

**VISUAL SEMIOTIC COMMUNICATION ANALYSIS ON
THE CHANNEL OF *TEDx TALKS* PRESENTATION**

SKRIPSI

*Submitted in Partial Fulfilmen of the Requirement
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

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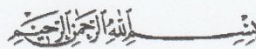
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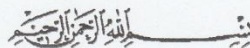


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ABSTRACT

Hutabarat, Agustriani. 1502050108. “Visual Semiotic Communication Analysis on the Channel of *TEDx Talks* Presentation. Skripsi”. English Education Program Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara (UMSU). Medan. 2019.

This study is a study analyzing semiotics in visual communication on the TEDx talks channel presentation. The purpose of this study is to find out the meaning of semiotics, signs, symbols, and emojis used in visual communication. In this study using a qualitative descriptive method used based on descriptive phenomenon design. The researcher took sixteen pictures from five speakers of the TEDx talks presentation. In data collection, based on semiotics, signs, symbols and emojis are explained by the speaker and used in visual communication. The steps to collecting data are watching and understanding signs, symbols, and emojis of the TEDx talks on YouTube, capturing, and analyzing signs, symbols, and emojis. Suggestions for students in the English language department to learn more and understand more about the concept of semiotics. This can make it easier to analyze and understand the meaning contained in signs, symbols, and emojis. From the analysis, researchers found that there were sixteen signs, symbols, and emojis used in visual communication of the TEDx talks presentation.

Keyword: *semiotic, sign, symbol, and emoji, tedx talks channel*

ACKNOWLEDGMENTS

Assalamu'alaikum Warahmatullahi Wabarakatuh

Firstly, in the name Allah SWT the most beneficent, the most merciful and all the praise to Allah SWT which already gave us healthy and mercy, so that the researcher was able to finished this study and second shalawat and salam to our prophet Rasulullah SAW which has brought us from the darkness until the brightness era. The aim of doing this research was to full fill the requiretments for the degree of the Sarjana Pendidikan.

In completing this study entitle "*Visual Semiotic Communication Analysis on the Channel of TEDx Talks Presentation*", the researcher faced so many difficulties and problem but those dod not stop the efforts to make a better one, and it was seemed imposible to be done without helps from the others. Thus, the researcher would like to express her grateful felling especially for her dearest parents : Bapak Hamdani Hutabarat and Ibu Nita Manullang also her lovely sisters Hamita Sari Hutabarat, Evi Melinda Hutabarat, Rina Wati Hutabarat, Melisyah Hutabarat, and her brothers Rudi Wardana Hutabarat, Revandi Hutabarat. her Grandfathers and Grandmothers, all of her uncles and aunts for their sincere prayer, love and support in moral and material during her academic year in completing her study at University of Muhammadiyah Sumatera Utara. May Allah SWT alwyas bless them, thanks for their love. then, the researcher also would like to thank:

1. Dr. Agussani, M.AP, the Rector of University of Muhammadiyah Sumatera Utara.
2. Dr. Elfrianto Nasution, S.Pd, M.Pd as the Dean of Faculty of Teacher Training and Education University of Muhammadiyah Sumatera Utara who has given recommendation her to carry out the study.
3. Mandra Saragih, S.Pd, M.Hum and Pirman Ginting, S.Pd, M.Hum as the Head and Secretary of English education Program of Faculty of Teacher Training and Education for their administrative service, so she could finish this study.
4. Prof. Amrin Saragih, M.A., Ph.D as her supervisor who has given his suggestions, ideas, advices, comments and guidance in writing this study.
5. All the lectures of Faculty of teacher Training and Education who had given their valuable thought in English teaching to her during her academic years at University of Muhammadiyah Sumatera Utara.
6. The Head of Umsu Library to gave permission to do research in Perpustakaan Umsu.
7. Her Lovely best friends Baby Pink and Tubir who always accompany her, always give support and spirit, advice and idea to finish her study, she really loves them til the end.
8. Her beloved friend Nurul Fatimah for the support and care. The one who accompany her for waiting her supervisor in front of lecture's room.
9. All her friends in VII B Morning Class English Departement of FKIP UMSU.

10. Her little family at rented house Ampera 6 No. 22 and Kos Tiyo Water who always give support to finish her study, thank you for being her little family.

Wassalamua'alaikum Warrahmatullahi Wabarakatuh.

Medan September 2019
The Researcher

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CHAPTER I

INTRODUCTION

A. Background of the Problem

Human's communication can use verbal or non verbal communication. As technology develops and the human mindset, the delivery of information or messages can be with the use of media depiction. Visual semiotic communication (images, signs, symbols, emojis, graphic designs or illustrations) makes it easy to convey information or messages to (readers). The semiotic tradition explores the study of sign and symbol as a significant of part of communication. Semiotic is closely related to the field of linguistics which study the meaning of language more specifically. The study of sign process help to understand how teaching means to communicate by means of signs and learning means to interpret and the capacity of interpreting sign.

Semiotic is interesting study in the contribution of education, which focuses in sign made by human in visual communication. According to Kress (2003: 3) is a science of the sign, a fusion of form (signifier) and meaning (signified). Semiotic provides to understand in a different way by language between the image and society. In the modern, technologically developed world, man is exposed to photos more than ever (photography, image, art, architecture, billboards). Visual impact, as the most convincing form of attention, influences the formulation of human's opinions and attitude to respond to the meaning of

sign. Therefore semiotics, the science of studying signs and meanings, become an important science in explaining the semiotic aspect of society.

The semiotic is the study of signs, these signs convey information or message so that it is communicative. Its existence can replace something else, can be thought of, or imagined. Human realizes in understanding the meaning of sign is due to a social agreement between the user community of the language about the meaning.

Visual communication is the process of delivering information or messages using media depiction, illustration, symbol, graphic design that can be understood by people who see. The use of visual communication is one phenomenon in conveying or sending messages to humans. Forms of visual communication are usually signs, symbols or emojis, each of which has meaning. Sometimes people are lazy to write or say with words that are too long. Therefore to shorten speaking or writing using signs, symbols or emojis. With humans creating communication variations by using signs, symbols or emojis facilitate communication with others that can be read by the sense of sight.

According to Brian (2013: 15) Semiotic and visual representation should concerned with the meaning how representation (language, images, objects). Greet (2014: 14) on his journal illustrated that the analysis semiotic analysis can be applied to the visual image, art, and many things that can take as signs. symbol, or emoji that has a relationship with visual communication in semiotics. The analysis of visual semiotic on the channel videos should captivate the

audience using sign and deliver messages. The analysis figures out that visual semiotic can have strong referential function representing many aspect of reality.

