

**HOW EMOJI AS A TOOL FOR DIGITAL COMMUNICATION
AFFIRM MEANING IN ONLINE INTERACTIONS: A SOCIAL
SEMIOTICS**

SKRIPSI

Submitted in Partial Fulfilment of Requirement

For the degree of Sarjana Pendidikan (S.Pd.)

English Education Program

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UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA**

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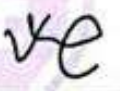
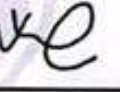
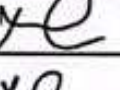
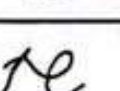
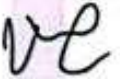
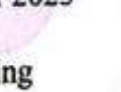
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SURAT PERNYATAAN

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ABSTRACT

Zihan Puspita Ningrum 1902050045” *How Emoji As a Tool for Digital Communication Affirm Meaning in Online Interactions: ‘A Social Semiotic’*s. Skripsi. English Education Program. Faculty of Teacher Training and Education. Universitas Muhammadiyah Sumatera Utara. Medan 2023.

This study aims to find out the semiotic meaning of emojis used in WhatsApp communication and the emotions felt by users when using these emojis. The research data were obtained through screenshots of WhatsApp conversations of 4th semester English education students and through interviews with them. Data collection methods used observation, documentation by collecting screenshots of WhatsApp conversations, and interviews for data analysis using Charles Sanders Peirce's semiotic trichotomy theory (sign, object, and interpretant). The research findings show that as many as 16 facial emojis are used to express various emotions, both positive and negative. The right use of emoji can help in conveying the meaning of the message clearly and strengthen the relationship between users. However, indiscriminate use of emojis can change the meaning and cause conflict or tension in communication that has the potential to damage existing relationships. Therefore, it is important to use emoji wisely and pay attention to the context of communication.

Keywords: *Semiotics Theory, WhatsApp, Emoji*

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Delitua , 30 August 2023
The Researcher



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CHAPTER I

INTRODUCTION

A. Background of The Study

The use of online technology and social platforms has grown rapidly in recent years. Technological advances have indirectly shifted people's communication patterns. Communication that used to be done by meeting each other and talking directly now can be done without having to meet with the presence of a media (intermediary) for communication (Anderson & Auxier, 2021). Emojis are increasingly being utilized in technology-mediated communications and are becoming a part of ordinary interactions (Shah & Tewari, 2021). Additionally, Communication is the most important aspect of life, requiring verbal or nonverbal comfort (eg gestures or facial expressions). The hallmark of post-millennial society is the rise of digital communication (Koch & Frees, 2016). Therefore, most communication platforms utilize emojis, and these platforms are known for their high level of interactivity and a back-and-forth reaction between users and messages (Honkanen & Müller, 2021).

On the other hand, nonverbal channel interpretation of emoticons adds to computer-mediated interactions because language independently impacts one linguistic understanding, but both have meanings independent of one another (Dresner & Herring, 2010). Text-based digital communication is limited in comparison to face-to-face communication, despite its popularity (Kaye et al., 2017). In addition, Emoji is an online interpersonal communication that can help start new relationships and is the language of group communication in social

networks (Rodrigues et al., 2022); Casado-Molina et al., 2022). As we know, Emoji is a visual expression for most people, especially the millennial generation, who most often use messaging platforms to emphasize a meaning conveyed (Emogi Research Team, 2016). Additionally, the semantic and emotional interpretation of some emojis differs from one individual to another to convey a meaning (Miller, 2016).

To explore the various meanings that can be expressed using emojis and interact with language (linguistic "co-text") in social media posts or digital messages, this understanding refers to the theoretical orientation of social semiotics. Emoji's interactions with language may well be best defined through the concept of social semiotic orientation. This is owing to emoji's increasing popularity and their capacity to create new kinds of meaning. Cyberculture, which encompasses various facets of people's lives, including communication, is a culture or habit that occurs in cyberspace or the internet (Logi & Zappavigna, 2021). However, to avoid misunderstandings when getting and sending communication messages, users of social media, particularly the WhatsApp application, must have sufficient reading and writing skills. This comprehension is frequently the reason why an emoji fails to convey its primary purpose. In online conversations, there is a misunderstanding of meaning (Daniel & Camp, 2020).

Emojis are meant to help people recognize the emotions present in the text without having to add more emotional content. In other words, emoji only mimic expressions of similar emotion and act as a bridge for voice messages, facial expressions, or gestures that cannot be conveyed in person (Pfeifer et al., 2022).

Communication styles have undergone modifications before now. Whereas before individuals could interact directly by expressing the emotions they felt, today they can manually express their emotions using a variety of facial expressions and emojis in digital communication. Online communication allows for the expression of emotions using various forms of online gestures. Different emotions may now be expressed through different signs, and each sign has an individual significance for the person who is expressing it. Therefore, in-depth research has not been carried out on how emotions are represented through signs and how meaning is conveyed through signs, and whether every human being has the same or different meaning (depending on the context). They are preceded by emoticons, which are created by combining various combinations of keyboard keys. Emojis are considered capable of expressing almost all kinds of feelings without having to express them in words. However, of course, both parties must understand its meaning first. otherwise, communications will be prone to misunderstandings (Thompson & Filik, 2016).

B. The Identification of the Problem

Based on the background of the study explained, the problem was identified as follows:

1. The type of emoji that is often used in conveying messages to users of the WhatsApp application
2. The process of using emoji in social interaction according to its functional context

3. Misunderstanding of meaning conveyed through the use of emojis in online interactions

C. The Scope and Limitation

The scope of this research is focused on the use of emojis as a digital communication tool in social interactions on WhatsApp applications among users of the WhatsApp application. The limitations of social semiotics research are social semiotic multimodality.

D. The Formulation of the Problem

The formulation of the problem of this research was focused as follows:

1. What types of emoji are used as a tool for digital communication to affirm meaning in online interactions in the WhatsApp application?
2. How does the use of emoji as a tool for digital communication affirm meaning in online interactions on the WhatsApp application?

E. The Objective of the Study

Based on the formulation of the problem above, the objectives of this study will be formulated as follows:

1. To identify the types of emoji used as a tool for digital communication affirm meaning in online interactions on the WhatsApp application
2. To describe the use of emoji as a tool for digital communication affirms meaning in online interactions on the WhatsApp application

F. The Significance of the Study

There are theoretical and practical benefits of this research as follows:

1. Theoretical benefits

This research is expected to provide information about the use of emojis as a tool for digital communication to affirm meaning in online interactions which can support the study of social semiotics.

2. Practical benefits

- a. The students, as a reference, encourage the students to study semiotics, especially the use of emojis as a tool for digital communication to affirm meaning in online interactions on social semiotics studies.
- b. The readers, to be well educated about the use of emoji as a tool for digital communication affirm meaning in online interactions on the WhatsApp application.
- c. Researchers, as material for conducting further research on semiotics studies can be analyzed from different perspectives.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Framework

Theories are required when researching to explain some concepts used in the research. To avoid confusing the readers, the terms must be defined clearly. To get the points across clearly, the researcher presented some theories related to the study.

1. Emoji for Digital Communication

Emojis are defined as "quasi-nonverbal cues" that are used in place of nonverbal channels in digital communication (Erle *et al.*, 2022). This specifically means that the use of emojis should enhance people's perception of emojis in digital communication, and emojis should be used to clarify the essence of the message. Since most emoji are designed to replicate positive or negative facial expressions, perceived message valence has always been the focus of this study. In Experiments, we tested the social communication skills of these emojis (Hand *et al.*, 2022). Due to their utmost importance in the survival and reproduction of humanity, the various fields of linguistics have always focused their attention on the means of human communication (Hamdan, 2021).

According to (Jadou & Ghabra, 2021). language is usually needed for people to express their ideas and emotions, communicate with one another, and so on. It exchanges information. As modern life is replete with natural and synthetic signs, each of which has its distinct meaning based on different kinds of

interpretation, these various types of expressions require the use of different types of signs. And next, revised our stimulus design as needed to reflect advanced mobile communication tools, and we chose to perform our research in the area where emojis are used (Erle et al., 2022). As a result, encouraging the respondent to respond with an emoji can provide much more information than an answer.". Emoji can also be used to connect without using words. For example, instead of writing "I like this blog", send a smile emoji(😊) Respondents can be relieved of the writing burden as a result of this.

As we know, affect the perceived emotional effect of a verbal message can The presence of emotional facial emoji changed participants' interpretation of the message, indicating that neutral language is vulnerable to emoji impact. As a result, Positive emoji also increases warmth, however, due to experimental design, it is not possible to determine how much negative and/or neutrality (sentence-emoji interaction) influences feelings of warm (Boutet et al., 2021). To build lengthy ties with the public, communication actively participates the public on social media by exchanging information about their social initiatives and urging the public to contribute to those initiatives (Chung et al., 2021).

2. WhatsApp Application

According to (König et al., 2020). The social networking site WhatsApp, sometimes known as WA, is one of the most popular messaging programs. WhatsApp can be used for chat communication by exchanging text messages, photos, videos, and phone calls. The WhatsApp application simply requires an internet data plan or WiFi to work. People can use this application to chat online,

share data, exchange images, and so on. Because WhatsApp is an internet-based application, it can be utilized by a large number of individuals. WhatsApp is one of the effects of technical advancements in information.




Right now, WhatsApp has an advantage in terms of how conversations or chats are conducted. When the sender wishes to reflect the feelings of the opponent we encourage them to communicate, the form is referred to as an advantage, and it is called an emoticon. Nearly every written discussion or message will at least contain one type of Emoji character.(Weissman & Tanner, 2018)

3. Emoji as Attributions Online Interaction

In analyzing emoticons, Dresner & Hearing (2010) argue that there is a deficiency in the conceptions of emoticons purely as emoticons icons, as is seen in the use of a smiley to indicate sarcasm. Using speech act theory, they conclude that emoticons do not always serve the function of being vehicles for expressing emotions and that sometimes their meaning is more closely tied to language than what is allowed for by their assumption as emotion icons (Dresner & Herring, 2010). Emojis are now increasingly used to communicate in real life, in comparison to these older visual elements. Emoji popularity in studies hasn't been well explored, though. With interesting results, emoji scales have been created to measure product-elicited emotional associations (selecting all the applicable emojis) (Jaeger *et al.*, 2018).

According to a recent review by (Bai *et al.*, 2019), Emojis can serve as visual symbols or non-verbal cues that express emotion or semantics. Emojis can

represent content (like flags or cooking), more transitive meaning (like behavior or activity), or emotion (e.g., positive, or negative). Here, the effect of emojis on word processors is the main focus vs. the way emojis are viewed. Besides, showed great variability in how people interpret emojis in terms of sentiment and semantics. This shows the risk of emoji miscommunication (Garcia *et al.*, 2022). Furthermore, the current work mainly focuses on face emoji than indicate emotional/affective states (e.g. happy, worried).





Moreover, The face emoji for research can be considered as a subset of a broader class of affective emoji, which could include feature emoji such as; () ( ) the precise breadth of this class is a question for future research (Kaiser & Grosz, 2021). However, Emojis can also represent a wide range of items, animals, foods, and other things in addition to complex facial emotions. Even though emoji are mainly utilized to clarify the meaning of text messages, some of them show a significant level of sentiment and/or semantic ambiguity. Emojis' ambiguous meanings make it hard to identify the meaning of an answer with just them. They can therefore be used as nonverbal labels for scales other than the hedonic or pleasure scales (Bosch & Revilla, 2021).








According to (Fischer & Herbert, 2021), The type of emoji represents the meaning of the emoji where the emoji can make it easier for us to find the emoji shape we want. Emojis have symbols that have the right meaning if the reasoning is used in their application. Therefore, WhatsApp users often misuse the meaning of emoji, causing misunderstandings in conveying messages. but in their activities, it is the face emoji that is most often used to describe a person's expression.






