the discourse, wording and mythologies in the Instagram photo films. Scholars in this research focus on images that are symbols, signs, and stories.

The author took research from the social media Instagram account JurnalisKomik with Kress Van Leeuwen and Roland Barthes semiotic studies to

find out the Visual and Verbal Interaction, Implied Meaning, denotative, connotative and mythical meanings contained in the Instagram image slides. Researchers providing a deep understanding of the complex messages conveyed through images on the Instagram account JurnalisKomik



Figure 1.1. Preliminary study

The theory of Kress and Van Leeuwen emphasises the importance of visual elements in constructing meaning. The illustration shows a bald man in a red shirt smiling who visually attracts the viewer's attention. The red colour of the shirt and background can be associated with strong emotions, such as courage or danger, while the purple gradient adds a dimension of mystery. The subject's facial expression, although appearing happy, creates ambiguity that invites the audience to question the context behind the smile. The placement of the "Jurnalis Komik" logo gives identity to the image, indicating that this is part of a larger narrative about journalism. The interaction between visual elements and text creates complex meanings, where the smile can be interpreted as irony in the context of threats to press freedom.

Roland Barthes developed the concepts of denotation and connotation in semiotic analysis. From a denotative perspective, this image shows a smiling journalist, while the text "Killed for the news" provides a deeper context. At the connotative level, the man's smile can be interpreted as sarcasm, considering the high-risk situations faced by journalists. The text highlights serious issues regarding press freedom and violence against journalists, where the word "murdered" adds elements of violence and injustice. Thus, this image not only serves as a visual representation but also as a profound social critique of the current state of journalism.

B. The Problem of the Study

The research background can be used to formulate the problem:

1. What visual component are found in the slide images of the JurnalisKomik Instagram account ?
2. How are the message enhance the text in the slide image on the Instagram account JurnalisKomik?

C. The Objectives of the Study

1. To find out the visual component found in the slide images of the JurnalisKomik Instagram account
2. To describe the text enhance the message in the slide image on the Instagram account JurnalisKomik

B. The Scope of the Study

The scope of this study only focused on the visual and verbal that are found on the *Killed for the news* slides in jurnaliskomik Account, this study identifies the visual components using Kress and Van Leeuwen theory and the verbal connect to each other using Roland Barthes theory. This research is conducted to describe the semiotic means of each visual that are found on the jurnalis komik instagram account.

C. The significances of the study

It is hoped that this study will help its readers learn more, both theoretically and practically.

Theoretically, this research is expected to provide new knowledge for readers. Apart from that, the results of this research can develop knowledge specifically related to the world of communication and semiotics.

Practical, It is hoped that this research will help English Department students learn more about semiotic analysis and that it will serve as a new source of information for researchers interested in the meaning of semiotics in the future. It is also hoped that readers of this study will learn more about what an analysis image on Instagram.