In life, people like to use signs, signs serve as a medium of visual communication to convey messages and information. And signs are the way humans communicate with many people. Any sign must be expected to make the user understand the meaning contained in the sign. But in reality, based on previous research the use of semiotics in visual images must be based on semiotic concepts to understand the meaning contained in signs, symbols, or in visual images. Humans create signs in visual images to make it easier to communicate with people. In the sign contains the agreed meaning as the meaning intended in the sign, symbol, and emoji in the semiotic concept.

However, based on this, the reason the researchers raised this title that researcher want to know semiotic concepts such as signs, symbols, emojis used by human's in visual communication. And most people don't know what the signs, symbols or emojis they use in communication mean. And here, researcher focus on analyzing the meaning of semiotic elements from signs, symbols or emojis delivered in TEDx Talks presentations.

B. The Identification of The Problem

1. The user do not realize the meaning of using semiotics in communication.
2. The use of visual media in the delivery of signs from visual communication.

C. The Formulation of the Problem

The problems in this study are formulated as follows:

1. What semiotic signs are used in TEDx Talks ?
2. How are the signs realized in visual semiotic ?
3. Why are the form realized in the way they are ?

D. The Objective of the Study

In relation to the problems, the objectives of the study are described as following:

1. To analyze semiotics used in visual communication.
2. To analyze the meaning of the use of semiotics presented by the speaker on TEDx Talks.
3. To explain the factors affecting the use of visual semiotics in communication.

E. Scope and Limitation

The scope of this study is semantic, semiotic in understanding the meaning of semiotics which is presented by the speaker in the TEDx Talks

program. Present semiotics such as signs, symbols, and emojis which contain elements of semiotic meaning and understand the meaning conveyed.

F. The Significance of Study

The findings of this study are expected to be relevant and theoretically significant. This finding can contribute to all readers for those who care about this field. In the following significance the research is stated theoretically and practically.

1. Theoretically

Finding of the study are expected to enrich the study of visualsemiotic and enhance knowledge to analyze signs, symbols or emojis in visual communication. And this study increasethe reader of the aplication and implication using semiotics in communication.

2. Practically

Practically, the usefulness of the invention is explained as follows:

- a. To other researchers; It is recommended that this study be further extended in the semiotic use of visual media in communicating how the meaning contained in semiotics is on signs, symbols, and emojis that people use to communicate with others.
- b. For all readers; It is recommended to use this study as a reference for understand the application of semiotics in visual communication, especially for people in submitting and receiving messages using signs, symbols or emojis in accordance with the meanings conveyed.

CHAPTER II

THE REVIEW OF LITERATURE

A. Theoretical Framework

Theoretical framework is important for researchers and readers. In this case, it provides several terms, which are important to clarify from the start to minimize or prevent misunderstandings between researchers and readers about the topic. There are many points in this study that are discussed for readers and researchers having the same perception as follows:

1. Semantic

Semantics comes from Greek *sema* (noun) which means sign or symbol. The verb is *semaino* which means mendai or symbolize. What is meant by a sign or symbol here as an equivalent *sema* word is a linguistic sign. As stated by Saussure, which consists of (1) components that interpret tangible forms of language sounds and (2) components that are interpreted as tangible or meaning from the first component, both of these components are signs or symbol; while the one marked or symbolized is something that is outside the language commonly referred to as a referent or designated thing.

Kreidler (1998: 3), semantics is the branches of linguistics which study about the meaning of language. The systematic study of meaning and linguistic semantic is the study of how languages organize and express meanings. It means that meaning in linguistic semantic is very needed to limit human's expression

of meanings in a single language. There were three disciplines were concerned with the systematic study of meaning, in itself: psychology, philosophy, and linguistics. It means that psychologist interested in how individual humans learn how they retain, recall or loss information. Philosophies of language were concerned with how a human knows, how any particular fact that humans know or accept as true was related to other possible facts. And then, the last systematic study of meaning is about linguistic, linguistics want to understand how language works.

2. Semiotic

Semiotics according to Kress (2003: 5) is the science of the sign, a fusion of form of signifier and meaning signified'. According to Benny as his understanding, semiotics is science that examines the sign in people's live. Semiotic analysis is used in the study of sign processes in various fields such as; architectural linguistics, communication, medicine, anthropology, and others. Simultaneously, American philosopher Peirce published his own ideas about the effect of the sign on society. Semiotic theory studies the system of any signs, including written texts, films, logos, or forms of behavior (Floch, 2001: 42). Semiotics is the main sign used by humans to communicate, including in visual communication. Most fundamental concept of semiotics, signs is a distinctive sign may be verbal, visual, phonetic to them but obviously this does not mean that these things alone are something that we increased (Zeimaran, 2004: 17).

Semiotics is a branch of science that shows an increasingly important influence since four decades ago, not only as a method of decoding but also as a method of creation (encoding). Semiotics has developed into a very broad paradigm model for various scientific fields, which creates special branches of semiotics, including semiotics (Zoo semiotics), medical semiotics (medical semiotic), literary semiotics, architectural semiotics, art semiotics, art semiotics, fashion semiotics, film semiotics, television semiotics and including design semiotics. In the field of design in particular, semiotics is used as a paradigm both in reading and creating because there is a tendency lately in the design discourse to see objects of design objects as a language phenomenon, in which there are signs, messages that want to submit, rules or codes that govern (code) as well as people involved in it as the subject of language audience, reader, user.

Semiotics is closely related to the field of linguistics, which in part learns more specifically about the structure and meaning of language. The semiotic tradition that explores the study of signs, symbols or emojis as an important part of visual communication. The aim of semiotics is to understand both human's capacity to make and understand signs and symbols, the knowledge-making activity this capacity allows human beings to carry out (Seobok, 2001: 4). Signs function as a code between individuals and they trigger or unlock previous experiences (Cobley 2001: 3). In short, Humans function as homo significance meaning, as makers of meaning that uses signs to receive, understand, and convey information through various means including in visual communication.

According to Saussure in *Course in General Linguistic*, as the science that studies signs as part of social life. Semiotics, as defined by Rose is the theoretical approach to how “images make meanings head on.” (Rose,2016: 78) This differs from Compositional Interpretation as it is less, of descriptive analysis and more a deconstruction of an image and its relationship to a broader context. Rose, states how: the most basic part of mainstream semiology is the sign, and how this can be broken down into two main elements. The signified; the concept behind the object in the picture. Signifier; Pictures or sounds that are attached to the ones marked. Semiotic analysis is used in the study of sign processes in various fields such as linguistics, architecture, communication, medicine, anthropology and so on. Surrounded by symbols, images, and various signs, humans always try to signify it and are used for communication. The meaning arises from the interaction between the message and the reader (audience). Because the meaning contained in the message to receive and capture what the message means. When handling text, one must consider not only the component but also the relationship between the components, all the impressions that have been made and the techniques used to make the show as well. Only through sophisticated analysis can hidden meanings below be formed. Humans recognize these signs throughout their lives to learn to use and signify them. Signs, symbols or emojis are used to complement when communicating with others. In general, humans will use text or sound to communicate, however, in communication, there is a name that is visual, which combines images and text that implies the delivery of messages or information.

