

A Semiotic Analysis Of Emoticon Symbols on Whatsapp Messenger In Students' Chat Activies

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Abstract

The purpose of this study was to find out more about the meaning of semiotic and the use of emoticon symbols and how students view the use of emoticon symbols on WhatsApp messenger. This study uses a qualitative method. To collect data and determine research subjects, the authors used a questionnaire and observation as research instruments.

The results of this study prove that most students mean the meaning of each emoticon symbol on WhatsApp and often use emoticon symbols in chat activities on WhatsApp messenger. They often express feelings and expressions through the symbol emoticon. Two main points are discussed in this thesis. First, the semiotic meaning and use of emoticon symbols, and the second, students' views on the use of emoticon symbols on WhatsApp messenger..

Keywords: semiotic meaning, emoticon symbol, WhatsApp Messenger.

INTRODUCTION

Progress in the world of information and technology is very rapid, in the current modern era, since the start of the millennium era. Progress was marked one of them with the internet that provides sharing services. The services provided by the internet are very useful and helpful to human life. Starting from data access, advertisements, actual information, and much more. In addition to these uses, internet privileges are the use and access that anyone can do, from children to adults. The existence of the internet has given its nuances during today's society because it always follows technological advances. Apart from that, the internet can also be used in the fields of education and communication. The

internet is used as a medium of learning and communication by presenting applications that are used in learning and communication.

One of them is the WhatsApp messenger application. WhatsApp is an application that is used as a medium of communication and learning media. With WhatsApp, it is easier for us to communicate remotely with other people. We can communicate with people who are long distance with us, for example communicating with people who are abroad using WhatsApp. With WhatsApp people can communicate for free without using credit but enough to use internet data. WhatsApp is also used as a learning medium for sending assignments, both schoolwork and college work. Especially in today's lecture, WhatsApp is often used as a medium of learning and daily communication by students. WhatsApp is used to send information about class assignments, or about class schedules.

WhatsApp Messenger provides unique and interesting features, such as symbols and emoji stickers with unique and interesting images. The emoji symbols on WhatsApp depict different types of expressions of a person, while stickers on WhatsApp have various types of images, such as pictures of animals, cartoons, artists, and so on. On WhatsApp, we make stickers with pictures of our faces.

Emojis are symbols that describe a person's expressions, such as expressions, sides, anger, happiness, smiling, annoyance and so on. Currently, emoji symbols are often used in chat activities on WhatsApp. The Emoji symbol has a unique shape that can attract WhatsApp users to use it. Emojis also have various types, in addition to face symbols, animal symbols, food, objects, and so on. Emojis are often used in chat activities on WhatsApp.

Especially students nowadays when they are noticed, they often use emoji symbols in chat activities on WhatsApp. This is often observed by researchers in UMI Faculty of Letters students, especially C2 class students, who often use emoji symbols in chatting activities in WhatsApp group lectures. However, if observed, students only use it but do not know its meaning and how to use it well on emoji symbols.

In the journal *Relevance of Emoticons in Computer-Mediated Communication Contexts: Overview 2013* Emoticons are known by users of Computer Mediated Communications (CMC). Emoticons are considered as substitutes for non-verbal desires (Luor et al., 2010, p. 894-5). It has been revealed that CMC replaces face-to-face interactions. Emoticons are expected to replace the human touch and emotion that is lost as written text. (pages 201-202).

In the WhatsApp Emoticons application can also be used to communicate. Based on the results of the journal *Sarcasem in Written Communication: Emoticons are Efficient Signs of the 2016 Goal* which considers emoticons to be used only in friendly relations. the use of emoticons is increasing in communication between friends (Derks et al., 2008).

Therefore, the authors were keen on finding out; (1) the semiotic meaning of the emoticon symbol in its use on WhatsApp, (2) to find out the use of emoticon symbols on WhatsApp Messenger, and (3) to find out the views of UMI students, especially Literature students about the use of emoticon symbols on WhatsApp.