4. The Meaning of Emojis

Given the importance of the emoticon function, it is helpful to present a list of the most popular or frequently used facial emojis observed in text message data as a simple framework for discussion later in this research. It is also frequently encountered in mobile device keyboards and web pages (Völker & Mannheim, 2021). Here are some examples of emoji and their functions that are often used to interact online in the WhatsApp application:

Table 2.1 semiotics of the most common face emojis

Emoji	Meaning / Function
	<p><i>Smiling-Happy Face:</i> has the meaning of genuine happiness which is a warm, positive feeling, often used together to convey high levels of happiness.</p>
	<p><i>Smiling Face With Open Mouth And Cold Sweat:</i> This also conveys happiness but with a hint of relief. He is often found in texts describing some negative events that turned out to be positive</p>
	<p><i>Face With Tears Of Joy:</i> This emoji is used to express laughter, apparently replacing the text message abbreviation "lol" (laugh out loud). Usually used in response to a joke or a very funny situation</p>
	<p><i>Winking Face:</i> This indicates that a word, line, or entire message should not be taken as funny or serious. Flirty intentions can also have other ulterior</p>

	motives.
	<i>mocking face emoji:</i> with a tilted head, tongue hanging out, and a wide grin with a negative gesture expressing a mocking or teasing expression.
	<i>Smiling Face With Sunglasses:</i> This emoji is frequently used to convey a positive idea, such as having extensive knowledge of a subject or characterizing someone with exceptional intelligence.
	<i>Smiling Face With Heart-Shaped Eyes:</i> It is usually used to express affection, love, or thanks. A big smile with heart eyes emoji means an enthusiastic feeling of love, it can be with a person, place, or object.
	<i>kissing and gusting emojis:</i> usually have meanings related to expressing feelings of love and affection. Send it to a loved one, such as your mum, dad or partner.
	<i>Neutral Face:</i> This is used to show indifference or the state of being unimpressed by something
	<i>Loud Crying Face:</i> Gives more intense pain. It is often used ironically and as an expression of deep, unstoppable sadness.
	<i>Face With Cold Sweat:</i> This indicates stress, in that usually found in messages

	indicating that there will be a test or failure.
	<i>face with teary eyes</i> : a face with tears pooling at the bottom of its large eyes. Can be used to express a variety of emotions including sadness, anger, embarrassment. can also express feeling moved.
	<i>Worried Face</i> : This communicates not only worry but also shock and fear, the raised eyebrow emoji with a wide frown can connote any expression of sadness or tension, including worry, anxiety, or even disappointment
	<i>Angry and pouting faces</i> : These are often used together to convey anger, Angry Face shows wide-open eyes with downward slanted eyebrows and a pouty mouth. This expression can easily be interpreted as someone angry, upset, irritated, or humiliated.
	<i>Unamused face and smirking face</i> : has a variety of meanings, especially for negative feelings, such as displeasure, annoyance, and dissatisfaction. This emoji shows a face with horizontal eyebrows, eyes turned to the left, and a slightly pouting mouth.
	<i>Tired face and weary face</i> : While meant to represent exhaustion, it usually conveys varying degrees and tones of

	frustration, sadness, joy, and compassion, as if it can't overcome how great someone or something is.
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5. Social Semiotic Multimodality

The multimodal social semiotics approach creates meaning across all modes. It is a theoretical perspective that combines all the socially organized resources used by humans to construct meaning into one descriptive and analytical domain. Therefore, the multimodal social semiotics approach is very effective for analyzing learning. As we know, textual functions to organize discourse into coherent texts, interpersonal functions to form relationships, and ideational functions to construct experiences are all simultaneously driven by semiotic resources (Logi & Zappavigna, 2021). Multimodal social semiotics frequently employs historical comparisons to study how new technologies alter the resources available to meaning-makers. For example, early printing technology limited the type, location, and amount of images in space, however today there are not only more images than at any time in history, but they frequently dominate the page (Bezemer et al., 2012).

Multimodal analysis has usually consisted of conceptualizing abstract frameworks for spoken language, images, and other resources and their intersemiotic connections (such as text and picture relationships) and then suggesting this framework with examples. Additionally, image and text results are analyzed separately rather than the shared multimodal research generated by the platform. In this situation. Instead, only comprehensive and explained results may

be obtained through the several manual interpretation processes report separately (Halloran *et al.*, 2021). Signs are analyzed as material deposits from the context of the sign maker. 'Interest' is considered as a temporary condensation of all social relations which have shaped individual 'subjectivity', influenced by the social environment, realized and implemented through socially created resources – of which fashion is the most important element. This 'interest' relates one's resulting preference over others to the social context of sign production – remembering the importance of creating meaning as a choice in the social semiotic theory of communication (Jewitt & Henriksen, 2019).

In the semiotic theory according to Charles Sanders Peirce, logic investigates human reasoning, whereas, in Peirce's view, reasoning is done through signs. According to Peirce, these symbols give meaning to the manifestations of the universe and allow us to think, interact with other people, and relate to them (Kilstrup, 2015). In line with that, the study of semiotics focuses on the creation of meaning and the maker of meaning. It analyzes the means of communication and dissemination strategies that individuals create and use to represent their perspectives and create their social hierarchies with others (Jewitt & Henriksen, 2019).

B. Conceptual Framework

In qualitative research, a conceptual framework is a description of how the work process of implementing it will be evaluated and interpreted accordingly to another factor. The aim is to define the conceptual framework that the researcher uses to study and understand the topic under study. This study uses the theoretical framework of social semiotics to investigate the various meanings that can be

created when emoji interact with language ('co-text linguistics) in a social media post or digital message.

According to (Kilstrup, 2015) semiotics is based on logic, because logic studies how one reason, whereas according to him reasoning is done through signs. Signs enable us the ability to communicate with others, reflect, and have access to a variety of signs. A sign or symbol is something that stands in for or denotes something else, he added. A sign (representamen) is something that for someone represents something else in some way or capacity. something else, namely the interpreter or interpretation of a sign, the interpreter must refer to the object.

According to Peirce, there are three elements of semiotic which he called triadic theory. It involved three ways relation consists of (1) The representamen or sign, the form which the sign takes, (2) The object, the absent entity which it represents, (3) The interpretant, the effect the sign produces. There are three important components in the definition of Charles Sander Peirce representamen, interpretants, and objects. Because of this, the definition of peirce marks is often called triadic. The three components or elements of this Peirce sign are representament (R), object (O) and interpretant (I) commonly described in the following triangular form.

The Semiotic of Charles Sanders Peirce

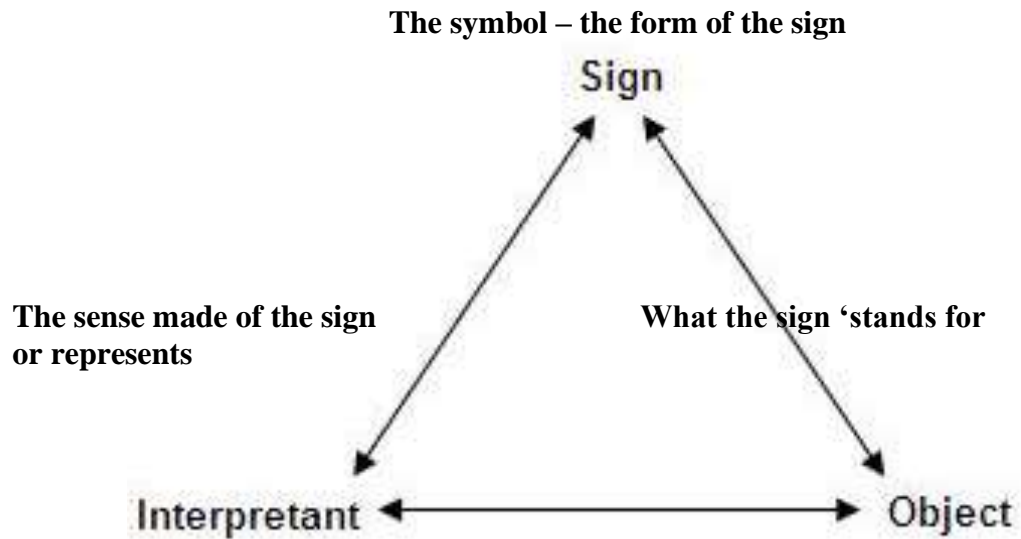


Figure 2.2 Charles Sanders Peirce's Meaning Triangle

According to Peirce (1931), the interpreter is the middle element which functions as the third element, the object of the sign is the second element, and the sign itself is an example of virtue. As long as an interpreter (concept) who interprets a sign as a sign for another (ie as a representative of meaning or signifier) can be apprehended by another interpreter, then the three of them that are in the context of producing a sign also conjure up semiotics (Kilstrup, 2015). Emoji can therefore be viewed as a tool for analyzing the intent and message of an object to communicate communication goals, thoughts, emotions, or any expressions transmitted by someone through a sign composition, according to this theory.

According to Peirce's triangle of meaning, an interpreter has a form of meaning derived from all methods of obtaining meaning communicated through a form of sign, and this emoticon is a symbol that is interpreted. The decent sign is

one of the crucial elements of the interpretant. A dīcen is a symbol applied in the form of an emoticon offered by WhatsApp that conveys information about anything consistent with the user's reality. Emoticons' meanings vary in the WhatsApp application. To serve the demands of its users, these emoticons are offered. The user may also choose the emoticon; for instance, if the user is feeling depressed when conversing, he may select the emoticon that best expresses his mood. Because the insert is visible from the message's contents and is reacted to in the form of an emoticon through the WhatsApp message exchange system, the user interprets the emoticon's meaning consistently.

Based on the description above the researcher chose the title " How Emoji As a Tool For Digital Communication Affirm Meaning In Online Interactions: A Social Semiotics" to find out the meaning of emoji when chatting using the WhatsApp application in online communication. The title was chosen based on the description given above. The purpose of this research is to determine whether the use of emojis in WhatsApp conversation activities is appropriate considering the meaning that the sender wants to convey.

C. Related Study

Several investigations similar to the researcher's work have already been undertaken.

1. Völkel, S. T., Buschek, D., Pranjic, J., & Hussmann, H. (2019). Conducted a study titled "*Understanding emoji interpretation through User Personality and Message Context*". User personality has been linked to understanding emoji isolated from context, or through indirect personality

assessment. The results of these studies indicate that Personality factors influence the choice of emojis. In another open-place task, participants compare the emojis found to be semantically similar by related work. Here, participants provide rich and varied emoji interpretation, even in the specified context. We discuss the implications for mobile SMS interface research and design (Völkel et al., 2019).

2. Sampietro, A. (2021). Conducted research titled "*Emojis and the performance of humor in everyday electronically-mediated conversation: A corpus study of WhatsApp chats*". This research examines how emojis affect conversational comedy. The findings demonstrate that these pictographs respond to comedy by graphically recreating laughing in addition to helping to communicate the opening and closing of the play frame. For these uses, the most common emojis deployed by WhatsApp users are the ubiquitous yellow smiling and laughing faces. Nonetheless, other pictographs are also employed in electronic humor because uncommon emojis can be used in humorous contexts on their own (Sampietro, 2021).
3. Shah, R., & Tewari, R. (2021). Conducted research titled "*Mapping Emoji Usage Among Youth*". The findings show that emoji use is significantly influenced by social media platforms, language patterns, social interactions, emotional relationships, level of formality, and gender. The conclusion of the study shows that there are psychological and socio-behavioral effects of the use of emoji, which can be used to set rules and standards. What may appear at first as a plain graphic addition to a text

message has the potential to develop into a stand-alone language, which can impact language-dependent ways of communication are used (Shah & Tewari, 2021).

4. Logi, L., & Zappavigna, M. (2021). Conducted research titled “*A social semiotic perspective on emoji: How emoji and language interact to make meaning in digital messages*”. This paper proposes an analytical framework for charting emoji's typical realization of choices from semantic systems of discourse across metafunctions. It combines SFL's social semiotic approach and MDA methodology to explore how emoji and language interact to create meaning. Results show convergent ideational coupling, proximal attitude prosody, and 'mention' function. Future research should explore how emoji interpret meaning in the absence of language (Logi & Zappavigna, 2021).
5. Erle, T. M., Schmid, K., Goslar, S. H., & Martin, J. D. (2022). Conducted research titled “*Emojis as social information in digital communication*”. This study examines whether emoji, their digital equivalent, work in the same way. Eleven robust tests evaluated the general efficacy of emoji for expressing emotion and for clarifying discourse during digital communication, as well as hypotheses regarding their socio-emotional characteristics based on the Emotion as Social Information (EASI) paradigm. Compared to messages without emojis, messages that include emojis are perceived as having higher emotional intensity and more extreme valence. Moreover, the effect of emoji on perceived valence is mediated through the intensity of the emotion felt. This shows that emoji

are effective quasi-nonverbal cues for digital communication (Erle et al., 2022).

