

## TABLE OF CONTENTS

<b>ABSTRACT .....</b>	i
<b>ACKNOWLEDGMENT .....</b>	ii
<b>TABLE OF CONTENT .....</b>	iv
<b>LIST OF FIGURE.....</b>	vi
<b>CHAPTER I INTRODUCTION.....</b>	1
A. Background of the Study .....	1
B. The Problem of The Study.....	4
C. The Objectives of the Study .....	4
D. The Scope of the Study .....	5
E. The Significance of the Study.....	5
<b>CHAPTER II REVIEW OF LITERATURE .....</b>	6
A. Theoretical Framework.....	6
1. Visual Grammar.....	6
2. Multimodality .....	9
3. Memes as Digital Literature.....	10
B. Instagram Account ‘brfootball’ .....	11
C. Relevant Studies .....	12
D. Conceptual Framework.....	16
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	17
A. Research Design .....	17
B. Data and Source of Data .....	18
C. The technique of Collecting Data .....	18

D. Techniques for Analyzing Data .....	19
<b>CHAPTER IV DATA ANALYSIS AND DISCUSSION .....</b>	<b>20</b>
A. Data.....	20
B. Data Analysis.....	20
C. Research Findings.....	42
D. Discussion.....	43
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS .....</b>	<b>45</b>
A. Conclusions .....	45
B. Suggestions .....	46
<b>REFERENCES.....</b>	<b>47</b>
<b>APPENDIX</b>	