CHAPTER I

INTRODUCTION

A. Background of the Study

Memes are powerful tools for sharing thoughts and opinion of the world (Shifman, 2013). The term "meme," as it is commonly used in promotional and popular culture, has become an ideal way for freely influenced and fascinating internet material (Vasile et al., 2021). They can be pictures, short videos, or catchy sayings, often used to make people laugh, share ideas, or talk about society. According to Meyer (2021), memes are important for how we interact and understand the world. They're not just funny or interesting bits of culture anymore; they're a way we talk to each other. They change quickly, respond to what's happening, and even question what's normal. Basically, memes help us talk about our shared experiences and values in a way that's easy to understand, funny, and makes us think. They bring us closer, help us find meaning, and make us question things. Memes can express all sorts of feelings, from happiness to sadness to frustration. They can also give us information about what's going on in the world, what's popular, and what's important. In short, Memes are a new medium to convey information for fun as well as various message delivery. They have begun to spread quickly throughout various social media sites, such as Instagram, Facebook, Twitter, and so on. One way to explore how memes convey meaning through text and picture is to do visual grammar analysis of memes.

Memes are similar like language; Memes also have grammatical rules and functions that can be investigated using visual grammar analysis. which the image

and words interact to produce diverse interpretations and consequences. one may learn more about the multimodal nature of online interaction and the influence of memes on our digital society by analyzing visual grammar of the image (Mahfouz, 2021). Memes are common forms of internet communication that frequently represent ideas or messages through inspiration, irony, sarcasm, or comedy. Memes may also be a reflection of identities, beliefs, and social and cultural concerns. Analyzing memes through the lens of Visual Grammar in multimodal discourse provides insights that enable us to study the meaning components of these images. One of the fundamental purposes of visual studies is to decode visual media.

The theory of visual grammar put forward by Kress and van Leeuwen (1996, 2006) is the foundation for the visual grammar analysis of memes. It is predicated on the notion that visual components have grammatical rules and purposes, much like language. Three primary components make up visual grammar: compositional meaning, interactive meaning, and representational meaning. The image's depiction and relationship to reality are referred to as its representational meaning. The term "interactive meaning" describes how a picture interacts and establishes a relationship with the viewer. The arrangement and structure of the image and how it influences how the message is understood are referred to as compositional meaning. (Teplá, 2014).

The significance of memes as an innovative form of visual communication within contemporary digital culture serves as the basis for this study. Memes have become a medium for conveying criticism (Wiggins, 2019), particularly among hard-core sports fans. Football-related memes serve as a dynamic medium for fans to engage with the triumphs, defeats, and peculiarities of their favorite teams. The

focus of this study's meme analysis was the memes regarding the 2022-2023 season for Chelsea FC. This study aimed to explore visual and linguistic elements that constituted these memes through visual grammar analysis guided by Gunther Kress and Van Leeuwen's theory of Visual Grammar in multimodal discourse, demonstrating how they captured and reflected fan sentiments. By researching these visual images, the author hoped to comprehend the significance of these memes and provide insights into the broader dynamics of sports fan communication in the digital age.

Football accounts on Instagram, such as BR Football, stand out as vibrant online hubs for football fans worldwide. This platform, have quickly risen to prominence by offering sports enthusiasts a unique blend of balanced and rapidly produced content. A key part of this content strategy is the use of memes. Thus, the researcher chooses this instagram account as a research on visual grammar of memes. with their humorous and relatable nature, have become a popular tool for engagement, adding a layer of entertainment and community-building to these football accounts. As noted by Vasile et al., (2021), memes have emerged as a modern marketing strategy that can be used to examine consumer experiences and purchasing behaviors. In today's fast-paced world, memes play a crucial role in capturing consumer attention and time, which is vital for the growth of a social media account. As the social media that focus on pictures and videos, Instagram turns out to be a good sample rich in visual sign.

The visual grammar theory, which Kress and van Leeuwen proposed, was used as the framework for this study to analyze the memes. The data for analysis were the memes shared on the BR Football Instagram account regarding Chelsea

FC's 2022-2023 season, to which this theory was applied. The study focused on interpreting the meaning contained in these memes. The researcher used the visual grammar framework (Kress & van Leeuwen, 2006). With this model, meaning was assessed from three perspectives: compositional, interactive, and representational. The process of deriving meaning from the images shown in BR Football's Instagram memes was the main topic of this study.

B. The Problem of The Study

1. What specific representational, interactive, and compositional meanings are present in the memes shared on BR Football's Instagram during Chelsea FC's 2022–2023 season?

2. How are these meanings conveyed through the memes as interpretation of Chelsea FC's 2022–2023 season?

3. Why do these memes matter in shaping the discourse and sentiment of Chelsea FC's performance among the fans at the time it was posted?

C. The Objectives of the Study

The objectives can be pursued based on how the situation stated above

1. To describe the specific representational, interactive, and compositional elements present in the memes shared on BR Football's Instagram during Chelsea FC's 2022–2023 season.

2. To find out the conveyed meaning on the memes posted on BR Football's Instagram account during Chelsea FC's 2022-2023 season.

3. To clarify the reason why the memes are matter in shaping the discourse and sentiment of Chelsea FC's performance among the fans at the time it was posted.

D. The Scope of the Study

The research focused on memes associated with Chelsea FC's 2022-2023 season that were published on BR Football's Instagram account. It employed a visual grammar analysis to examine both the visual and verbal parts of these memes. The limitation of this research was the data obtained from memes provided by BR Football's Instagram account relating to Chelsea FC's 2022-2023 Premier League season.

E. The Significance of the Study

This study was relevant for its in-depth analysis of the memes posted on the BR Football Instagram account. It advanced the study of semiotics in digital literature by utilizing Kress and Van Leeuwen's visual grammar of multimodality theory. This study contributed to the academic conversation on the culture of the internet and the function of memes in modern culture.