6. Völker, J., & Mannheim, C. (2021). Conducted research titled “*Tuned in on senders’ self-revelation: Emojis and emotional intelligence influence interpretation of WhatsApp messages*”. The results confirm that the primary use of IM is to exchange personal and factual information via emoji-enhanced text. More complex information about the communicator relationship may require additional, more synchronous channels such as telephone or video calls if not face-to-face communication. It is also the first study to show that emotional intelligence influences the interpretation of digital communication about emoji. This suggests that emoji describe emotions for recipients to recognize, who then also focus more on implicit messages indicating the sender's attitudes or feelings, rather than (mis)interpreting them as more complex relational information (Völker & Mannheim, 2022)

CHAPTER III

METHOD OF RESEARCH

A. Research Design

Based on the background information provided above, the study design utilized in this research is qualitative. Essentially, social research is undertaken to better comprehend society's diverse social processes. The purpose of qualitative studies is to understand social phenomena from the participants' points of view. The definition of qualitative according to Sugiyono (2015)

Because the collected information cannot be expressed numerically, this research is qualitative and interpretive in nature. Through narrative descriptions, the research presents an overview of efforts to explain social or cultural events from the perspective and experiences of those studied. This approach entails a detailed interpretation of behavior within the social system. Semiotics in this research focuses on meaning creation and meaning production

This section described the findings presented in the earlier section. This research discusses the theory of Charles Sanders Peirce (1830–1941), who views human life as a mixture of signs, and how these signs are used in representation. Peirce uses the concept of semiosis to illustrate that everything in this world is a sign that involves three stages of meaning, namely sign, object, and interpretant. A sign is something that can be accepted by the five human senses and represents something else. The object is what the sign refers to, while the interpretant is the concept of thought of the person who uses the sign and gives meaning to the

object that the sign refers to. In Peirce's semiotics, signs are important elements that humans use to understand and communicate with the world around them.

The results of the study include data on the types of yellow face emoji commonly used in the WhatsApp application. A total of 16 face emojis were found in user conversations conducted between July and August 2023. The research has found that face emojis can effectively convey a variety of emotions. For positive emotions, emojis can be used to express happiness, entertainment, love, relaxation, and moved. On the other hand, emojis can also emphasize negative emotions such as sadness, stress, fatigue, boredom, disappointment, anger, and the desire to give up during online interactions in WhatsApp chat rooms. The use of emojis is considered important in communication as it helps to clarify the meaning of the message. However, it is crucial to use emojis appropriately, as careless use can lead to misunderstandings and conflicts among WhatsApp users, which can ultimately damage relationships. Therefore, users are advised to pay attention to the meaning conveyed by different emojis and use them according to their intended function.

B. Source of Data

Data sources were taken from screenshots of text conversation activities on the WhatsApp application taken from April 2023 to August 2023. However, if the data is sufficient then the researcher does not continue until the deadline, the researcher also uses international journals to support the research results. In this study, the researcher will select 2021 English language education students at Universitas Muhammadiyah Sumatera Utara and conduct interviews as data sources.

C. The Technique of Collecting Data

Based on the research topic that the researcher studied, the researcher conducted several procedures in data collection, namely observation, documentation, interviews, for identifying signs and meanings.

1. Observation.

In this study, observation is the first step in collecting data. Observations were made to obtain the required information. Researchers collected data by observing users' online conversations while chatting and knowing the responses that occurred regarding the use of these emojis.

2. Documentation.

Researchers have collected some documentation in the form of screenshots of text conversations using emojis on the WhatsApp application from several students and WhatsApp users as supporting data that researchers need.

3. Interviews.

The researcher conducted interviews with university students using an openly distributed questionnaire to obtain information about the use of emoji in communication among WhatsApp users. The aim was to dig deeper into the data collected from the research. If the researcher felt that the data collected was sufficient, then the researcher stopped distributing the questionnaires.

D. The Technique of Analyzing Data

The steps in conducting data analysis are as follows:

To present the data so that it is easy to understand, the data analysis used in this research is the Miles and Huberman Interactive Analysis Model, which divides the steps in data analysis activities into several parts, namely data collection, data reduction, data display, and conclusions or verification.

1. Data Collection

In the first model, analysis is conducted through data collection of interview results, observation results, and various documents based on categorization by research issues which then develop the data retrieval through subsequent data search. Moreover, preserving the raw data allows other researchers to explore and verify the data and their interpretation.

2. Data Reduction

Data reduction is a process of summarizing, choosing the main things, focusing on the important things, looking for patterns and themes, and removing those that are not of interest. Thus, the results of the reduced data will provide a clear picture and make it easier for researchers to carry out further data collection, and look for it if needed.

3. Data Display

Data Display is a collection of information organizations that make it possible to draw inferences from the intended data to identify significant patterns that open up new possibilities and direct action to choose the kind and format of data entered into metric boxes. can present the facts in the form of a story, a chart, or another format (Miles and Huberman,(2007)

4. Conclusion

The conclusion is part of a complete configuration activity (Miles and Huberman,2007) During the research, conclusions were also confirmed. Researchers infiltrate notes, patterns, phrases, configurations, causal orientations, and numerous propositions, resulting in the conclusion (Harsono,2002)

CHAPTER IV

FINDINGS AND DISCUSSION

A. Findings

Facial emoji research data confirms the expression of meaning in online interactions on WhatsApp. The data was analyzed through screenshots of conversation texts that use commonly used facial emojis, as presented in this study. Data from WhatsApp conversations showed that facial emojis are frequently used to express positive, neutral, and negative emotions. 16 types of frequently used facial emojis were found. Data processing itself is the process of converting raw data into applicable information. The results of the data itself are expected to provide answers to research problems. affirmation of meaning as expected, namely Emojis function to convey messages effectively, make communication more interesting and clear, help recipients understand messages, reduce misunderstandings, increase communication effectiveness, and simplify understanding for recipients, thus enabling them to respond appropriately. can be seen in the discussion section.

1. Sign

Understanding of signification, representation, reference, and meaning is provided by Peirce's Theory of Signs or Semiotics. Despite the lengthy history of sign theory, Peirce's theory stands out for being broad and complicated, able to adequately reflect the significance of interpretation in signifying and being novel.

1.1 Representation of the use of WhatsApp Emoji to affirm the meaning of messages during online interactions

Emojis are a useful communication feature as they can convey messages visually. They increase communication diversity and make conversations more interesting. By using emojis, feelings such as happiness, sadness, and disappointment are easily expressed. Emojis can also insinuate people and be used to provide support and other expressions during communication. This feature allows us to express our thoughts and emotions in real-time to our interlocutors through non-verbal communication.


Emojis bridge the divided between verbal and non-verbal communication, clarifying the conveyed message and enhancing communication effectiveness. Emojis help in framing responses more precisely and also impart nuances of emotion that are hard to put into words. This can result in stronger emotional connections with others, positive feelings, and greater freedom of expression. Internet users can express their emotions and feelings through the use of emojis (positive, negative or neutral) to provide others in the online community with an indication of their reaction. This method of communication also demonstrates individual's willingness to be open about their emotions and feelings in a public setting.

a. Use of Emoji to Affirm Positive Sentences

The smiling emoticon is among the numerous facial emotions offered on the WhatsApp application, a platform utilised for verbal communication. It is the most popular emoji that is frequently employed when interacting online. When employing joyous emojis on WhatsApp, it

can help cultivate an amiable and agreeable relationship with others. Using happy emojis generates a warm and positive impression during communication, consequently enhancing the atmosphere, mood, and prompting a positive response from others. When using WhatsApp to communicate online, the happy emoji is one of the most commonly used. It can be employed to communicate a range of emotions, including happiness, enjoyment, humour, and expressing preferences. The following emojis are considered positive.


Table 4.1 usage of the big smile emoji

<p>Sign</p>	 <p>Figure 4.1 Smiling Happy Face</p>
<p>Object</p>	<p><i>“Zi, Alhamdulillah aku udah acc sempro”</i> 😄</p>
<p>Interpretant</p>	<p>The wide smiley face emoji with hearty eyes and a big happy smile suggests that there is excellent news that makes you happy, therefore the emoji has a positive impact on both the sender and receiver, such as when a buddy is thrilled because his proposal was finally accepted. After several</p>

	<p>changes and hard effort on the proposal, the supervisor approved it and he was permitted to conduct a proposal seminar, which is one of the steps to going to the green table to obtain a bachelor's degree.</p>
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In table 4.1 The use of big, happy smiley face emojis is suitable for portraying sentiments of joy due to the mood-elevating topic of conversation. Therefore, the use of happy smiley face emojis can support the delivery of messages with positive emotions that can provide a reaction from the same expression by the recipient of the message and can establish good interactions for its users.

Table 4.2 smiley face emoji usage with love

<p>Sign</p>	 <p style="text-align: center;">Figure 4.2 Smiling face with heart- shaped eyes</p>
<p>Object</p>	<p>“selamat ya dek, semoga lancar sampai hari H</p>



	ya cantik” 
Interpretant	In the aforementioned conversation, the inclusion of a smiley face with heart eyes indicates feelings of love. This is due to the celebratory occasion of an upcoming wedding party with their beloved. Therefore, the use of the aforementioned emoji accurately portrays the individual's joyful emotions during this sweet moment.

Table 4.2 explains the use of the smiling and loving face emoji, which is used to support messages full of joy about beautiful things, especially those close to feelings of love. As the text above expresses congratulations on the engagement, which is one of the most beautiful moments in life. when the user uses this emoji, they will feel something soft pushed from their feelings as if they feel the same way, so it can be accurately represented by the smiling face emoji with love.

Table 4.3: Use of the regular laughing face emoji

<p>Sign</p>	 <p>Figure 4.3 Smiling face with open mouth and could</p>
<p>Object</p>	<p>“Menghindari kesalahpahaman” 😅</p>
<p>Interpretant</p>	<p>The text displays the use of an emoji portraying an open mouth and sweat drops, usually signifying happiness with a hint of relief. This emoji is commonly used in situations where an initially negative occurrence is resolved positively. In the stated message, an issue is addressed to prevent potential misunderstandings. The text describes a joke that could occur when a detail goes unexplained, such as naming the group members "threemusketeers" despite there being</p>

	<p>4 members. The interpretation presented is objective and clear, with a logical flow of information.</p>
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Table 4.3 explains the use of the laughing face emoji with the mouth slightly open with a little sweat, which indicates the actual situation in a chat that is dry or boring but tries to remain calm so that there are no misunderstandings between the recipient of the message and the message. delivered when interacting online. As we know, sharp or confusing conversational situations can cause discomfort when communicating and can leave a bad impression. The presence of the face emoji with an open mouth could be an alternative for dealing with difficult situations.

Table 4.4: Use of the laugh out loud emoji

<p>Sign</p>	 <p style="text-align: center;">Figure 4.4 face with tears of joy</p>
<p>Object</p>	<p>“ Malingan ini, jangan ngejek kau, gini gini</p>


	banyak rupanya yang naksir aku” 
Interpretant	<p>In the conversation above, a laughing face emoji with tears of joy was used. This emoji can represent a very funny message, like laughing out loud. The situation in the conversation text involved joking with a friend who doesn't have a weekly night due to not having a partner, but it turns out that many people admire them. This implied message has a positive meaning because the funny joke, coupled with sending funny stickers, makes the atmosphere even more ridiculous. The laughing face emoji shows that the people sending messages are linked and sharing their emotions through the emoji function.</p>

Table 4.4 describes the use of laugh out loud emojis, usually used when talking about funny things or because of random things said. Conveying a message by laughing out loud can be conveyed well if you are communicating with people who are on the same server and is usually used by people who are familiar and close so they are free to express their feelings. This emoji is not suitable for sending to respected recipients or new people as it can cause awkwardness in communication.