In semiotics, language is seen as a sign system that expresses ideas and messages that contain food, "comparable to writing systems, the alphabet, mute-deaf, symbolic, polite formula, military signals, and others. Semiotics sees text or media and other forms considered as signs as being like language. Through semiotic studies, we become aware and aware that these signs, symbols or emojis are usually transparent and disguise us in reading the meaning contained. Living in a world of signs that have become visual communication requires us to learn that the most realistic signs are not what they are. Such studies involve the investigation of construction and the distribution of reality by certain social groups. Visual communication is one way to use signs in conveying messages or information captured by readers (audience).

3. Sign

According to Peirce, a sign is something which stands to somebody for something in some respect or capacity. The sign is an action, gesture or symbol, that is regularly associated with a particular concept (Seebok, 2001: 5). Saussure, who projected the idea of semiology, a science of sign. For Saussure, a sign is made up of 'sound image' and a 'concept' both of which are in the mind of the sign user. Signs appear in various ways; they can be written and /or oral words or any kind of sound or visual image. Semiotic analysis of the images in the visual means of mass communication, that is, cinema, television, video images, posters, magazine and newspaper advertisements may help us to reveal

the innate meanings. From several approaches used to analyze visual images in communication is to use semiotics.

Saussure definition of the sign laid down the course that semiotic inquiry was to take during the first half of the twentieth century. He defined it as a form made up (1) of something physical which he termed the signifier; and (2) of the image or concept to which the signifier refers and which he called the signified. Then he calls the relation that holds between two meanings. Saussure considered the connection between the signifier and the signified an arbitrary one that human and/or societies have established at will. Human intellectual and social life is based on the production, use, and exchange of signs and representations. When we signal through talking, writing, reading, watching TV programs, listening to music, seeing paintings, etc. We are involved in sign-based representation behavior. Representation has endowed the human species with the ability to cope effectively with the crucial aspects of existence knowing, behaving purposefully, planning, socializing and communicating.

Signs are key terms in any semiotics that refer to the meaning in signs. Signs as representing anything related to semiotics. The stands for the process is the point where meaning is created both through encoding (by the source) and decoding (by the receiver or reader) as in these stylized representations of people (Moriarty, 1994: 847). Physical representation is a sign if it has meaning outside the object itself. Consequently, the meaning behind any sign must be studied and explored the meaning. So, if the signs that are understood by the recipient or the

reader are used in visual communication, the image will be much more readable and interesting.

A sign can be the word, a sound, or a visual image. Saussure divides linguistic into two components, That signifier (the sound, image, or word) and Signifies, which is the concept the signifier represents, or the meaning. As Berger (1990: 847) points out, the problem of meaning arises from the fact that the relation between the signifier and the signified is arbitrary and conventional. In other words, signs can mean anything, and they can mean different people. Arbitration is true in most written and oral languages, but it is clear that signs in visual communication cannot be arbitrary. As visual communication, you must think and design good images and writing and can be understood by people who read the meaning of an image, symbol or emoji in visual communication.

4. Type of signs

The three types of signs are taken from Peirce's classification of signs as icons, indexes, and Symbols.

4.1. Icons

An icon in a sign that is made to resemble, simulate, or reproduce its referent in some way. Photographs may be iconic signs because they can be seen to reproduce their referents in a visual way. In iconic signs, markers indicate that are marked with similarities. This type of sign is very important in visual images, especially photographic ones.

The diagram is also an icon because it shows the relationship between the parts of the object.

4.2. Index

An index is a sign that refers to something or someone in terms of their existence or location in time or space, or in relation to something or someone else. For example; Smoke is an index of fire which shows smoke is the index of fire that is located, cough is an index of flu, etc. indexes there are inherent relationships between marked and markers. There is an inherent relationship between the marked and the marker. Index based on proximity or causality. For example, smoke as a sign of fire.

4.3. Symbol

A symbol is a sign that stands for its referent in arbitrary, conventional ways. As semiotics, it is agreed that symbolic is what makes human representations different from all other types that allow human species to reflect on the world separately from stimulus and response. Symbols are used by humans to interpret something that has the meaning of something symbolic object. The symbol is actually a sign, only the difference between this symbol does not sign directly, but through something else. The red color on the Indonesian flag is a symbol of courage, and white is a symbol of holiness. Symbolic signs have a conventional relationship but are clearly arbiters between makers and

marked, as in arbitrary signs of saussure: for example, the scale of balance is a symbol of justice.

5. Emojis

Kurihara, a Japanese designer, made emojis for the first time by introducing i-mode, Japan's first mobile internet system (De Abreau, 2015: 2). Emoticons, or what we usually call emojis, are features in visual communication that have which of these emojis. According to Davis (2016: 3), the first proposal submitted to present DoCoMo emojis at Unicode was made in 2002. After that, in 2006, Google began transforming Japanese emojis into Unic personal use codes. Google, which leads to the development of internal mapping tables to support emojis that can be transferred by Unicode characters in 2007.

The term emoticon, the sticker is often used interchangeably, although it is different in creation, software provider, and order and purpose. In written communication, when someone types a message sometimes slips the emoticon at the beginning or the end of a sentence that indicates sadness, happiness, anger, etc. Emoticons refer to a series of text characters (punctuation or symbols) that are utilized to textually form a gesture or a facial expression. Emojis is a picture that represents a person's feelings which indicates the condition of someone who uses these emojis in communication. Emojis, on the other hand, is the actual icon that appears on the keyboard and can be used in sending text messages to digital communication or visual communication media. The phenomenon of using emoticons or emojis has caught the attention of people who use digital

media communication. The use of emojis makes it easy and shortens messages sent by someone to the recipient of the message.

6. Visual Semiotic Communication

Surrounded by symbols, images, and various signs, humans always try to signify it and use it for communication. Bignell, mentioned that the combination of a linguistic sign with visual, often photographic signs in visual communication allow us to explore the terms and ideas. The visual communication ads are composed of a syntagmatic sequence of images, sounds, and words. The meaning arises from the interaction between the message and the reader (audience). When handling text, one must consider not only the component but also the relationship between one component and another, all the impressions that have been made, and the technique used to make the question. When images urge us to react, we are aware of our effects, which result from myths, ideology, and connotations embedded in images. Just passing by sophisticated analysis, hidden meanings under clear can be formed. Visual semiotic temporary communicative visual deconstruction in its efforts to achieve meaning and ideology. Humans recognize these signs, symbols or images throughout their lives learning to use and signify them and knowing the contents of other meanings contained.