METHOD

Based on the description of the background above, the research approach used a qualitative research. Basically social research is carried out to understand various things related to the social dynamics of society. The purpose of qualitative research is

to understand certain social situations, events, roles, groups or interactions (Locke, Spirduso, Silverman, 1987). Qualitative research focuses on the processes that take place and also products or results. Researchers are primarily to understand how things happen (Fraenkel & Wallen, 1990: Merriam, 1998).

This study used semiotic analysis, so this type of research is interpretive qualitative where researchers make a thorough observation of all the contents of the sign in the use of emoticons on chat activities using WhatsApp. The researcher uses Charles Sanders Pierce's semiotic model to interpret the signs or symbols used in the WhatsApp application. The data source in this study is Screenshot chat activity on the WhatsApp application, which was taken from May 2019 to June 2019.

If the data collection process is no longer found a variety of information, the researcher is no longer looking for new informants, the data collection process is considered sufficient and finished. The number of informants or samples studied can be a little much depending on the exact selection of key informants and the complexity and diversity of the symbols of the emoticons studied. In this study the authors have certain criteria for selecting informants, namely informants who have been around for a long time and are still actively using WhatsApp, informantsoften use the emoticon symbol when chatting on WhatsApp.

Data collection techniques in this study used the documentation method. Documentation method is one method of collecting qualitative data that analyzes documents - documents made by the subject themselves or others. Documentation is one way that can be done to get a picture from the point of view of the subject through a written media and other documents made directly by the subject in question.

Charles Sanders Pierce's semiotic analysis.

Semiotic analysis of emoticons due to an understanding of the meaning of the symbol of emoticons inserted in the chatting activity by WhatsApp users as a series of message exchanges and signifying the emotional form of WhatsApp users who insert emoticons in them. Signs are defined as something that can represent something else. In this case, a sign can be examined to find the true meaning contained in the sign.

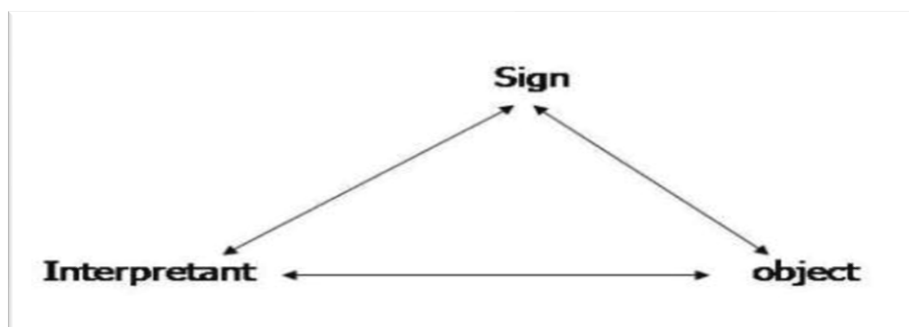


Figure 1. Triangle Theory

Based on C.S Pierce's semiotic triangle theory, it shows that the emoticon symbol is a sign that is directly related to the object, namely the emotion that arises when chatting takes place. WhatsApp application user emotions by inserting emoticons that cause interpretant of WhatsApp application users as a form of emotion that represents their emotions at the time of message exchange.

Data were collected by observation and interview. There are three steps for analysis data techniques in exploratory qualitative, such as reduction data, show the data with a transcript of the interview or questioner, do verification to interpret the data, and compare the data with literature about the subject and it makes to conclusion:

1. After conducting preliminary research and observation and field research, researchers will order the data collected. The reduction function is to get good data based on research questions. It makes researchers easy to analyze data.
2. After data reduction, then show the data with observation and interview transcripts. Interview questions develop to relate to the situation of the person being interviewed and are sensitive to their needs and feelings. The questions are designed to encourage the flow of information and ensure that they focus on problems and topics that are relevant to the research question. A transcript that shows data. To show the data, the researcher makes a table or short transcript to facilitate the next step of the plan.
3. Third, in exploratory research after reducing data from observations and interviews. Data must be compared with other literature that has the same subject in terms of semiotic emoticon symbol analysis.
4. The last is verification to make conclusions. Based on the program the data uses interviews or observation tables or transcripts. The important thing about data analysis techniques is making conclusions. This helps researchers find other facts based on research questions.