Table 4.5 Relaxed winking face emoji usage



<p>Sign</p>	 <p>Figure 4.5 Winking Face</p>
<p>Object</p>	<p>“ Yang penting jangan lupa di bawa persiapan yang wajibnya , ok” 🙄</p>
<p>Interpretant</p>	<p>In the conversation above, the use of emoticons such as the smiley face and winking eye are employed to convey informal and light-hearted sentiments without being overly flirtatious. These conveyances are conveyed in a polite and relaxed manner.</p>

Figure 4.5 shows the utilization of a face emoji with winking eyes. This indicates that a word, sentence, or the entire message should not be taken as either humorous or serious. Flirtatious intentions can have other underlying motives. When chatting in a relaxed atmosphere or communicating with people who

infrequently chat with us, the use of this emoji has been shown to make the atmosphere feel relaxed and create a polite attitude. It may also suggest an intention to get along with the interlocutor and leave a positive impression. However, subjective evaluations should be clearly marked as such. Technical term abbreviations should always be explained when first used, and the language used throughout should be clear, concise, and objective.

Table 4.6 Kissing face emoji usage for loved ones

<p>Sign</p>	 <p>Figure 4.6 Kissing and Gusting Emojis</p>
<p>Object</p>	<p>“Iya mamakku sayang ini pulang” 😘 😘</p>
<p>Interpretant</p>	<p>kissing face emoji with blowing love, this emoji is used in messages or sentences for people we like or care about, as we see it turns out that the kissing face emoji with blowing love is sent to signify that the sender of the message has</p>

	feelings of affection for a mother and obeys her orders, so the kissing face emoji with blowing love is suitable for conveying these feelings of affection.
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Table 4.6 explains the use of the kissing with love emoji, usually used to send messages to loved ones such as parents, lovers, or the like. In the conversation above, it can be seen that a child's love for his mother is depicted, so the choice of the kissing emoji with a breath of love occurred naturally in conveying this message. Basically, proper use of emojis comes naturally to the person we want to send a message to. Our brain will respond automatically to describe the feelings we feel (Thompson & Filik, 2016). just like the kissing and blowing face emoji will automatically be sent to the people we love or something like that, which we like as a form of our love for it.

Table 4.7 Use of the cool face with glasses emoji



<p>Sign</p>	 <p>Figure 4.7 Smiling face with sunglasses</p>
<p>Object</p>	<p>“Siap kak, Udah belajar adek kak” 😎</p>
<p>Interpretant</p>	<p>In the above conversation, the use of a smiley face emoji with sunglasses signals positivity and a sense of being knowledgeable and composed about something. However, the message can also be interpreted as someone expressing a sense of superiority due to their perceived expertise.</p>

Table 4.7 Explaining the use of the sunglasses face emoji, which denotes someone feeling cool, calm and confident. As exemplified in the above conversation, an elder sibling advised their younger sibling to study for their exams, and the latter responded confidently that they have already studied and are

ready for the upcoming exams. It is apparent that utilising the sunglasses emoji can emphasise an individual's self-confidence in their ability to reassure themselves and avoid excessive concern regarding their circumstances.


Table 4.8 Use of sad and moved face emoji

<p>Sign</p>	 <p>Figure 4.8 Face With Teary Eyes</p>
<p>Object</p>	<p>“ Kak, Alhamdulillah Rotinya laku semua hari ini” 😊😊</p>
<p>Interpretant</p>	<p>In the above conversation, the message sender includes a smiling face emoji with teary eyes to express their sadness about losing money in the chat. While this emoji is fitting to convey a negative feeling, it is worth noting that sad emojis can also denote positive sentiment, as</p>

	<p>evidenced by the sender's statement that all products were sold out today, contrary to the usual occurrence of unsold inventory. As a consequence, the sender of the message experiences satisfaction and bliss as their income for today surpasses the typical amount. Consequently, the emotion of elation can be illustrated through the use of emojis that depict teary eyes or almost crying.</p>
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Table 4.8 explains the use of the teary face emoji as if crying, this emoji can signify different meanings depending on the object of the sentence used or the context of the message being discussed, namely this emoji can signify sadness that can still be held back and can signify feelings of emotion because they are moved by happiness. For example, the text message above indicates a feeling of emotion because after feeling sad because of the loss, it turns out that on that day the number of sales increased and the goods were sold out like never before. So the use of the teary face emoji can convey feelings of emotion with a hint of sadness but signifies happiness.

Table 4.9 Use of mocking face emoji in jokes

<p style="text-align: center;">Sign</p>	 <p style="text-align: center;">Figure 4.9 Mocking Face Emoji</p>
<p style="text-align: center;">Object</p>	<p>“Vinaa aku luan ya” 🙄🙄🙄</p>
<p style="text-align: center;">Interpretant</p>	<p>In the aforementioned communication, a tongue-sticking-out emoji conveys a mocking, laughable sentiment. While this emoji typically bears a negative connotation, its use in a humorous manner - as occurred in the dialogue above - can render it positively received by recipients. By choosing this emoji, one can entertain their correspondent without the risk of being misunderstood. So, clear language without offensive vocabulary and the use of</p>

	emojis should be applied to ensure the recipient comprehends the message.
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Table 4.9 describes the use of the mocking laughter emoji, which indicates that someone is joking but almost crossing the line. However, this goes back to the context of the conversation whether it is negative or positive. As seen in the conversation above using the mocking emoji but joking because a friend did not join the lunch outside because he went home so the sender of the message mocked him. However, the meaning of the message is only known by those who have a friendship relationship.

b. Use of Emoji to Emphasize Negative Sentences

People have grown to habitually amplify their emotional responses and exercise caution when expressing themselves as online socializing has become ubiquitous. Negative emoticons are reserved for exceptionally intense emotions. Since humans experience a vast array of emotions, individuals tend to employ emojis to communicate a more precise depiction of their feelings when chatting with close companions or in private. Moreover, people frequently use emojis that symbolize their emotions to articulate robust sentiments. Moreover, in states of heightened emotion, negative emoticons are often used as the facial expression of preference. This has led to the emergence of language patterns utilizing emojis in online communication. Negative facial emojis, such as dissatisfied faces, are employed to convey distrust, disappointment, or

sadness. The underlying cause for this is the observed emotional reactions that occur in response to the interlocutor.



Table 4.10 Use of emoji faces in a state of tired stress

<p>Sign</p>	 <p>Figure 4.10 Face with Cold sweat</p>
<p>Object</p>	<p>”Gak kuat akuloh liat anak kelas 1” 🥵</p>
<p>Interpretant</p>	<p>In the previous conversation, the emoji of a face in a cold sweat was used. It is possible that the sender is feeling sad and stressed in relation to the energy-draining and emotionally challenging issues associated with grade 1 primary school students, which is common for children of this age. As an educator, it is important to remain calm and determined to help the student reach a peaceful state. To make the learning less tiring, a colleague suggested a game. The message conveyed is that one can feel upset and tired due to factors beyond their control, but they are still responsible for fulfilling their duties. Thus, using sad emojis to express stress is justified, and the language should be in tune with the user's</p>

	emotional response.
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Table 4. 10 Explaining the use of a stressed face emoji, which signals negative emotions. For instance, in the text message above, a teacher struggles to manage active grade 1 students, causing chaos in the classroom due to a lack of comprehension about classroom learning. Selecting the appropriate emoji is vital for conveying the intended expression of emotions. The use of the Cold Sweat Face emoji indicates exhaustion and can trigger significant stress when encountering unfamiliar situations and not knowing how to manage them. Therefore, this emoji is apt for highlighting challenging circumstances perceived by the message sender.

Table 4.11 Use of the crying face emoji for bad circumstances

Sign	 <p style="text-align: center;">Figure 4.11 Loud Crying Face</p>
Object	<p>“ Bisa tlg jemput kakak ke toko sakit x perut kk” </p>
Interpretant	<p>In the conversation text above, the sender of the message uses a crying face emoji. This emotion</p>

	<p>indicates that someone is experiencing deep and unstoppable sadness due to the state of the body that feels sick so it needs help from others. So that the conveyance of meaning that can be understood is the use of crying face emoji is used when the sentence in the text message is experiencing a bad situation like the conversation text above and the use of emoji supports the expression of understanding the language being used.</p>
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Table 4.11 The use of the crying emoji signifies strong feelings of sorrow, such as losing something of value, experiencing a difficult situation, or enduring unbearable pain, as can be seen in the example message. This expression conveys a profound sense of sadness caused by excruciating pain; therefore, the crying emoji is a natural representation of its function, depending on the intended subject. We should maintain objectivity when acknowledging that sad emotions are ubiquitous. When communicating via online platforms like WhatsApp, we can use the crying face emoji to express our emotions. The emoji adequately represents our feelings during challenging circumstances, so it becomes an automatic choice.

Table 4.12 Use of neutral face emoji for boring situations



<p>Sign</p>	 <p>Figure 4.12 Neutral face</p>
<p>Object</p>	<p>“Tugas mam nisa jon” 😐</p>
<p>Interpretant</p>	<p>The text above depicts the use of a neutral face emoji in response to a forgettable matter, as the message sender is somewhat agitated to respond due to their friend's failure to complete assigned tasks. So, the inference drawn from the text is that a conversation intended to make a positive impression becomes tense due to a mistake. This error results in a response that does not align with the sender's expectations. Thus, it is appropriate to use the neutral face emoji to convey the tense nature of the conversation.</p>

Table 4.12 describes the use of neutral emoji, indicating a face that has no expression because there is a little annoyance and a boring conversation because the response to the message is not as expected, so that the neutral face emoji can describe a cold situation. The neutral face emoji is an emoji that is used when someone doesn't really want to be disturbed but still has to reply to a message that is accompanied by a response that doesn't match what was expected. So this emoji is appropriate to use as a sign of not wanting to respond to something or to represent good feelings becoming bad moods.

Table 4.13 Use of facial emoji to express disappointment

<p>Sign</p>	 <p>Figure 4.13 Unamused face and smirking face</p>
<p>Object</p>	<p>"kan pesennya warna navy bun tapi yang datang warna abu-abu" 😞😞</p>
<p>interpretant</p>	<p>the text of the conversation above is seen using the unhappy face emoji sign where the sender expresses a sense of disappointment, annoyance, and displeasure which is very appropriate if used to show negative feelings. the sense of</p>

	<p>disappointment expressed by the customer is because the ordered item does not match the one in the picture. The use of this emoji serves as an expression of the customer's dissatisfaction with the wrong colour of the item. Expressing regret and disappointment with the service, the customer sent a text message accompanied by a displeased face emoji to further emphasise their dissatisfaction.</p>
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Table 4.13 Describing the use of dissatisfied and grinning face emojis, which may indicate sarcasm or expressions of disappointment when expectations do not match reality. Like in the aforementioned conversation, a customer was dissatisfied with the online seller's service as the received goods differed from what was offered. So, the use of emojis with frowning faces and glancing eyes can convey implied meanings of disappointment when statements do not align with reality. This often occurs when we fall for the lure of sweet words spoken by someone who convinces us but ultimately leads to disappointment. As for the dissatisfied and grinning face emojis, they represent feelings of annoyance and disappointment.


Table 4.14 Use of facial emojis to express anxiety

<p style="text-align: center;">Sign</p>	 <p style="text-align: center;">Figure 4.14 Worried Face</p>
<p style="text-align: center;">Object</p>	<p>” kalau Nampak kucing Persia putih abu kabari ya dak” 😞😞</p>
<p style="text-align: center;">Interpretant</p>	<p>The use of a frowning emoji with raised eyebrows can indicate feelings of sadness, tension, worry, anxiety, or disappointment. In this particular message, the sender expresses concern about her missing cat and asks her friends for help in finding it. Therefore, the message conveys both the emotional state of the sender conveyed by the emoji and the content of the message concerning her pet's disappearance.</p>

Table 4. 14 Use of the worried face emoji to express concern about anything could be an indication of generalized anxiety disorder if the worry and anxiety become uncontrollable, the worry becomes excessive, and the worry interferes with daily activities. The sender of the message is concerned about

losing his cherished pet while he is recovering from illness, just like in the text of the chat above. The worried face emoji can be used to depict perplexing circumstances or situations. When someone is stressed and perplexed, the issue is beyond their control. then the recipient of the message may be able to interpret this emoji's meaning.


