

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Meme Comic Indonesia (MCI) claimed that the site was the largest site of Internet Meme in Indonesia. Based on the wall biography observed at April 2017, this site has over three million followers on Instagram. The objective of Meme Comic Indonesia in spreading internet memes was merely for fun as what written on the short biography. This was fit to Shiftman (2014 :2) suggested that internet meme was used as propagation of items such as jokes via the internet. Despite of Shiftman's argument about spreading jokes and ment for fun, in reality the writer identified Internet memes created by Meme Comic Indonesia (MCI) has gaining such protests from women those who got offended by the stereotypes content of the jokes.

In such stereotyped point of view, women were associated with personality traits such as nagging, talkative, pussy, or sensitive (Brannon, 2004). Apparently the internet memes of MCI are also contain stereotyped language about women. For example see the following Internet taken from the Instagram wall of MCI.



These memes have resulted some protests which failure the entertaining purpose. Clarapleter08 write; *“Gak gitu jglaH coeg”* (not even close) and also *Nurnur_nurul* writes, *“jelek amat cewek di mata cowok sampe kek gitu,”* (surprisingly that’s how bad is woman in man’s view) as their disagreement and dissapointment toward the memes which indicate negative stereotypes.

There were four categories of women stereotypes by Deaux and Lewis (1984); personality traits, domestics behaviors, occupations, and physical appearance. However, there is one addition on women stereotyped existed on Internet meme of MCI. The memes about women’s riding motorcycle behavior was the addition the writer proposed.



There were numbers of memes which keep portraying wreckless behavior of women on the street. For example, the common assumptions that women, particularly mothers were those riders who put the light sign on left but turn to the other side of street. The writer would like to conduct this study in order to find out what kinds of stereotypes exist on internet memes of MCI.

The awariness of women on negative stereotypes over them was a good start as Lazar (2005) demands on women’s unity in fighting any discrimination against their gender. However, this study did not only rely the identification of stereotyping based on negative comments on MCI posts. There were still emerge

of linguistics analysis to reveal how exactly the form of stereotypes on internet memes of MCI.

In this study, the writer of this research proposed to conduct the analysis by using Multimodal Critical Discourse Analysis. Multimodal Critical Analysis was a merger of two distinct fields of applied linguistics: critical discourse analysis and multimodality (Van leeuwen 2013 :1598).

Further Van Leewen (2013) admits unlike Critical Discourse Analysis and Multimodal analysis, Multimodal Critical Discourse Analysis was still on the minor work. There was less attention to this diciplinary. The writer would like to contribute this research as the attention to the less presence of multimodal analysis in critical stance.

In addition, there was need to do critical analysis on both visual and verbal language on a single text which relies on burried ideology and revealing the hidden from the surface (Machin and Myer, 2012). Especially since the emerge of the internet (Van Leeuwen, 2013).

Particularly in this study, the analysis of internet memes could only done by both examined what was written and depicted and also the missing part on the internet memes. That was the reason of the writer adopted this kind of data analysis.

The writer proposed to conduct the analysis by using Fairclough Three Dimensional Critical Discourse Analysis on linguistics features of memes. The writer respectfully considers the other Critical Discourse anlysts such as Van Dijk (2008) who relies analysis on the dominant and inequality, and also Meyer (2004) who demands advocatery on doing CDA.

However, Fairclough framework was the most prominent analysis to this study. Stereotype is about attributing traits and expectancies towards member of group attached. Fairclough framework itself specifies the linguistics description about the kind of attribution attached to each participants in the discourse. In addition, stereotype is the part of Social Psychology field. This discipline could be studied from applied linguistics perspectives particularly CDA (McGarty and McVitty, 2008).

Critical Discourse Analysis (CDA), McGarty and McVitty argue, was the analysis of discourse with emphasis on power and ideology, which has the similarity to what Fairclough (1989) proposed which also linked to the ideological effect.

In addition, the writer of this research also proposed to use Visual Grammar Analysis by Kress and Van Leeuwen in analysing the images. This is because it has the closest similarity to Fairclough framework. Kress and Van Leeuwen, and Fairclough shared the same perspective in defining language as the process of making meaning and it can be seen from the use of Halliday Functional Grammar in both of their analysis processes.

One study which have the most prominent similarity on the way of analyzing data comes from Vahid and Esmā'li (2012) entitled "*The power behind images: Advertisement Discourse in Focus.*"

They used both Fairclough Three Dimensional Critical Discourse Analysis and Kress and Van Leeuwen Visual Grammar Analysis in analyzing advertisement. However, this research missed the concept of Multimodal Critical

Discourse Analysis has introduced by Mayr (2004) since the application was there, yet the name of field was unmentioned.