To identify three things are the object of research, namely; the semiotic meaning of emoticon symbols, students' use and views of the use of emoticon symbols on Whatsapp. therefore the analysis must be carried out at the stage as above.

To classify:




- The semiotic meaning of the WhatsApp emoticon symbol.
- Use of emoticon symbols on WhatsApp.

Students' views about using emoticon symbols on WhatsApp.

FINDINGS AND DISCUSSION

Meaning of Semiotics and Use of Emoticon Symbols on WhatsApp Messenger.


In this study, the authors have analyzed the data that has been collected. In this section, the author will explain the meaning of semiotics and the use of emoticon symbols on WhatsApp messenger. The data were obtained from observations made on UMI's literature faculty students. 9 students were observed by answering the questionnaire found on the google form. Observation data were obtained for two weeks, starting from August 12. In the observations made the writer found data about the meaning of semiotics and the use of emoticon symbols, namely as follows. The emoticon symbol is one of the features contained in the WhatsApp messenger. Emoticon symbols come in various types and attractive appearance. Emoticon symbols also have various meanings, and each symbol has a different meaning. The emoticon symbol is often used by WhatsApp users, especially UMI literature faculty students in chat or chat activities. The following is the WhatsApp messenger emoticon symbol, along with its meaning and us.

Sign	Meaning and Used
 Happy	Emoji smile is suitable for you to use when someone compliments you, or when you read touching writing. The perfect smile, with a blush on both cheeks. Emoji Smile is also included in one on the most used emojis in th world.
 Chuckle	This emoticon means a standard laugh. If something seems funny, this emoticon can be used.
 Sweating with laughter	This emoji can be interpreted as laughing because of something very funny, causing you to sweat because of laughing out loud. This emoticon is used when something is confusing or something funny and surprised.

 Angel	Angels are synonymous with goodness or something good. This emoticon is used if you want / are already doing good to the other person. Or vice versa, the chat opponent wants / has done good to you. This one emoji is suitable to be included at the end of motivational sentences, aphorisms, and so on.
 Blush	Usually used when a friend praises so make yourself feel flattered
 Angry	No need for a long explanation. Use this emoji at the end of a sentence when you are angry about something or someone.
 Mad / Grumpy	This one emoji is almost the same as the one above. Only, twice as angry.
 Hug	Sometimes people mistake it for a clapping emoji. This emoji means wanting to hug someone. Use this emoji when you are excited and want to hug someone.
 Laughing while Crying	These emojis are the best emojis that you can use for very joyous moments. This laugh while crying emoji means there is one thing that is very funny.

 Fall in love	Emoji means falling in love. Use the In Love emoji when you are happy or interested in someone's appearance or style. Or when you feel attracted to someone. But, don't use this emoji excessively, or you will look scary
 Shout In Fear	This screaming emoji in fear shows that you feel surprised, but in the sense that you are afraid when you find out. However, you can also use it for fun.
 Crying	This crying emoji reveals that you are sad and want to cry when you hear sad news. This emoji is used w you are sad.
 Sleep	This sleep emoji shows that you really want to sleep and can't feel the strength to type chats anymore. This emoji used when you want to sleep.
 Dancing girl	This emoji can describe the expression of someone who is very excited. Another meaning, this emoji can mean an invitation to a party or dance. This emoji is used when you are excited or want to dance.