Table 4.15 Use of facial emojis to express angry annoyance

<p>Sign</p>	 <p>Figure 4.15 Angry and Pouting face</p>
<p>Object</p>	<p>“Merdeka kau ya gada aku dirumah” 🙄</p>
<p>Interpretant</p>	<p>The screenshot of the conversation text above shows the use of the angry face emoji sign. As we know, angry emojis are one of the emojis that express negative feelings. Because the object of the message states the freedom of people to use</p>

	<p>goods without the owner's permission. Suddenly feelings of dislike and anger arise instantly. So the feeling of dislike and anger can be represented by the Angry Face emoji sign which shows wide open eyes with downward sloping eyebrows and a frowning mouth.</p>
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Table 4.15 Explaining the use of angry and dislike emojis indicates negative emotions, such as those felt when faced with something we dislike. Anger is a powerful feeling when someone is hurt or something negative occurs. It is caused by acute emotional reactions to some situations, including outward aggression, verbal attacks, disappointment, and frustration. As shown above, it is apparent that a younger sibling can utilize their older sibling's possessions without their permission while they are away. The emotions experienced in such situations can be expressed through the use of angry or frowning emojis, as the act of misusing property without the owner's consent tends to illicit feelings of displeasure and resentment. Consequently, when communicating online, one may choose to use angry emojis to convey these sentiments.

Tabel 4.16 Use of facial emojis to express tiredness and pressure

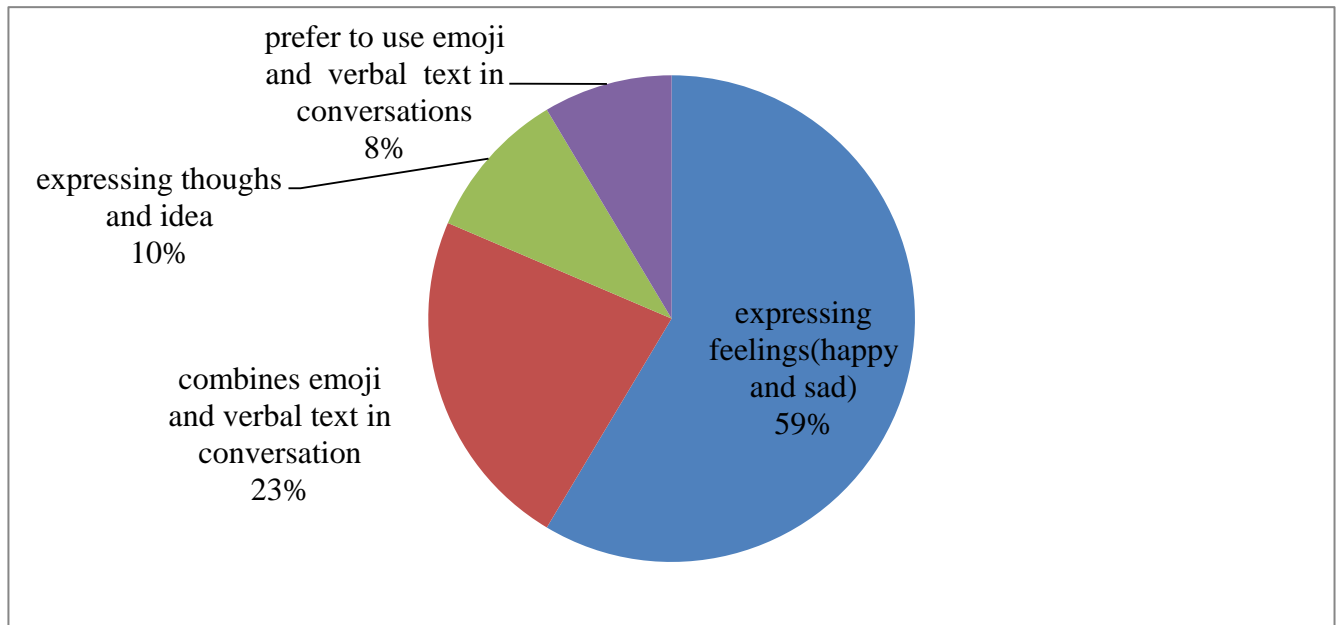
<p>Sign</p>	 <p>Figure 4.16 Tired face and weary face</p>
<p>Object</p>	<p>”iss ya mending bil aku blm sama sekali” 😞</p> <p>😞</p>
<p>Interpretant</p>	<p>The screenshot above uses the tired and weary face emoji. This emoji signifies feelings of tiredness and sadness that are actually no longer strong enough to deal with because of endless busyness. As seen in the object of discussion above, the recipient of the message has not done the assignment that will be deadline in the near future because of the endless busyness for his needs coupled with the tired state that must be</p>

	<p>faced with college assignments. So understanding the meaning of this tired and tired emoji as a depiction of someone's extraordinary fatigue and sadness, the use of this emoji is appropriate according to the text sentence that represents someone's feelings.</p>
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Table 4.16 To explain the use of the tired and weak emoji, this emoji represents a tired face with closed eyes and an open mouth as if yawning from fatigue, indicating fatigue from the pressure of a problem that cannot be solved due to increasingly busy activities. As in the example text above, a student who is busy working forgets the assignment given by the lecturer because he is busy working, so he is tired and no longer has the strength to continue the assignment given by the lecturer. With this delivery, the expression of deep exhaustion is as if he wants to scream and is no longer able to handle it. can be represented with a tired and exhausted face emoji as an expression of the feelings that person feels.

Emoji in WhatsApp is a different language (langue) that has several categories, including smileys and people (facial expressions), animals and people (facial expressions), animals and nature, food and drinks, activities, travel, and nature, people (facial expressions), food and drinks, activities, travel, and places, objects, symbols, and flags, locations, objects, logos, and flags. When having a conversation in the WA text field, internet users will use emojis (language) provided by WA. The level of speech concerns how certain internet users use emojis to convey their thoughts, sentiments, and emotions. According to the data

analysis, happy emojis and people-type emojis are the most widely used emojis in Indonesia, both in WA groupings and individually, with 59 %



Applying emojis (smileys and persons), which can paint a picture of the user's mood and feelings in a conversation in Whatsapp, online users can convey their emotions and feelings in an original manner, according to this research. This method of emoji communication also demonstrates an openness to individuals expressing their feelings and emotions in public. The main goals of utilizing smiley and human emoji are to expressing feelings (happy and sad) (59%), prefer to combines emoji and verbal text in conversation (23%), expressing thoughts and idea (10%), and prefer to use emoji and verbal text in conversations (8%).

Emojis are primarily utilized to express feelings and emotions in talks in WA, both in groups and individually, according to the research. The emoji that is most frequently used The facial expression emoji is the most popular type. Where individuals possess busy schedules preventing face-to-face communication,

emojis have become an essential feature on communication platforms such as WhatsApp. WhatsApp has become a popular alternative platform for social interaction and currently, a majority of groups use it, making long distance communication easier. The presence of emojis simplifies the description of feelings and aids in the recipient's comprehension of the message. This statement is in line with that stated by (Dresner & Herring, 2010) That knowledge of language use is as systematic as knowledge of the grammatical rules of the language used is well-established. As previously stated, acquiring knowledge of emoji codes (or any other linguistic code for such material) requires both communicative and linguistic competence.

2. Object

The object (or semiotic object) refers to the subject of a sign as well as its intended meaning. It can also encompass something tangible beyond the sign, typically in the form of a concept residing in the human mind. Anything that can be verbalised or contemplated constitutes an object, spanning from entities, connections, attributes, principles, to other distinct or fractional items.

2.1 The process of using emojis according to their functional context

Emojis are a useful and important communication tool as they enable us to express emotions and convey messages visually. They broaden the range of communication and add enjoyment to interactions, facilitating the sharing of emotions like happiness, sadness, and laughter with others. This non-verbal form of communication allows us to convey our thoughts and feelings to our conversational partners quickly and effectively. Emojis bridge the gap between verbal and nonverbal communication, magnifying message impact and enhancing

communication effectiveness. Through emojis, we can respond to messages accurately, expressing emotional subtleties that language often fails to convey. Furthermore, emojis can foster emotional bonds with others, eliciting positive emotions and enabling free expression of ourselves. This fact aligns with *Hand et al. (2022)*. The language phenomenon demonstrated indicates that emojis have become an integral component of language and text structures. They not only convey emotions and thoughts visually but are also utilised as sentence endings in social media. In such instances, conversational sentences are frequently devoid of proper punctuation, and the emotional context of the sentence is validly conveyed through the use of emojis.

Emojis have the ability to convey one's emotions in a message. However, relying solely on emojis can lead to confusion and complexity. Writing sentences with emojis can circumvent misinterpretation of the intended message. Given the ease of expressing emotions through emojis, some individuals prefer to use them in conjunction with traditional text, particularly when using WhatsApp. However, one should consider tailoring the use of emojis to the situation and context. While informal communication with familiar individuals allows for greater freedom in the use of emojis, exercising polite speech is more appropriate in formal settings and interactions with older individuals. An effective communication experience can be achieved by integrating both sentences and emojis.

The following is an example of a formal conversation with a lecturer that emphasises the object in question:

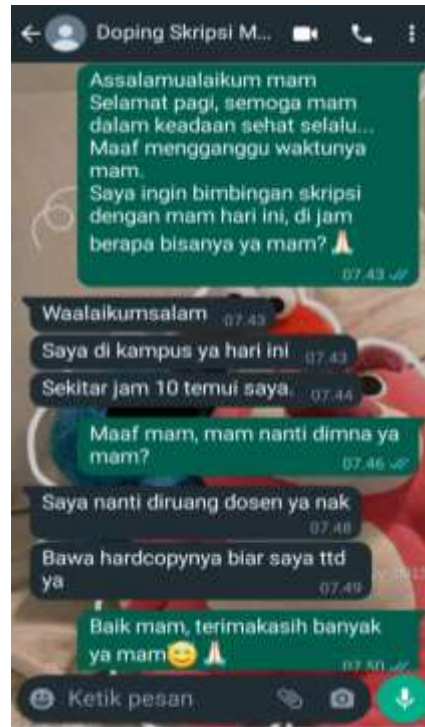
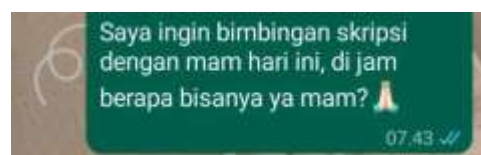


Figure 4.17 emoji to emphasize the message object

In Figure 4.17 the screenshot demonstrates the use of emojis in conveying messages through WhatsApp. The delivery of messages is adapted to the situation at hand, rather than adhering to structured patterns of message delivery. However, it is important to use objective language that can be logically interpreted even if it contains some degree of flexibility, as with the delivery of the message above using emojis. It is recommended to use sentence structures that focus on the discussion's topic as a way to ensure clarity.



When discussing topics in online conversations, cropped images often take on a significant role, conveyed through the use of emojis. As is widely recognised, emojis are frequently utilised when communicating online, particularly on

WhatsApp. Nevertheless, the above statement was composed with a deferential tone as it was intended for a lecturer. This individual is a crucial figure within the lecture, deserving of respect and admiration. When communicating with elderly or important individuals, a direct message outlining the purpose with the aid of courteous emojis can effectively convey the intended message to the recipient. Bear in mind that communication with lecturers should always be conducted in a professional and formal manner. So when crafting a message to a lecturer, it is essential to utilise polite, direct and concise language.

When communicating with elderly or important individuals, a direct message outlining the purpose with the aid of courteous emojis can effectively convey the intended message to the recipient. Emojis may aid in expressing feelings or intentions without subjective evaluations. They tend to be used in messages, especially to close acquaintances, although not commonly. Emojis may assist in displaying a positive mood while also substituting some text. Nonetheless, not every text warrants the use of emojis; sometimes plain text suffices. Ultimately, personal preference and the particular situation dictate whether emojis are utilised in a message. The use of emojis is popular and advantageous for individuals who appreciate them.

a. Use of emojis to make messages more interesting

Emojis represent facial expressions to enable individuals to convey their feelings. When used to symbolise emotions or to emphasise the meaning of a message, they draw attention and enhance online communication. On WhatsApp, emojis can convey the emotions experienced during a face-to-face conversation. The inclusion of emojis in

communication can substantially augment the clarity of what you intend to convey. Emojis are sometimes added to WhatsApp messages to enhance the content. Just including a few emoji faces can help express a certain message and purpose when communicating non-verbally. Emojis are described by Koch et al. (2022) as brief, visually stimulating digital icons that are utilized to convey emotions or send messages. This usage has become increasingly popular in recent times. With approximately six billion emojis sent on social media alone every day, emojis have become a significant component of our online communication.

