

CHAPTER I

INTRODUCTION

This chapter presents some subchapters, namely background of the study, statement of the problems, objectives of the study, significances of the study and scope and limitation of the study. Those are important to be explained because they will describe this study generally.

1.1 Background of the Study

Language plays an important role in human life, especially in communication. People communicate by using language either verbally or nonverbally. They use language to convey anything that is wanted. It is used to express their feeling or thought in daily activity such as in writing articles in newspaper, advertisement, novel and poem. In this case, especially in writing novel and poem, they tend to use their creativity to beautify language by using figurative language.

In using figurative language, the writer or speaker commonly tends to convey the intended meaning indirectly. Perrine (1988) clarified that figurative language can be less than what the writer's and speaker's mean, more than what the writer's and speaker's mean and sometimes the opposite of what the writer's and speaker's mean. For instance, the use of irony (one of figurative language) which is the meaning of any words or sentences is most likely different from its literal meaning. It can be seen in the following situation:

A mother looking at her son's messy room, then she said "wow, you could win an award for cleanliness!"

In this situation, the mother did not say the actual meaning about her son's room. She said that her son could win award for cleanliness because of his room, whereas in reality her son's room is messy. She uses irony in her statement; she said the opposite meaning of the situation.

For this case, Perrine (1988) explained that irony is a kind of figurative language which has meaning that extends beyond its use merely as a figure of speech. It is used as device by many authors who intend his or her words to be interpreted differently. Such thing can be found in some expressions in some literary works and also in daily conversations.

In relation to such case, nowadays, irony is not only found in common literary works but also in meme; a new phenomenon that recently becomes booming in social media. Meme is firstly proposed by Dawkins (1976). He defines meme as a concept or an idea that relates to daily life in the form of image, video, slogan phrase or hashtag that spreads from person to person over the internet. In other words, meme is a form of image that contains an idea which generally relates to people's behaviour or style and spreads widely from person to person over social network. Meme is a picture containing caption which is related to it. In this case, the picture function is to support the captions in order that the meme can understandable for the readers.

Furthermore, Renata (2014) stated that Jenkins (2009) explained meme is the cultural information that spreads from person to person and transforms into a media. Meanwhile, Shukla and Shukla (2014) explained

Meme is an idea, behavior or lifestyle that spreads from person to person within culture. In addition, Cindy (2016) stated that Davidson (2012) also explained that meme is part of culture, a joke that spreads into the internet. On the other hand, Nasrullah (2015) states that meme is not only about joke but also a reflection of reality which is presented visually. Meme is generally related to behaviour and lifestyle that is presented visually and have element of joke.

Additionally, meme consists of two aspects: visual and text (caption). Visual aspect is associated to the use of a piece of picture or illustration to indicate the emotions. Text aspect is associated to the use of caption in the picture to indicate the meaning. meme is not only associated with picture and caption but also video that spread over the internet.

Besides, meme is used as a means of communication which aims to convey ideas of joke, satire or criticism to the citizen. For example: Quote meme which contain wise words to motivate, Sarcasm meme contains upset and angry expression, Love meme contains someone who is in love, Single meme usually contains ridicule or satire for those who are single, and Political meme typically contains about criticism of government policies.

Those previously mentioned meme are commonly found in social media. Another type of meme which is also found in social media is meme of women. The meme commonly contain ironical statement, illustration and idea associated to women. In this case, the meme contain the opposite meaning and everything that is different from reality and expectation. It illustrates women's

behaviour, characteristic and sometime the comparison between women and men.

In relation to the phenomenon about meme, Lols heaven website is one of the media having the best collections of comics, internet meme, jokes, satire and funny images. In this website also has many kinds of meme that are classified. Beside, the website also provide the accurate time for each mame posted. The following figure is one of the example of meme provided by the website:



(Figure 1.1 : meme is taken from Lols heaven website)

The figure above shows meme entitled *The Wishing Well* that is posted by the admin in Lols heaven website on June 22, 2012 at 11:38 pm (Part: 22). The figure illustrates woman standing near the well and asking some wishes through the well. She wishes that although there is no house working, no cleaning, no cooking, no cleaning and less working, but she can

still have more money in life. Finally her wishes are granted, but different from what she actually expects. She changes to be a man.

The wishing well meme above includes a situational irony. Perrine (1988) stated that situational irony is the discrepancy between appearance and reality, or between expectation and fulfillment, or between what is and what would seem appropriate. In this case, the situational irony occurs in how the reality of life contradicts her wishes.

Because of that, the study of meme phenomenon is interesting to conduct. There are some writers who have studied about meme such as, Cindy on 2016, Nugraha *et al* on 2015, and Pusanti and Haryanto on 2014. All of those mentioned writers studied narrowly the aspect of the representation and the function of meme in particular cases. No one of them studied and analyzes the ironical statement or ironical illustration related to meme. Therefore, the present writer is interested to conduct research about meme from the aspect of the use of ironical statement or ironical illustration related to women.

1.2 Statement of the Problems

Based on the background of the study, the writer formulates the following questions:

1. What are the types of irony found in meme of women in Lols heaven website?
2. What are the factors causing the existence of irony in meme of women in Lols heaven website?

1.3 Objectives of the Study

Based on the statements of research problems, the purpose of the study are:

1. To explain the types of irony found in meme of women in Lols heaven website.
2. To explain the factors causing the existence of irony in meme of women in lol heaven website.

1.4 Significance of the Study

Theoritically, the results of this study are expected to give understanding about irony and its types to the readers. The writer also hopes the readers get further explanation from this research about the use of irony.

Practically, the purpose of this study is to help people in analyzing the ironical statement and ironical illustration in meme. This study also can become an alternative way for netizen in understanding ironical statement and ironical illustration in meme of women that is posted in Lols heaven website. The results of this study are expected to be used as reference by people who want to create meme with irony.

1.5 Scope and Limitation

The scope of this study is irony. In addition, this study focuses on the types of irony by Perrine (1988) and the factors causing the existence of irony by Brannon (2004). Furthermore, the limitation of this study is on meme of

women in Lols heaven website that is posted from January of 2012 until February of 2013.