 <p>Birthday cake</p>	<p>You can use this cake emoji to celebrate a special day. Can be for birthdays, celebrating anniversaries, new shop celebrations, class winners, and others.</p>
 <p>Confetti</p>	<p>This exploding confetti is suitable for celebrating a success or a special celebration. Like during the new year or celebrating graduation.</p>
 <p>Shaking hands</p>	<p>This emoji can be used as an expression of approval. In Indonesia, a handshake can be interpreted as an expression of apologies or congratulations.</p>
 <p>Give Thumbs Up</p>	<p>The thumbs up emoji means you like something the other person is chatting with or hopes he can do his best.</p>
 <p>Begging</p>	<p>The begging emoji indicates that you are begging your chat opponent. Or, this emoji can also function as gratitude or to give thanks to God Almighty.</p>

 Raise hands	The emoji raised hand means that you are in the mood to ask something. Or, you want to include yourself in a conversation topic.
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The emoticon symbols above are symbols that are often used by WhatsApp users, especially UMI literature faculty students. The symbols above are often used in chat activities on WhatsApp messenger.

The Views of the UMI Faculty of Letters Students on the Use of Emoticon Symbols on WhatsApp.

The author has analyzed the results of the research data collection. At this point, the writer wants to analyze the views of UMI's literature faculty students about the use of emoticon symbols on WhatsApp.

Data obtained from questionnaires that have been distributed to students online via WhatsApp messenger. 20 students answered the questionnaire. Questionnaire data were obtained from 8 September 2020. The questionnaire data are summarized in the following graph.

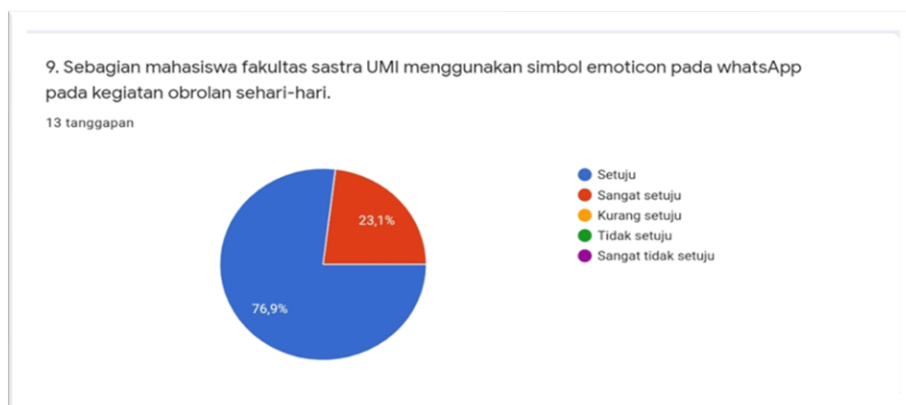
A. Use of Emoticon Symbols in WhatsApp Messenger.



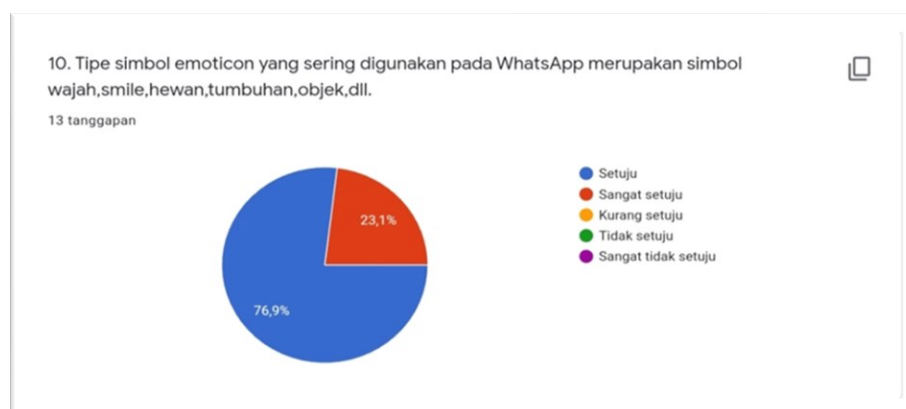
The data above shows that 76.9% of students agree that emoticon symbols are often used to express feelings, such as expressions of forgiveness, gratitude, and support for others. This means that they often use emoticon symbols to express