3. Interpretant

When a representation is perceived, a cognitive process referred to as an interpretant occurs, which could lead to comprehension or understanding of the item that is being represented through the representation. Essentially, an interpretant is an individual who utilises a symbol and construes it to a specific interpretation or implication that they possess in their mind relating to the item that the symbol refers to.


3.1 Formation of meaning conveyed in whatsapp conversations

Meaning arises from the relationship between a sign and the object it represents. Our subconscious processes information from a WhatsApp conversation, deducing and summarising it into a particular meaning. Emojis contribute to shaping meaning when combined with a sentence, and the interpretant is the product of the sign and the object. Charles Sanders Peirce's renowned theory, comprising of three trichotomies, proposes that significance

must be interconnected to enable complete and well-structured sentence comprehension.

The process of creating representations involves two components: language and cognition, which work together to construct concepts in our minds for comprehending and interpreting meaning. However, language is indispensable for conveying meaning through communication.




Sign → **Object** → **Interpretant**

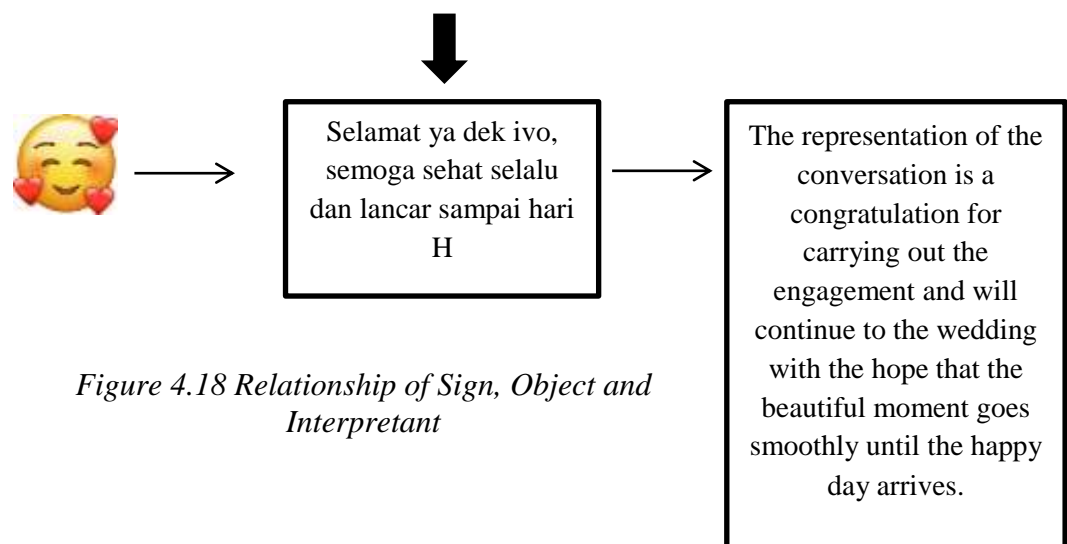



Figure 4.18 Relationship of Sign, Object and Interpretant

The relationship between the sign, object, and interpretant must be interconnected to create a representation of the interpretant. Therefore, heightened accuracy in a person's comprehension is necessary to effectively respond to a sentence. Emojis can assist in affirming the intended meaning within a given language and conveying desired emotions during online interactions. For Peirce, the interpretant is the component that facilitates the recovery of the representamen for a sign from an object, and is also the consequence of the process of semeiosis or signification.

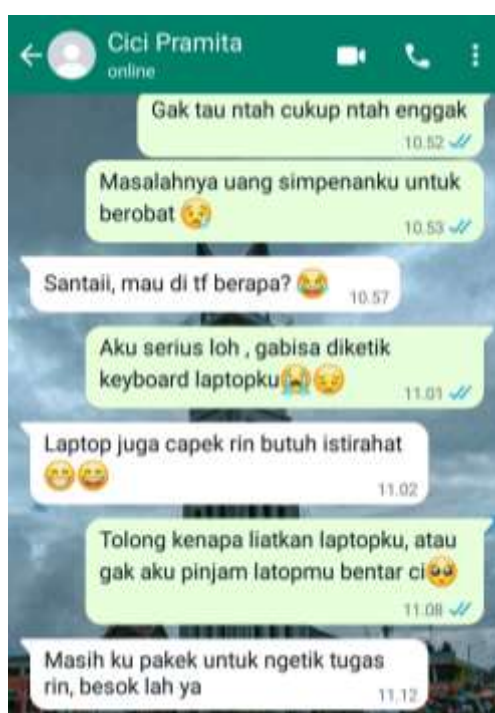
3.2 Misunderstanding the meaning of emoji use in online interactions.

Inappropriate and inadequately comprehended emoji selections can frequently result in problems and misunderstandings among users. Employing emojis imprudently or without grasping their significance can give rise to misunderstandings or be deemed impolite, though pupils can still depend on the emojis proffered by apps such as WhatsApp. Even though emojis can at times render it less complicated for us to articulate our intentions, the receiver of the message may misconstrue what we mean in other circumstances. This is because of the abundant selection of emojis available, which some adults struggle to comprehend completely, especially in online discussions. To evade misinterpretations, it is vital for users to utilise emojis prudently and grasp their usage context.

Table 4.17 Misunderstanding of the use of facial emoji

	 <p>The screenshot shows a WhatsApp chat with a contact named 'Pitrah'. The messages are as follows:</p> <ul style="list-style-type: none"> Sender: "Panggilan suara tak terjawab ya ah!!" (07:07) Receiver: "Ada apa bro miscal pagi?" (07:07) Sender: "Gapapa ki, cuma tertekan aja" (07:08) Sender: 😊 (07:08) Receiver: "Lagi ada masalah kau pit?" (07:10) Sender: "Nggak gpp kok cuma tertekan aja" (07:11) Receiver: "Yaude kalau ga mau cerita, kau yg sabar ya pit" (07:12) Sender: "Kubilang cuma tertekan loh!! Wamu tertekan pas aku mau ngeletak hp di kursi!!!" (07:13) Receiver: "OH!!" (07:13) 	
<p>The use of emojis that do not fit the context can cause misunderstanding for the recipient of the message. As seen in the conversation above, the logical understanding of the sentence may be acceptable, but the inappropriate application of emoji will lead to a different meaning. The sender says “<i>Gapapa ki, Cuma tertekan aja</i>” added with emoji 😊 (slightly smiling face) then the recipient of the message replies “<i>Lagi ada masalah kau pit?</i>” The recipient of the message certainly felt as if the sender was in trouble for sending a message with the sentence “<i>distressed</i>” accompanied by a forced smiley face emoji, but in reality the sender accidentally pressed the phone symbol in the conversation column. The use of emoji in communication does not have a big debate because everyone's perception is different in understanding it, so it must be more careful in its use..</p>		

In online WhatsApp conversations, users convey messages with clear intentions. However, interpretations of responses may differ due to the use of inappropriate language, call signs, or emojis. Misunderstandings can lead to awkward conversations, as they can create a discrepancy between language perceptions and emoji contexts. As a result, user reactions can be perceived both positively and negatively. Maintaining a harmonious and controlled conversation requires avoiding such situations..



WhatsApp messages portray senders experiencing unfavourable circumstances, such as a laptop crash. Emojis are utilised to convey and depict the sender's emotions, such as frowns and tears. However, the recipient misunderstands the message, prompting the sender to reply with a laughing emoji, indicating that individuals can associate their emotions with positive or negative

emojis as they please. Emojis enable nonverbal emotional communication, but they might not always be suitable for the context of the chat.

When communicating with new acquaintances, comprehending emoji usage is vital to prevent misinterpretations. It is essential to match the emoji sent with the meaning being conveyed and not to confuse the recipient. It is important to note that the recipient's interpretation of the message can be influenced by the emoji being used. For instance, a sender's use of a smile emoji might convey happiness, but the recipient's current mood could be different. Similarly, a crying emoji does not necessarily indicate that the sender is crying, but can have alternative meanings, even when things are not going well. Misunderstandings frequently arise when people employ emojis on WhatsApp, since each user has their own subjective interpretation. Emojis that express anger may assist the message's recipient in comprehending its intent, but they are limited in terms of effectively conveying emotions. Consequently, it is imperative to exercise caution when using emojis in order to ensure that the message is accurately understood.

It is important to be understanding when sending messages with emojis, as misunderstandings can easily occur. Choosing an appropriate emoji that accurately represents your intended emotion is crucial, as accidentally selecting the wrong emoji can change the meaning of the message for the recipient. For example, using an angry emoji instead of a smiley face can alter the overall tone of the message. Additionally, emojis, such as crying or laughing emojis, can have multiple meanings and may not always be indicative of the literal emotion being experienced. Different individuals may interpret emojis differently, leading to misunderstandings in communication. While emojis can express anger, they can

also be understood in other ways by the recipient. It is important to recognize that emojis have limitations and to be mindful of potential misunderstandings when using them on messaging platforms like WhatsApp.

This statement can also arise when many people use negative emojis, not because they are shedding tears, but because crying emojis signify adverse situations. Similarly, positive emojis, such as laughing emojis, indicate a state of happiness, amusement, or positive emotions, rather than just laughter. People use them in various emotional and funny situations. In accordance with the research of Dresner and Herring (2010), informal terms and emoticons should not be utilised in formal writing or to convey weighty subjects. Such informal language may result in misunderstandings or conflict. As online communication increasingly employs visual cues, it is likely that the use of emojis and other symbols will rise. Additionally, this trend may influence writing habits. If this is the case, the main explanation is that visually presented forms of writing have a more intuitive appeal.

B. Discussion

This section described the findings presented in the earlier section. This research discusses the theory of Charles Sanders Peirce (1830–1941), who views human life as a mixture of signs, and how these signs are used in representation. Peirce uses the concept of semiosis to illustrate that everything in this world is a sign that involves three stages of meaning, namely sign, object, and interpretant. A sign is something that can be accepted by the five human senses and represents something else. The object is what the sign refers to, while the interpretant is the

concept of thought of the person who uses the sign and gives meaning to the object that the sign refers to. In Peirce's semiotics, signs are important elements that humans use to understand and communicate with the world around them.

The results of the study include data on the types of yellow face emoji commonly used in the WhatsApp application. A total of 16 face emojis were found in user conversations conducted between July and August 2023. The research has found that face emojis can effectively convey a variety of emotions. For positive emotions, emojis can be used to express happiness, entertainment, love, relaxation, and moved. On the other hand, emojis can also emphasize negative emotions such as sadness, stress, fatigue, boredom, disappointment, anger, and the desire to give up during online interactions in WhatsApp chat rooms. The use of emojis is considered important in communication as it helps to clarify the meaning of the message. However, it is crucial to use emojis appropriately, as careless use can lead to misunderstandings and conflicts among WhatsApp users, which can ultimately damage relationships. Therefore, users are advised to pay attention to the meaning conveyed by different emojis and use them according to their intended function.

Emojis on WhatsApp are used as a language that has various categories, such as facial expressions, animals and nature, food and drink, activities, travel, places, objects, symbols, and flags. Internet users use these emojis in conversations in WhatsApp text fields. The most widely used emojis are happy facial emojis and human emojis, with a percentage of 59%. Internet users can use emojis to convey their emotions and feelings in an original way. This method of communication shows the openness of individuals in expressing feelings and emotions in public.

The purposes of emoji use include expressing feelings (59%), combining emoji and verbal text (23%), expressing thoughts and ideas (10%), and using emoji and verbal text in conversation (8%). Emojis are used primarily to express feelings and emotions in conversations on WhatsApp, and facial expression emojis are the most popular type. The emoji feature facilitates the delivery of messages and the understanding of messages by recipients. To understand emoji usage, communicative and lin

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the results and data analysis, the following conclusions were drawn by the researchers:

- a. Based on research conducted using conversation data on WhatsApp, there are several types of facial emojis that are most commonly used. These emojis can convey a wide range of emotions, both positive and negative. Among the most frequently used positive emoji types are those that express happiness, cuteness, emotion, and love. Meanwhile, there are also types of emojis that express anger, disappointment, sadness, and bad conditions. This study found that the use of emojis is very effective in conveying emotions during online interactions on WhatsApp. However, while emoji use is considered important in communication, it is also important to use emoji appropriately. Careless use of emojis can lead to misunderstandings and conflicts between users, which can damage relationships. Therefore, it is advisable for users to pay attention to the meanings conveyed by different emojis and use emojis accordingly.
- b. The process of nonverbal communication in online interactions has the purpose of providing information in the form of conveying the message to be conveyed, and emojis are used with the aim of expressing emotions when the process of conveying messages to recipients is more precise. The application of emoji supports the

message to make communication more interesting and expression can be represented by the use of emoji in accordance with the functional context of the emoji choice.