The other study was by Hoon (2011), *“Celebrating Singapore’s Development: An Analysis of the Millenium Stamps”*. The study examines the millenium stamps issued by Singapore govermet. This study highlighted the over/official construction of Singapore’s notion building with a view of unpacking the ideological messages underlying the construction. Hoon also doing CDA by Fairclough framework, and separated the analysis from the visual. Unfortunately, there was no any clear way of analyzing image served on her paper.

In addition, Monson, Donaghue, and Gill (2016) work on, *“Working Hard on the Outside: A Multimodal Critical Discourse Analysis of the Biggest Looser Australia,”* in studying the TV show. However, less attention on the linguistics features on their analysis which should be count as well.

Study on Internet memes, for example, research by Bozkus (2016) studied on, *“Pop Polyvocality and Interent Memes: As a Reflection of Socio – Political Discourse of Turkish Youth In Social Media,”* Also by Milner (2013) in his study *“Pop Polyvocality: Internet memes, Public Participation, and the Occupy Wall Street Movement,”*

The similary of these two researches were they placed Internet memes as alternative power againts injustice and discrimination. On the other hand, the writer did the vice verse of the previous research. since it was the internet memes which portraying injustice such stereotyping, and there was a willingness to reveal the practice.

In addition, Lidya (2016) on her study, "*Stereotyping pada Jomblo Sebagai Hasil Konstruksi Kreator Meme di Instagram (Analisis Textual pada Meme di Akun Instagram Memecomic Indonesia*).

This study revealed eight kinds of stereotyping on Internet memes in Meme Comic Indonesia (MCI) instgram, which led to mocking, insulting, and put "jomblo" or single person on the corner and caused cyberbullying. This study conducted by Lidya has the closest theme with the research on proposed, which is about stereotyping issue on Internet memes of Meme Comic Indonesia(MCI).

However, it still needed to study this topic since the previous researches were studied from communication sience perspective. Less attention to the linguistics and images features that exclusively done in applied linguistics.

It could be seen the presence of studies about stereotyping, Internet memes, and also the application of Multimodal Critical Discourse Analysis. However, there is still need work on studying Stereotyped language about women on Internet memes analyzed by Multimodal Critical Discourse Analysis.

1.2 The Problems of the Study

This study proposed under the following research questions, they are:

- 1) What kinds of stereotyped language about women were exist on internet memes of MCI?
- 2) How was the stereotyped language about women realized in internet memes of MCI?
- 3) Why was the stereotyped language about women exist in the way it was?

1.3 The Objectives of the Study

With reference to the problems of the study, the objectives of this study were:

- 1) to describe kinds of stereotyped language about women on internet memes created of MCI
- 2) to elaborate the processes of the stereotyped language about women on internet memes of MCI
- 3) to explain the reasons of the occurrence of stereotyped language about women on internet memes of MCI.

1.4 The Scope of the Study

The scope of the study was stereotyped language about women on internet memes existed on MCI wall. The research is limited on Internet memes created by MCI since this site is the largerst Meme Site in Idonesia which has more than three millions of followers spread on Instagram. Thus, the writer purposely selected 21 memes from MCI, which contained the stereotyped language about women.

1.5 The Significance of the Study

This study eventually has purposes. The writer intended to do this research in order to give contributions to applied linguistics field. The significance of the study were both theoretically and practically as explained bellow.

1. Theoretically

The findings of the study were the addition to the theories of discourse analysis that focus on meaning making and ideological value of social practice. In

this study, the used of Multimodal Critical Discourse Analysis (MCDA) resulted the reveals about the used of various property of language both verbal and visual in order to create a medium of ideology spread in such humorous way. In addition the findings could be used as references for further studies about woman stereotypes issues. The patriarchal ideology was the root of the humour about women. It was clear that the values hold in the society demands women to fulfill the expectations, specifications, and beliefs about their attitude, behaviour, trait, and activity in order to fit in and accepted in the society. Further the stereotyped language about women is used in order to critics and warn any kinds of disobey about women's role.

2. Practically

The findings were expected to be a guidance for those who are interested in studying social psychology (stereotyped language about women) from linguistics perspectives. From linguistics perspectives, stereotyped language could be detected from the set of language properties choices made by an author. This means that, the whole properties were similar as the explanation towards behaviours of the author in creating stereotyped language toward groups. In addition, by following the model of doing Multimodal Critical Discourse Analysis used in this study, hopefully the next researches would have clear stages of analysis which particularly emphasized on the ideology and meaning making.