Visual semiotics emphasize the visual way of communicating and the system dominates its use. As a tool that is directly linked to culture, semiotics is

fundamentally different from traditional criticism. Obviously, traditional criticism mainly analyzes aesthetic objects or text according to the value of their faces. However, semiotics predominantly investigates the ways in which meaning is created rather than merely investigating. Humans always want to understand and interpret the world in which they live. How he wants to know, and read, the universe, people and culture, that's why he needs to think about and analyze the meaning. The meaning does not have to come out clearly to be expressed, analyzed and read (Parsa, 2002: 79).

Communication semiotics examines signs or signals in the context of broader communication, which involves various elements of communication. Peirce sees the sign (representamen) as an inseparable part of the object of reference and understanding the subject of the interpretant. Signs, according to Peirce's view, the role of the subject Respect of capacity appears in the definition of this role of someone as an inseparable part of signaling, which forms the basis for communication semiotics. Meanwhile, Leeuwen (2005: 285) defines semiotic resources as actions, materials, which are used for communicative purposes, both physiologically produced or technology in ways or where these resources can be managed. Semiotic resources have a meaning potential, based on their possible uses, and these will be actualized in concrete social contexts where their use is subject to some form of semiotic regime. New technologies have changed the way in which we communicate, and the importance of visual language has been increasing in recent decades.

7. TEDx Talks Channel

TED holds an official event several times a year in both the United States and the United Kingdom, then there is also a TEDx where the activities are similar to the TED discussed above. TEDx itself gets a license directly from TED. The purpose links is to inform, the audience, to persuade, to inspire, to disseminate ideas and knowledge, and to entertain. TEDx Talks This is one of the events held by inviting great people and having the experience to share with audiences. This event was presented in the form of videos that we can watch by streaming in California or we can Streaming on youtube for another country. To the best of my knowledge, no academic research has been published on visual channel of TEDx.

TED was founded in 1984 as a conference to disseminate innovative ideas in the fields of technology, entertainment, and design (TED). TEDx Talks is the license of TED that talking about anything. TEDx holds live conferences in front of live audiences. Academic and non-academic speakers (scientists, artists, entrepreneurs, innovators, etc.) are given the opportunity to deliver a presentation, most often concerning scientific research, certain expertise or personal experience. Since 2006, TEDx has posted the videos of these conferences online, making them accessible to a broader audience. As a result, it has transformed from a small-scale, elitist conference into a popular, influential, large-scale, web-mediated platform. As of July 2014, the site was offering over 1,700 different videos. According to the organisation¹, the TEDx videos have been viewed more than 1 billion times (November 13, 2012), with an average of

17 new page views per second and approximately 1.5 million views a day. TED's increasing influence makes it an interesting medium for analysis (<http://www.ted.com>).

TEDx is a license from TED which is the difference between the two. if TED discusses technology, entertainment, and design, TEDx is like a presentation conference held in a place with an audience. TEDx discusses all academic and non-academic matters from various speakers. Presentations are very important for certain academic or non-academic communities and the main focus of interest is research. According to Rowley-Jolivet, the main function of many conference presentations is to present work-in-progress or proto claims with a high new value (Rowley 2005). The Communicative purpose of the presentation conference is to conform to the audience about ongoing research.

TEDx audiences are special to academics, while TEDx Talks Audiences are x specialists, while TED hearings are mainly non-specialized and broader. Because posting videos on websites there are also online listings for TED. Online display, such as videos uploaded on YouTube that have been edited before being uploaded to add subtitle text to be easily understood by people who cannot speak English. Online videos can be accessed easily to find out the contents of the presentation conveyed by the speaker without coming directly to the TEDx presentation.

B. Previous Relevant Study

The researcher takes any information from the previous proposal, thesis, and journal. The information of the previous proposal, thesis, and another journal gives advantages for the researcher to finish the proposal. The first is a study conducted Stoian, Claudia E (2015) Entitled “Analysing image: A social semiotic perspective”. This study discussed briefly present one of the most important theories and social visual semiotic models. Then, visual communication visually conveys information and ideas visually. How images convey meaning to people's perspectives that are different in visual design.

Laura Kerslake and Rupert Wegerif (2017) Entitled “The Semiotics of emoji: The use of visual language in the age of the internet”. This study discusses the use of emojis to be the visual language used in internet usage. Emoji is a trend of using language in visual communication. Emoji as a visual language that makes it easy to write text by using emojis that contain the meaning of what you want to convey in communication.

Cahyani, Mainginda (2018) Entitled “An analysis of semiotic Used by Maddie Young in the Hush movie ”. This study discussed about semiotic in the hush movie that focus on signs, connotative and denotative meaning in Subtitle of movie. How subtitle conveyigns, connotative and denotative meaning to viwer’s of the movie.

Greet Theunissen (2014) entitled "Analysis of the visual channel of communication in a corpus of TED Talks presentations. In this research focus on visual semiotic communication, in channel TED. From this Study, Researcher

finds types of visual communication on TED talks presentation that the TED delivers. The types are conferences presentation (CPs) the context, live audience, from, length, type of speakers and topics. TEDx Talks, events around the world, all year long that speaker sharing ideas and interaction of the audience from the Q&A session. Visual communication, different semiotic modes are combined to create meaning. Visual Cps, multiple semiotic resources (mainly language and visual semiotics are used in order to make meaning. Visual Channel, speakers receive guidelines and training from organizers of the events.

Claire Harrison, (2003) Entitled "Visual social semiotic: Understanding how still images make meaning". The study discussed how to understand the text and still, images work together to make meaning for readers and users. The three principles of when analyzing a semiotic system. From the social semiotic believes that people see the world through signs. The meaning of signs created by people and does not exist separately from them and the life of their social community. Semiotics system provides people with a variety of resources for making meaning. This study also discussed three of images are icon, index, and symbol. How images can make meaning to communicate with other people through signs. The impact of the images makes people think about what people mean in the still image.

Brian Curtin (2014) entitled "Semiotics and visual representation". Focusing on semiotic, the study elaborates semiotics, in general, concerned with meaning: (languages, images, and objects). The study is aimed to analyze the kinds of semiotic and visual presentation. The study finds kinds of semiotic and

visual presentation in various kinds. such as Semiotics and visual culture, semiotics and visual representation in visual art, and Semiotics and visual representation in design.