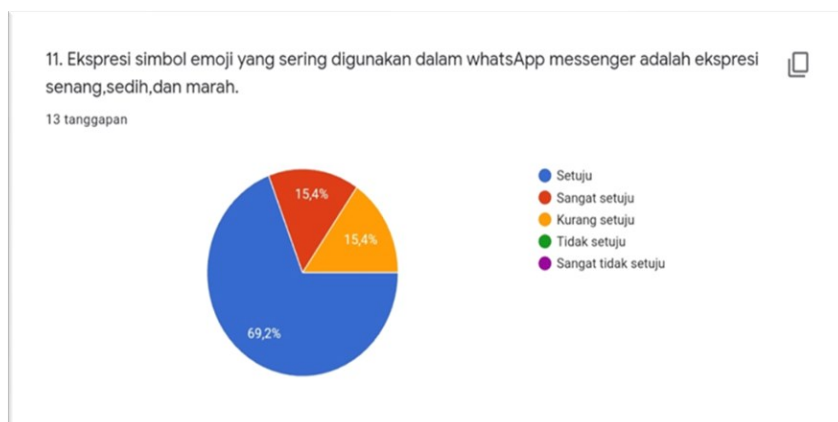
feelings to their chat friends when they are chatting. The author shows that emoticon symbols are used to express feelings.



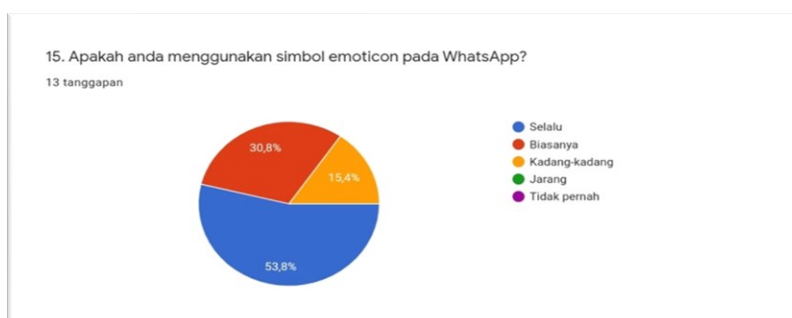
The data above shows that 76.9% of literature faculty students agree to use the emoticon symbol on WhatsApp in the fun of daily chat. This means that they always use emoticon symbols in their daily chat activities. From the data above, the author shows that the emoticon symbol is often used in daily chat activities on WhatsApp.



The data above shows that 76.9% of the emoticon symbol types that are often used on WhatsApp are face symbols, smiles, animals, plants, objects, and others. This means that students often use emoticon symbol types, faces, smiles, animals, plant objects, in chat activities on WhatsApp messenger. So the author wants to show that the types of symbols that are often used in WhatsApp are faces, smiles, animals, plants, objects, and other types.



The data above shows that 69.2% agree that the symbolic expressions that are often used in WhatsApp messenger are expressions of happiness, sadness, and anger. This means that the expression of emoticon symbols that are often used by students, namely, expressions of joy, sadness, and anger because those feelings are often felt by everyone in everyday life. The author wants to show that happy, sad, and angry are expressions of emoticon symbols that are often used in chat activities on WhatsApp.



The data above shows that 53.8% of UMI's literature faculty students always use the emoticons symbol on WhatsApp. This means that the emoticon symbol is one of the features on WhatsApp that is always used by students. The author wants to show that students of the faculty of literature are users of the WhatsApp messenger emoticon symbol feature.

Discussion

This section will discuss the explanation of findings based on research results and data obtained from observations and questionnaires to provide detailed information. This study also aims to determine the use of emoticon symbols on WhatsApp from students. Several questions have been explored regarding the use of emoticon symbols on WhatsApp. 13 people participated in this study. In data collection, the author observes chat activities in the WhatsApp group and various

questionnaires on Google Form. The main findings are how students use emoticon symbols on WhatsApp and several other aspects that have a positive impact.

Analysis of the presentation of data from the intended research question will be discussed in this section. The discussion is divided into two parts based on research, namely; the use of emoticon symbols and the views of literature faculty students on the use of emoticon symbols on WhatsApp.