- c. Emojis can make it easier for recipients to perceive the meaning of messages, minimising misunderstandings in online interactions and making communication more effective.

B. Suggestion

1. Semiotics will help us discover more sign systems within and even in nature when we study languages such as social, communication, transport and society.
2. Whatsapp users are advised to use emoji according to the needs and purpose of sending messages in online interactions. This is very important to avoid misunderstandings in the interpretation of messages by communicants.
3. For researchers who will research in the same field, with all the shortcomings and limitations, the results of this study are information that can be used as a reference for further research. Therefore, it is hoped that researchers will test other aspects so that they can complement knowledge in the same

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APPENDIXES




APPENDIX 1 list of emoji types and meanings


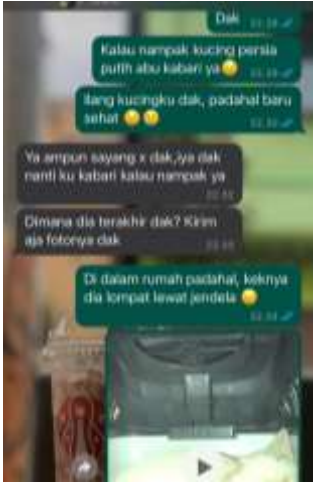

No	Figure	Semiotic Meaning
1	<p data-bbox="496 398 715 432">Fitry Ramadhani</p>  <p>The screenshot shows a WhatsApp chat conversation. The messages are as follows: <ul style="list-style-type: none"> zi, alhamdulillah aku udah acc sempro 😊😊 (09:32) Alhamdulillah 😊 daftar terus fit biar cepot maju (09:33) Ini lagi nyiapin berkas-berkas, doain aku ya zi 😊 (09:36) Iyaa fit, ku doain semoga lancar nanti pas seminar (09:37) Makasih ya zi 😊 (09:38) Sama-sama fit, semangat terus ya 😊 (09:38) Okee zi, zihan juga semangat ya genlitannya 😊 (09:40) Pasti semangat fit, thanks ya 😊😊 (09:41) </p>	<p data-bbox="874 398 1370 1016">Figure 4.1 is the use of the Smiling-Happy Face, meaning genuine happiness which is a warm and positive feeling, often used in conjunction to convey a high level of happiness. the wide happy smiling face emoji is perfect for describing the feeling of pleasure due to a mood-enhancing circumstance.</p>
2	<p data-bbox="496 1064 667 1097">Nurul Sofyra</p>  <p>The screenshot shows a WhatsApp chat conversation. The messages are as follows: <ul style="list-style-type: none"> Iyaa fit (17:03) Oh Tuhan itu pas udah ke 20. Bermania, Tuhan itu pas udah ke 21 hantunnya, heheheheh bui... (17:03) Selamat ya dek lvo, semoga sehat selalu dan lancar sampai hari H yaa cantik 😊 (17:03) Iyaa kakak cantik makasih bryk kakak 🙏🙏🙏🙏 (17:03) Sama sama dek, bahagia selalu yaa 🙏🙏🙏 (17:03) Aamin kk jgaa yaa bahagia slalu (17:03) </p>	<p data-bbox="874 1064 1370 1675">Figure 4.2 is the use of smiling and loving face emojis, which are used to support messages filled with excitement about beautiful things, especially those close to feelings of love. Like the text above expressing congratulations on the engagement, which is one of the most beautiful moments in life.</p>
3	<p data-bbox="496 1780 762 1814">Fasya Putri Randiya</p>	<p data-bbox="874 1780 1370 1957">Figure 4.3 is the use of a laughing face emoji with a slightly open mouth, with a little sweat indicating</p>


		<p>the actual situation in a crisp or boring chat condition but trying to stay calm so that there is no misunderstanding between the recipient of the message and the message can be conveyed when interacting online.</p>
4	<p>Nurpadillah Nasution</p> 	<p>Figure 4.4 illustrates the use of the laugh out loud emoji, usually used when talking about something very funny or because of something randomly said. This emoji is not suitable for sending to people who are respected or people you just met because it can cause awkwardness in communication.</p>
5	<p>Nadila Natasya</p> 	<p>Figure 4.5 is the use of a face emoji with winking eyes, indicating that a word, sentence or whole message should not be taken as funny or serious. Flirtatious intentions can also have other ulterior motives where this emoji is used when chatting in a relaxed atmosphere or communicating with people who rarely chat with us using this emoji is</p>

		proven in conversations to make the atmosphere seem relaxed and can create a fairly polite attitude or like there is an intention to get along with the interlocutor and leave a good impression.
6	<p>Angellia Bhenani By</p>  <p>The screenshot shows a WhatsApp chat with a blue background. The messages are as follows: <ul style="list-style-type: none"> Abgg (00:06) Dmn nak???? (00:06) Udh jam 12 ini, plggg (00:06) Masi di halat mak (00:11) Ntr lagi pulang 🍷 (00:12) Rawan begal loh bgg (00:22) Iya mak ini mau plg (00:24) Kok bim sampe" bg???? Mau d jemput ayah kau yaa! (00:24) Iya mamaku sayang ini pulang 🍷🍷 (00:30) Dri tdnya big mau plg (00:34) </p>	<p>Figure 4.6 is the use of the kissing with love emoji, usually used to send messages to loved ones such as parents, lovers or like something. In the conversation above, it can be captured the affection of a child to his mother, so the selection of the emoji kissing with a gust of love occurs naturally in conveying the message.</p>
7	<p>Hairunnisa Aulia Putri</p>  <p>The screenshot shows a WhatsApp chat with a dark background. The messages are as follows: <ul style="list-style-type: none"> Assalamualaikum dek (08:24) Masuk mana jadinya? (08:25) Waalikum salam kak (08:26) Tetap uin kak (08:26) Tes mandiri di uin 🤪 (08:27) Masyaallah, adek kakak (08:28) Banyak belajar y dek, semoga lulus 🍷 (08:28) Slap kak, udah belajar adek kak (08:30) Mantap lah, jangan nge-game aja ya bos 🍷 (08:31) Iya klakku yang canteak (08:31) </p>	<p>Figure 4.7 is the use of the face emoji with sunglasses, where this indicates someone who feels cool and other interpretations as if they can handle something with confidence. As seen in the conversation above when an older brother advised his younger brother to study when facing the exam test the younger brother replied to the message casually and confidently that he had studied and was ready to face the upcoming exam test.</p>
8	<p>Heny Ristianti</p>	<p>Figure 4.8 is the use of a teary face emoji as if crying, this emoji can</p>

		<p>signify different meanings depending on the object of the sentence used or the context of the message being discussed, namely this emoji can signify sadness that can still be held back and can signify feelings of emotion because of happiness. So the use of the teary face emoji can convey emotions with a hint of sadness but signifies happiness.</p>
9	<p>Sausan Sabila</p> 	<p>Figure 4.9 is the use of a mocking emoji, which indicates that someone is joking but almost crossing the line. with a tilted head, extended tongue, and a wide grin with a negative gesture that expresses a mocking or teasing expression. However, this goes back to the context of the conversation whether it is negative or positive. However, the meaning of the message is only known by those who have a friendship relationship.</p>
10	<p>Thalya Marcanda Tarigan</p>	<p>Figure 4.10 is the use of a cold sweaty face, generally associated with feelings of sadness, hurt, frustration, and disappointment. Similar to the Crying Face but the</p>

		<p>presence of sweat makes this emoji can be interpreted as fatigue. as in the text message above that a teacher is unable to deal with grade 1 students who are very active in class so a teacher feels tired of dealing with chaos in the classroom due to a lack of understanding in handling learning in the classroom.</p>
11	<p style="text-align: center;">Putri Bayat</p> 	<p>Figure 4.11 is the use of the loud crying emoji, this indicates a deep feeling of sadness such as losing something you like, a very bad situation or an unbearable pain as in the example message above, it is clear in the delivery of the expression that the sender of the message is feeling deep sadness due to extreme pain, so the crying emoji can represent its function naturally according to the intended object</p>
12	<p style="text-align: center;">Novita Ramadani</p> 	<p>Figure 4.12 is the use of a neutral emoji, this is used to show indifference or a state of not being impressed by something. the face is expressionless because there is a slight sense of annoyance and boring conversation because the message response is not as expected, so the neutral face emoji can describe a cold situation.</p>
13	<p style="text-align: center;">Evi Indiani</p>	<p>Figure 4.13 is the use of Unamused</p>

		<p>face and smirking face: has a variety of meanings, especially for negative feelings, such as displeasure, annoyance, and dissatisfaction. This emoji shows a face with horizontal eyebrows, eyes turned to the left, and a slightly pouting mouth. Unamused face and smirking face emoji, which can show sarcasm or an expression of disappointment when what is expected does not match reality.</p>
14	<p>Cania Henfaridja Alya</p> 	<p>Figure 4.14 is a use of the worried face emoji, which shows worry about something. Not only does this emoji communicate worry but also shock and fear, the raised eyebrow emoji with a wide frown can connote an expression of sadness or tension, including worry, anxiety, or even disappointment.</p>
15	<p>Soechi Kurnia</p> 	<p>Figure 4.15 is the use of Angry and pouting face emoji, These two expressions are often used together to convey anger, Angry Face shows wide open eyes with downward slanted eyebrows and a pouting mouth. This expression can easily be interpreted as someone being angry, upset, annoyed, or humiliated. It shows negative feelings such as the</p>

		emotions felt when seeing or feeling things we don't like.
16	<p>Reni Safira</p> 	<p>Figure 4.16 is the use of the Tired face and weary face, While meant to represent fatigue, these emojis usually convey varying degrees and tones of frustration, sadness, joy, and compassion, as if unable to cope with how great someone or something is. tired and unfit emoji, this emoji signifies exhaustion due to the pressure of problems that can no longer be done due to increasingly hectic activities.</p>

Appendix 2 interview with whatsapp users

INTERVIEW WITH UMSU STUDENT

- A. assalamualaikum, good afternoon. sorry to interrupt your time. my name is zihan puspita ningrum, I'm an umsu student of English education programme. may I know your name?
- B. My name is Susan from the English education study programme 4th semester, how can I help you?
- A. my goal is to interview you to ask what you think about the sign on the whatsapp application in the form of emoji as an intermediary for sending messages on whatsapp for the purposes of my final project. are you willing to provide an explanation of this?
- B. Well, I'll explain how far I've thought about it. Before that, may I know the title of your research?
- A. Well, let me explain, my title is HOW EMOJI AS A TOOL FOR DIGITAL COMMUNICATION AFFIRM MEANING IN ONLINE INTERACTIONS: A SOCIAL SEMIOTICS. In this research, I will find the meaning contained in various forms of facial emojis according to Charles Sanders Peirce who is a semiotics expert, and also make the meaning of the emojis. The semiotic expert, and also make meaning and describe it based on its functional context.
- B. oh I see, well you show me the face emoji then I'll describe it according to my views
- A. Okay, but first I'd like to ask you about how good the emoji feature is at conveying messages on whatsapp?
- B. I think it's great, because emoji in messages can help us to express our feelings such as sadness, laughter, crying, happiness, and others that we can only express through text. but we can express our feelings and convey messages with the emoji feature.
- A. al raight susan, so what do you think is your favourite emoji?
- B. I'm more interested in happy emojis such as emojis that express happiness for example smile emojis, laughing emojis or smile emojis with lots of hearts. I feel a good mood when sending that emoji and the recipient also

responds well then it will create a good relationship and the state of the conversation that is established becomes a warm one.