C. Conceptual Framework

In this study, the researcher conducted an analysis of semiotics presented with visual communication media by the speaker on the TEDx talks channel. Understand the meaning of semiotics and how people as language users use visual semiotics in their communication process. This study discusses aspects of semiotics such as signs, symbols, or emojis used in visual communication. The researcher focuses on the meaning of semiotics presented by the speaker on the TEDx Talks program. Each speaker gives an explanation of the different semiotics from presenting about signs, symbols or emojis that the speaker explained to the audience. Each speaker is given the opportunity to present related to semiotics, then the audience listens and pays attention to the monitor screen which will then appear visual images and listen to the speaker's explanations related to the images that appear. not only visual images are displayed, but there are speakers who give a sign to the audience to follow the signs directed to the audience, then the audience will understand what is being done and the intention of the speaker to the audience.

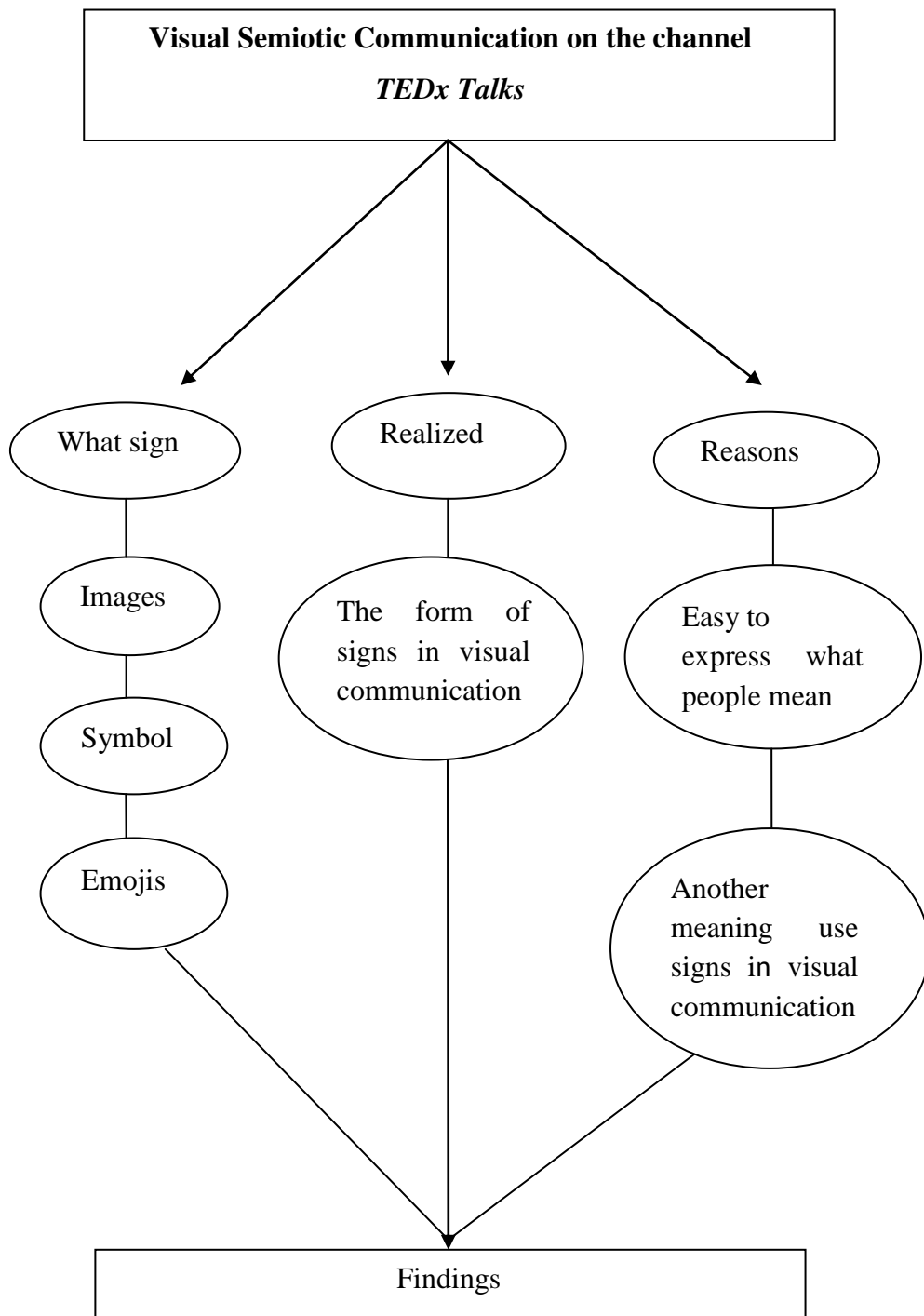


Figure 2.1: Conceptual Framework

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

Qualitative methods are used in conducted this research. The purpose of this study is to visualize semiotic communication and the reason for using visual semiotics when communicating with other people. This study includes descriptive qualitative research, researchers describe the visual phenomenon of semiotics in communication that occurs in TEDx by interpreting the data.

B. Source of Data

The data source in this study obtained five videos from the TEDx talks channel with a total of 16 visual images. A semiotic visual image of signs, symbols and emojis found in five videos on March 16 in the TEDx talks video channel.

C. The Techniques of the Data Collection

The data of this study are collected used content analysis on the channel TEDx talks Presentation, the speakers who's presents about semiotic (sign, symbol, and emojis). There are several steps to collecting data as follows:

1. Viewing and Understanding form of semiotics the signs, symbols or emojis displayed and explained by the speaker to the TEDx Talks audience.
2. Capturing images of signs, symbols, emojis that are on TEDx Talks.

3. Analyzing the signs, symbols or emojis that have been displayed and explained by the speaker and knowing what the meaning contained.

D. Data Analysis Techniques

The data was analyze through qualitative analysis. (Miles & Huberman, 2014), based on the following theory, the researcher was applied the following steps.

1. Data Reduction

In the step, the data was analyze by making a summarize of data and the researcher focus on the main problem of the research. The data was grouping, classifying, coding, and identifying the signs, symbols or emojis TEDx talks presentation. The data was identified and then classified into simpler way. So, by reducting the data it can make the description of the data more clear and make the researcher easier to collect the data continously.

2. Data Display

In the second step, after researcher reduced the data from the channel TEDx talks. Then the sign, symbol, and emojis meaning of visual communication was described in paragraph form by the researcher.

3. Conclusion Drawing

The third is concluding drawing. The data was analyze deeply, which the data and the information can be the new knowledge, so the researcher

can find the semiotic sign, symbol, and emojis in visual communication on the TEDx talks.