A. Use of emoticon symbols on WhatsApp Messenger.

Based on these findings, the use of emoticon symbols on WhatsApp is very large. Students always use emoticon symbols in chat activities on WhatsApp, be it daily chats or chats about lectures. Emoticon symbols are used by students to express their feelings to chat friends on WhatsApp. Expressions are like expressions of gratitude, forgiveness, and support to others.

1. Use of Emoticons to Express Gratitude

We often express gratitude to someone who has done something or gave something to us, either directly or indirectly by telephone. Likewise, when we are chatting on social media, one of which is WhatsApp messenger.

In chat activities on WhatsApp, we often express gratitude to chat friends and the way we express it is by writing thank you words and giving emoticons or just sending emoticons. For example: when we are asked by our friends to fill out a research questionnaire and we have filled it out, they will say “thank you 🙏”

2. Use of Emoticon Symbols to Express Support to Others.

We often convey expressions of support or support to other people who want to do something, such as when our college friends will carry out the final test or proposal exam. Of course, we will support it by expressing a word of support to them. Either directly or indirectly. However, we often express support through social media such as WhatsApp. But more often than not we express our support for others through social media. For example: when our friends are going to the final test, we support them by sending messages of support via WhatsApp, saying “the spirit of the test, guys 👍”

3. Use of emoticon symbols to express Apology.

We often express apologies when we make mistakes to other people. Either in person or through social media. But often expressions of forgiveness are expressed through social media, it is done when we are at a distance from the person we want to apologize to. We usually do this through WhatsApp. Apologies that are conveyed via WhatsApp, are usually conveyed in words or with emoji symbols.

For example: if we make a mistake with our friend, then we send an apology message to our friend via WhatsApp, “sorry guys 🙏”

4. Use of emoticon symbols to express expressions.

Besides being used to express feelings, emoticon symbols are also used to express expressions. In WhatsApp, various kinds of emoticon symbols are often used to express expressions. The expressions that are often expressed are sad, happy, and angry. For example: when we express a sad expression, by sending a sad emoticon (😭)

B. The Views of the UMI Faculty of Letters Students on the Use of Emoticon Symbols.

In this section, this writer explains how the views of UMI's literature faculty students on the use of emoticon symbols on WhatsApp messenger. Based on the results of this study it is evident that the use of emoticon symbols in chat activities on WhatsApp is very large among UMI students, especially students of the UMI literature faculty.

Based on the results of the study, there are two main points in the views of students regarding the use of emoticon symbols on WhatsApp. The first point is the use of emoticon symbols to express feelings such as expressions of forgiveness, gratitude, and expressions of support to others. Second, the use of emoticon symbols to express expressions such as happy, sad, and angry expressions. First, the use of symbols to express feelings, the emoticon symbol is one of the interesting features of WhatsApp. the emoticon symbol has an attractive appearance and a wide variety of emoticons. Because of its attractive appearance, students are interested in using emoticon symbols in their chat activities on WhatsApp. Students feel that the emoticon symbol can reveal their feelings to opponents or chat friends on WhatsApp. Besides that, the emoticon symbol makes its chat more interesting.

Second, the use of emoticon symbols to express expressions. Besides being able to express feelings, emoticon symbols can also be used to express expressions. Students often use emoticon symbols to express their expressions to their chat mates on WhatsApp. Emoticon symbols have various expressions, such as; sad, happy, and angry expressions. Only by sending emoticon symbols that match our expressions, for example, sad expressions, our chat friends understand that we are sad, without needing to express it in words anymore.

CONCLUSION

Based on the results of data analysis and discussion, conclusions can be formulated, as Based on the findings and discussion, the authors conclude that the emoticon symbol is an interesting feature on WhatsApp messenger, and is often used by most students when chatting on WhatsApp. Emoticon symbols are more often used to express feelings such as expressions of forgiveness and gratitude and expressions such as happy, sad, and angry in chat activities, both daily chat activities and chat around lectures on WhatsApp. From the point of view, it can be seen that the emoticon symbol has a great influence on students.

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