- A. Well, how do you respond to using emojis with the messages you send?
- B. The use of emoji in online interaction is as a complement to my conversation, where I describe the feelings I expect in the hope that the recipient of the message can understand the meaning of the message I send by being supported by the emoji according to its functional context, so that there is no misunderstanding to the recipient.
- A. Do you think the use of emoji has its difficulties?
- B. I don't think there are many difficulties in using emojis, such as being confused about choosing the right emoji according to the message we send or accidentally sending the wrong emoji. It all depends on everyone's tastes and opinions because people's opinions also vary. It's just that sometimes people misunderstand what we mean by the emoji. You only need to send emojis that suit the person you are chatting with, don't send inappropriate emojis to just anyone because it will be considered rude.
- A. waw, I'm very excited about your answer. and the last question what type of emoji do you use most often?
- B. I prefer happy emojis or positive emojis. but I use laughing emojis, smiling emojis, smiley emojis with a lot of heart, moved sad face emojis, mocking face emojis, and cool face emojis more often. the use of emojis depends on my taste if I want to use emojis while chatting, if I don't need emojis, I don't add them.
- A. Well susan, Thank you very much for all the opportunity and the answers you have provided that you have given about the use of emoji. May you be given health and ease in your studies. Assalamualaikum susan...
- B. Waalaikumsalam kak zihan, I hope you finish your studies quickly and graduate on time ...
- A. amen, thank you susan, may your studies also be facilitated until completion, keep up the spirit

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Information :**A. The Reserchers****B. UMSU Students**

- **Name : Susan Sabila**
- **Class /Semester :4_A Morning**
- **Major : English Education**



INTERVIEW WITH WHATSAAP USERS

- A. Good afternoon sis, I am zihan puspita ningrum, a student of UMSU semester 8 English education study programme. Firstly, can you introduce yourself?
- B. Good afternoon, my name is Elsa Christin hutagaol student of HKBP nomensen university final semester.
- A. Okay, firstly, my goal today is to find out more about what you think about using emoji when using emoji.
- B. Alraight sis, so what can I help you with?
- A. Well, let me explain, my title is HOW EMOJI AS A TOOL FOR DIGITAL COMMUNICATION AFFIRM MEANING IN ONLINE INTERACTIONS: A SOCIAL SEMIOTICS. In this research, I will find the meaning contained in various forms of facial emojis according to Charles Sanders Peirce who is a semiotics expert, and also make the meaning of the emojis. The semiotic expert, and also make meaning and describe it based on its functional context.
- B. Okay, your title is pretty good, I'll try to give you my best response.
- A. Almost all students use android and communicate through digital media, what do you think about online interaction through social media, especially whatsapp?
- B. In my opinion, the use of digital media really helps us to interact with each other even from a distance and relationships can still be established even if we are not face-to-face. We can still exchange messages or make phone calls and video calls. So the presence of digital media, especially whatsapp, is the best medium to greet and exchange messages at this time in my opinion.
- A. Talking about messaging on whatsapp, how often do you use the emoji feature when interacting online?
- B. Almost every day I use whatsapp and interact in the chat column to connect with the people closest to me, especially campus friends or my parents. And not infrequently when sending messages I also add emojis to

the sentences in my messages as a description of the feelings I feel at that time and also the advantages of these emojis can reinforce the meaning of the message I send so that the recipient can receive the message better.

- A. Furthermore, what are your thoughts on the use of emojis to combine well with the message being conveyed?
- B. In my opinion, when we are going to send a message we must first understand the forms of emojis that exist, then when adding emojis to the text of the sentence to be sent we must know in advance what is the purpose of the sender so that the emoji chosen can support the sentence of the message to be sent so that between the sentence and the emoji will produce a product called the meaning of the message received by the recipient of the message in describing the feelings or expressions of the sender. I think emoji is a very interesting thing in indirect communication today.
- A. Regarding the product (meaning) between sentences and emojis, do you always use emojis when sending messages to everyone?
- B. Oh of course not, when I will use emojis in the messages I send I look at who I will send the message to, if I will chat with lecturers or people who rarely communicate with me then I only use clear and polite sentences without emojis, but if it is to friends or closest people I will easily send free messages with emojis added to make the atmosphere warmer and more entertaining. I prefer to send messages using emojis sometimes but not often like literally every text I use emojis some texts need emojis but also don't need them
- A. Do you think the use of emoji can make communication go smoothly/ and what kind of emoji do you usually send?
- B. The right emoji can be fused with the sentence that matches the emoji, so that expressions such as happiness, sadness, feelings of dislike, even disappointment and emotion can represent these expressions well if the user chooses the right emoji and can be conveyed properly, so that there is no misunderstanding between people.

- A. Well, thank you very much for your time on this occasion, I will make the best use of the data.
- B. Okay, thanks again, I'm also happy to be able to help friends, and provide ideas that I have, keep up the good work zihan, hopefully he will finish his studies quickly.
- A. Okey elsa, I hope you also quickly complete your studies on time, thanks again.

Information

A. The Researchers

B. Nomensen Student

- **Name : Elsa Christin Hutagaol**
- **Class/semester : 8_A Morning**
- **Major : Administrasi Publik**



APPENDIX 3 Curriculum Vitae

CURRICULUM VITAE

IDENTITY

1. Name : Zihan Puspita Ningrum
2. Place / Date of Birth : Delitua, 20 March 2001
3. NPM : 1902050045
4. Gender : Female
5. Religion : Islam
6. Father's Name : Sukarniawan
7. Mother 's Name : Rukiyah
8. Address : Delitua, Pasar 1 Sidomulyo A
9. Email : Zihanpuspita321@gmail.com



EDUCATION

1. Elementary School (SDN) 104217 Sidomulyo A
(2007-2013)
2. Junior High School (SMP) Swasta Yapim Biru – Biru
(2013- 2016)
3. Senior High School (SMAN) 1 Delitua
(2016-2019)
4. Bachelor's Degree Strata 1 in English Education Department, Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara (2019 - 2023)

APPENDIX 4. Permohonan Persetujuan Judul Skripsi



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : Zihan Puspita Ningrum
NPM : 1902050045
Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
How Emoji As a Tool for Digital Communication Affirm Meaning in Online Interactions: A Social Semiotic	ACC 11/12-22

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh
Dosen Pembimbing

Dr. Khairun Niswa, M.Hum.

Medan, Desember 2022
Hormat Pemohon,

Zihan Puspita Ningrum

APPENDIX 5 Form K-1



MAJELIS PENDIDIKAN TINGGI
 UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
 FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
 Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
 Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Form : K - 1



Kepada Yth: Bapak Ketua & Sekretaris
 Program Studi Pendidikan Bahasa Inggris
 FKIP UMSU

Perihal : PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Zihan Puspita Ningrum
 NPM : 1902050045
 Prog. Studi : Pendidikan Bahasa Inggris
 Kredit Kumulatif : 115 SKS

IPK= 3.62

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan Dekan Fakultas
	How Emoji As a Tool for Digital Communication Meaning in Online Interactions: A Social Semiotics	
	An Analysis Instagram Application on BBC News Content the Development of English Vocabulary With Simple Information Concepts	
	The Use of Tiktok Aplication on the Learning Video Content "English With Movie" to Improve English Students Pronunciation	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 14 Desember 2022
 Hormat Pemohon,



Zihan Puspita Ningrum

Keterangan:

- Dibuat rangkap 3 :- Untuk Dekan/Fakultas
 - Untuk Ketua/Sekretaris Program Studi
 - Untuk Mahasiswa yang bersangkutan

APPENDIX 6 Form k-2



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Form K-2

Kepada : Yth. Bapak Ketua/Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr. Wb

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa : Zihan Puspita Ningrum
NPM : 1902050045
Prog. Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

How Emoji As a Tool for Digital Communication Affirm Meaning in Online

Interactions: A Social Semiotic

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu:

1. **Dr. Khairun Niswa, M.Hum.**

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, Desember 2022
Hormat Pemohon,

Zihan Puspita Ningrum

Keterangan
Dibuat rangkap 3 :
- Untuk Dekan / Fakultas
- Untuk Ketua / Sekretaris Prog. Studi
- Untuk Mahasiswa yang Bersangkutan

APPENDIX 7 Form k-3

FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Jln. Mukthar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor :3464 /II.3/UMSU-02/F/2022
Lamp : ---
Hal : Pengesahan Proyek Proposal
Dan Dosen Pembimbing

Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan Perpanjangan proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : Zihan Puspita Ningrum
N P M : 1902050045
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : How Emoji As a Tool for Digital Communication Affirm Meaning in Online Interactions: A Social Semiotics.

Pembimbing : Dr. Khairun Niswa.,M.Hum.


Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditentukan.
3. Masa daluwarsa tanggal : 20 Desember **2023**

Medan 26 Jumadil Awal 1444 H
20 Desember 2022 M

Wassalam
Dekan




Dra. Hj. Syamsuwanita, M.Pd.,
NIDN : 0004066701

Dibuat rangkap 5 (lima) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :
WAJIBMENGKUTISEMINAR



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APPENDIX 8 Berita Acara Seminar Proposal



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id


BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Rabu Tanggal 12 Bulan April Tahun 2023 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :


Nama Lengkap : Zihan Puspita Ningrum
N.P.M : 1902050045
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : How Emoji as A Tool Digital Communication Affirm Meaning in Online Interaction: A Social Semiotics

No	Masukan dan Saran
Judul	
Bab I	1) Add novelty sentence in the background of the study 2) Revise the identification of problem
Bab II	1) Revise the emoji table using paragraphs
Bab III	1) Revise the research design 2) Revise the technique of analyzing data.
Lainnya	
Kesimpulan	[] Disetujui [] Ditolak [✓] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas


Pirman Ginting, S.Pd., M.Hum.

Ketua


Pirman Ginting, S.Pd., M.Hum.

Dosen Pembimbing


Dr. Khairun Niswa, M.Hum

Panitia Pelaksana


Rita Harisma, S.Pd., M.Hum.

APPENDIX 9 Surat Keterangan Seminar Proposal



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp.061-6619056 Ext, 22, 23, 30

Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Sumatera Utara, menerangkan di bawah ini:

Nama Lengkap : Zihan Puspita Ningrum
N.P.M : 1902050045
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : How Emoji as A Tool Digital Communication Affirm Meaning in
Online Interaction: A Social Semiotics

benar telah melakukan seminar proposal skripsi pada hari Rabu, tanggal 12, Bulan April, Tahun 2023.








Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan Fakultas. Atas kesediaan dan kerjasama yang baik, kami ucapkan terima kasih.

Medan, 6 Juli 2023

Ketua Program Studi

Pirman Ginting, S.Pd., M.Hum.

APPENDIX 10 Surat Permohonan Izin Riset

 UMSU Unggul Cerdas Terpercaya Bila menepati janji itu agar diwujudkan nomor dan tanggalnya	<p>MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH</p> <h3>UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA</h3> <h3>FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN</h3> <p>UMSU Terakreditasi Unggul Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 1913/SK/BAN-PT/AK.KP/PT/XU/2022 Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003 https://fkip.umsu.ac.id fkip@umsu.ac.id umsumedan umsumedan umsumedan umsumedan</p>
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Hal : Izin Riset	
Kepada : Yth. Bapak/Ibu Kepala Perpustakaan UMSU Di Tempat.	
Bismillahirrahmanirrahim Assalamu'alaikum Wr. Wb	
Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :	
Nama : Zihan Puspita Ningrum N P M : 1902050045 Program Studi : Pendidikan Bahasa Inggris Judul Penelitian : How Emoji as A Tool Digital Communication Affirm Meaning in Online Interaction: A Social Semiotics.	
Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.	
	<p>Wassalam</p>  Dra. Hj. Svamsuyurnita, MPd. NIDN : 0004066701
**Pertinggal	
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APPENDIX 11 Surat Keterangan Selesai Riset



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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SURAT KETERANGAN

Nomor : 808 /KET/II.3-AU/UMSU-P/M/2023

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Zihan Puspita Ningrum
NIM : 1902050045
Univ./Fakultas : UMSU/Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pend. Bahasa Inggris

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

“How Emoji as a Tool for Digital Communication Affirm Meaning in Online Interaction : A Social Semiotic”

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 15 Safar 1445 H
31 Agustus 2023 M

Unggul | Cerdas | Terpadu

Kepala Perpustakaan



Yusman Arifin, S.Pd, M.Pd

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