CHAPTER IV

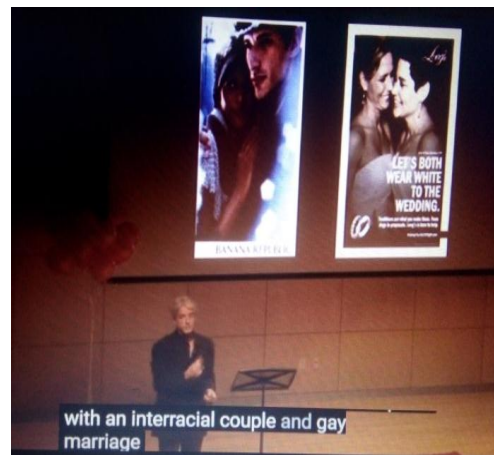
DATA AND DATA ANALYSIS

A. Data

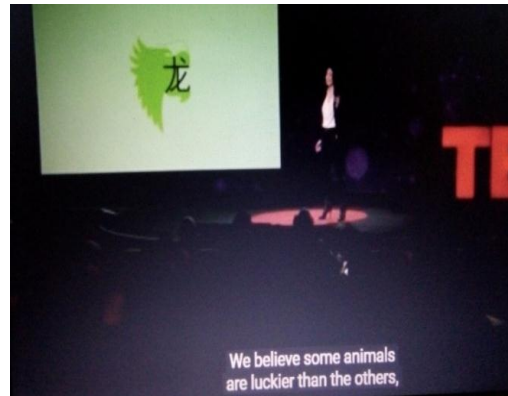
Data found from the five videos seen at the TEDx talks present that the semiotics used have different types. In the video found there are four types of semiotics, these types are humans, animals, plant emojis seen below.

In five videos seen in March on the TEDx talks channel, sixteen visual images were found. In sixteen visual images have four types of semiotics, namely semiotic humans, animals, plants, and emojis. Number of semiotic types as listed.

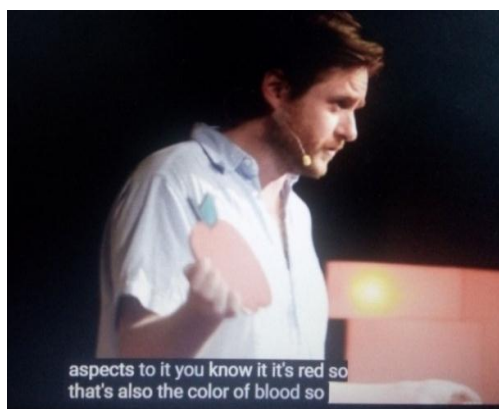
1. Semiotic of human



2. Semiotic of animal

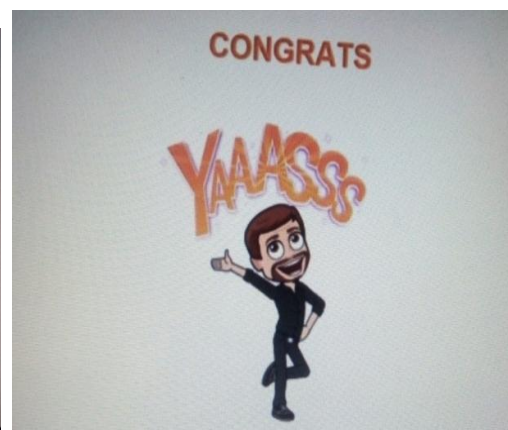
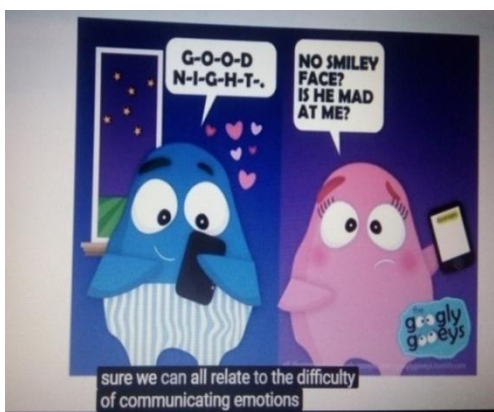


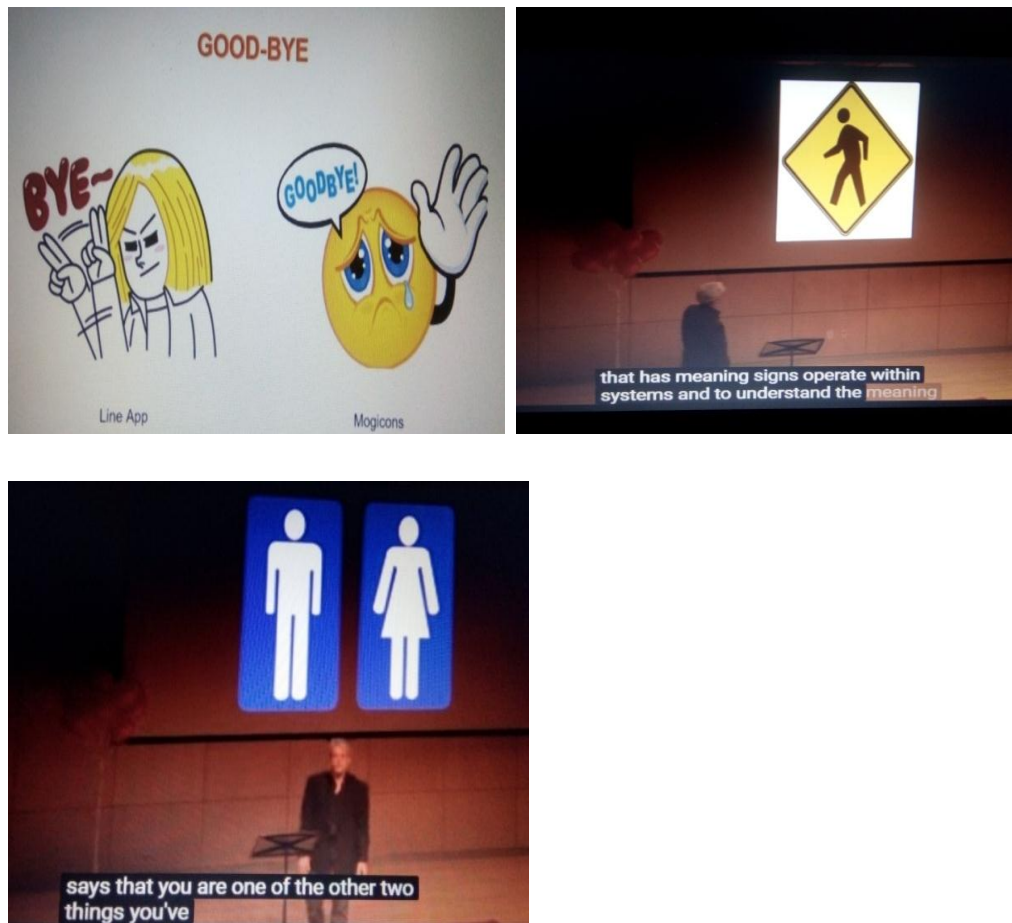
3. Semiotic of plant





4. Semiotic of emoji





Based on the total data, sixteen signs were found on the TEDx conversation channel. We can see that emojis are the most dominant, with a number of seven of the data, the reason why semiotic types are the most dominant is because semiotic visual communication using emojis is very widely used to convey messages to readers in visual communication. Meanwhile, the type of human semiotics with a number of two of the data, and this is the lowest of several types of semiotics. Then animal type semiotics with a number of three of the data, and plant type semiotics with a number seven of the data in the TEDx channel presentation channel. The use of semiotic types of emojis shows that emojis are widely used by many people to communicate in visuals. Given

the amount of human interest in creating emojis for use in the visual world, especially in the field of technology. Providing interesting features so that the message and the meaning contained can be understood by people.

B. Data Analysis

Based on the semiotics used in the channel of TEDx talk presentations. There are three classifications of realizing semiotics, based on Peirce theory is icons, index and symbols. In a visual image a sign can have several types of semiotics in the realization of a sign, symbol, and emoji in a visual image. It was said to be a combination of semiotic types of humans, animals, plants and emojis. Combined signs in visual images are referred to as singles, doubles, triple or quadruple.



Figure 4.1 Semiotic of human

Based on the picture there is **(icon)** a man standing, wearing a helmet and holding a signpost, a tractor that is operating. **(Index)** signpost that reads "STOP" in the hands of a man shows to tell workers to rest. The helmet shows that the man is a field worker. **(Symbol)** The word 'STOP' is a symbol of

stopping from doing anything. Based on what we have seen, the meaning or message contained in the visual image is a worker who tells other workers to rest using the STOP signpost which means to stop doing work activities.

Based on the picture is single because it has only one type of sign that is human. We can see that in the picture there are only pictures of people who are giving signs to stop working activities and someone who is giving an explanation related to visual images to the audience.



Figure 4.2 Semiotic of human

Based on the picture, **(icon)** there are two couples who are hugging, same-sex couples who are smiling. **(Index)** the two smiling women show same-sex marriage. **(Symbol)** female and male partners are married couples from a normal marriage, the second female partner is a couple from same-sex marriage. Based on what we have seen, the meaning or message contained in the visual image is marriage can be carried out by couples of the different sex men and ladies and same-sex. But same-sex marriage still looks taboo in various countries, because it is prohibited by religion.

Based on the picture is single because there is only one type of sign that is human. In visual images, we can see humans and not find other types of signs. Therefore, the sign is single because there is no combination with other types of signs.



Figure 4.3 Semiotic of animal

Based on the picture, **(icon)** there is a lion animal, Chinese writing. **(Index)** The lion with Chinese tulissan shows the zodiac sign in Chinese belief. **(Symbol)** A roaring lion with Chinese writing means that in the Chinese zodiac the attitude of someone who is stubborn and sensitive. Based on what we have seen in the visual image the meaning or message contained is in the belief of China the lion becomes a symbol of stubborn and sensitive humans.

Based on the picture is single because there is only one type of sign that is animal. There is in the picture a sign of a lion animal and without any combination of other types of signs.

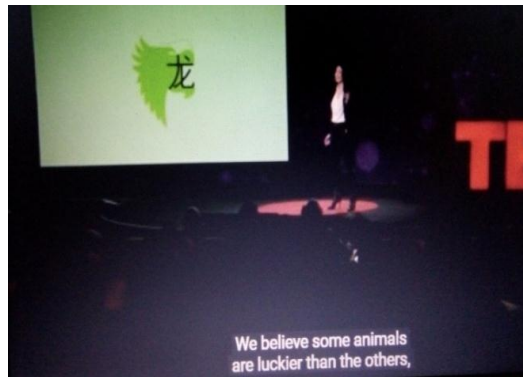


Figure 4.4 Semiotic of animal

Based on the picture, **(icon)** there is a dragon animal, Chinese writing. **(Index)** Dragons with Chinese tulimos show the zodiac sign in Chinese belief. **(Symbol)** dragon with Chinese writing means in the Chinese zodiac that a lucky person and someone who is talented, intelligent and perfectionist. Based on what we have seen visual images contain meaning or message that in Chinese belief for people who are zodiac images of dragons means having a perfectionist, talented, and intelligent personality.

Based on the picture is a double is a combination of semiotic types of humans and animals. In the visual image is a combination of humans and animals realize the sign.



Figure 4.5 Semiotic of animal

Based on the picture, **(icon)** there are monkeys, Chinese writing. **(Index)** monkeys with Chinese writing show zodiac signs in Chinese belief. **(Symbol)** a monkey with Chinese writing means that the Chinese zodiac is a creative, clever and curious person. Based on what we have seen visual images contain meaning or message that in Chinese belief for people who are zodiac images of monkeys, curious, creative, and clever humans.

Based on the picture is single because there is only one type of sign that is animal. There is only one type of sign in a visual image and there is no combination with other types of signs.

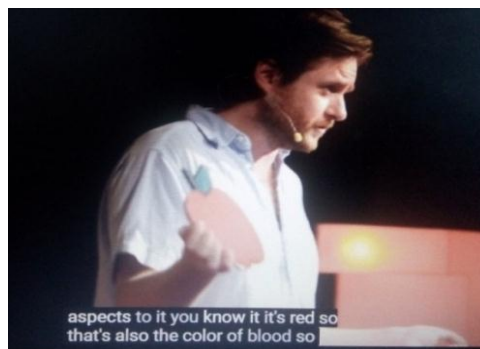


Figure 4.6 Semiotic of plant

Based on the picture, **(icon)** there is a man holding a fruit, an apple. **(Index)** fruit which is a healthy food, a man who uses a microphone shows a speaker. **(Symbol)** in the world of health, apples are healthy and delicious fruits, red apples are human blood red. Based on what we have seen visual images contain meaning or message that apples have a red color that likens human blood. Fruit can be healthy for the human body so that humans are encouraged to consume fruit to avoid disease.

Based on the picture is a double because of the combination of semiotic types of humans and plants. We can see in the picture that there are two combined types of semiotic humans and plants.



Figure 4.7 Semiotic of plant

Based on the picture, **(icon)** a man stands, a tree picture. **(Index)** a man holding a tree picture shows the man explains about health, the word TED shows a program name that presents the speaker. **(Symbol)** TED is the name of the program that provides education, tree image that defines health. Based on what we have seen in the visual image the meaning or message contained is a tree being a human shield from disease, pollution and providing freshness to the environment.

Based on the picture is double because of the combination of semiotic types of humans and plants. In one picture can be found two types of human semiotics with plants that realize the sign.



Figure 4.8 Semiotic of plant

Based on the picture, (**icon**) there are two fruits namely apples and oranges. From the two fruits forming an eyeball (**Index**) the red fruit is an apple and the orange is orange. (**Symbol**) Apples and oranges contain vitamins that can provide nutrition and health to humans. Based on what we have seen this visual image sends a message or meaning that fruits such as apples and oranges have a very high vitamin content and are good for the health and digestion of the human body.

Based on the picture is single because there is only one type of sign, namely plants. There is only one type of sign in the visual image. Although there are two different fruit images there is only one type of sign that is a plant.

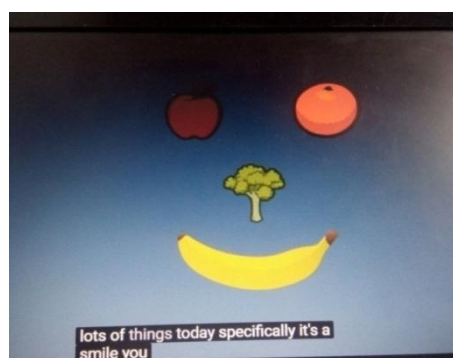


Figure 4.9 Semiotic of plant

Based on the pictures, **(icons)** images of various fruits and vegetables. **(Index)** various kinds of fruits and vegetables by forming a human face that shows the efficacy of fruits and vegetables for humans. **(Symbol)** fruit and vegetables are nutritious and healthy food. this visual image sends a message or meaning that fruits and trees shaped like human faces mean fruits that make health and trees that make freshness and coolness of human life to avoid pollution and disease.

Based on the picture is single because there is only one type of sign, namely plants. There are several types of fruits and vegetables but, in the realization of the sign there is one type of plant sign because the picture is entered into the plant sign.



Figure 4.10 Semiotic of emoji

Based on the image, **(icon)** emoji, a man stands up. **(Index)** A man standing shows that he is a speaker at an event, TEDx Toronto shows the name of the event. **(Symbol)** emoji smiles while shedding tears to mean the feeling of someone who feels happy and touched. Based on what we have seen the visual

image contains meaning or message that the emoji expresses feelings of happiness, emotion and loose laughter.

Based on the picture is double because of the combination of semiotic types of humans and emojis. Sign that realizes a meaning with a blend of semiotic types of humans and emojis.



Figure 4.11 Semiotic of emoji

Based on the image, **(icon)** emoji, mind blown. **(Index)** an explosion of fire shows the feeling of a person having many thoughts or stress. **(Symbol)** emoji with an explosion in the head indicates a person is at the stress level.

Based on the picture is single, the type of sign is an emoticon. Why say single because, there is no combination of other types of signs. We can see in visual images there are only emoticons and no other types of signs.

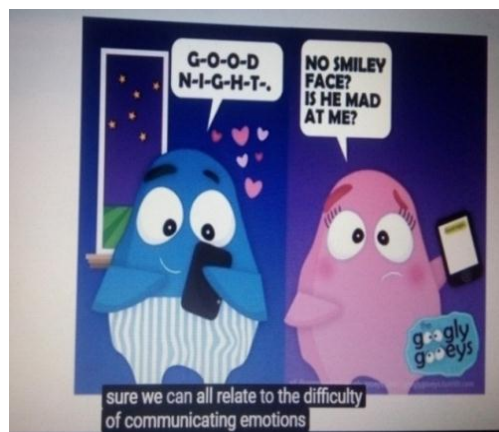


Figure 4.12 Semiotic of emoji

Based on images, **(icons)** emojis, phones, love. **(Index)** cellphone shows that the emoji is communicating through messages, the blue emoji smiling by holding the handphone shows a man who is sending a message with a feeling of falling in love, the pink emoji shows a sad expression of a woman with an incoming message. **(Symbol)** blue emojis sign of a man, pink emojis sign of a woman. Based on what we have seen the visual image contains meaning or message that the emoji shows disappointment because there is no smile emoji reply, it is actually what happens when a person sends a typing message with a smile but, who receives a message thinks that the sender of the message is angry with him.

Based on the image is single, the type of sign is an emoticon. We can see in visual images that there are only emoticons and there are no other types of markings found in visual images.

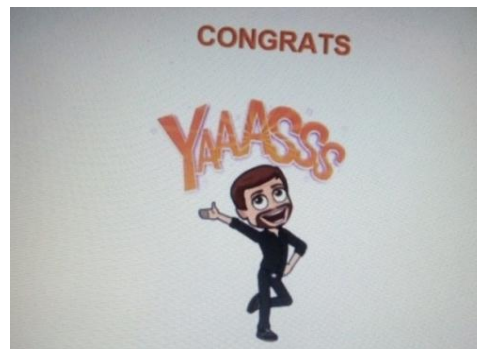


Figure 4.13 Semiotic of emoji

Based on the picture, **(icon)** a picture of a smile, congrats, and Yass. **(Index)** A person who smiles shows joy. **(Symbol)** congrats and yass words of happiness towards someone who is feeling success and happiness. Based on what we have been seen, this visual image sends a message or meaning that the emojis smiling in congrats is someone's expression to others for words of joy, congratulations and happiness for what others have achieved.

Based on the picture is single because there is only one type of emoticon sign. In the picture, there are emoticons of people who are happy. Although, there are pictures of people they are not included as human markers because they are emoticons in the form of human features.



Figure 4.14 Semiotic of emoji

Based on the picture, **(icon)** two emojis, good bye. **(Index)** emoji waving hands with tears showing separation with sadness, two-finger waving emojis show goodbye with normal feelings. **(Symbol)** emoji that gives expression to say goodbye, good bye is greeting when ending a meeting with someone else. Based on what we have seen the visual image contains meaning or message that the emoji shows parting with various expressions but one meaning. Contains someone who expresses feelings of sadness or ordinary expression.

Based on the picture is a single, we can see in the visual image there are only emoticons and no other types of signs.



Figure 4.15 Semiotic of emoji

Based on the picture, **(icon)** road sign, a man stands up. **(Index)** road sign indicates a person crossing a road. **(Symbol)** The sign means that there is a pedestrian crossing. Based on what we have seen the visual image contains meaning or message that the sign is intended for motorists on the road to be careful because there are crossing roads for pedestrians. Then the sign is to remind to drive the vehicle slowly. Based on the image is a type of human semiotic sign with emojis. A combination of humans and emojis put together in a visual image.



Figure 4.16 Semiotics of emoji

Based on the picture, **(icon)** toilet sign, a man stands up. **(Index)** toilet sign indicates the type of toilet room for men and women. A man stands to show that he is a speaker at an event. **(Symbol)** there are differences between men and women in the toilet sign, it can be seen from the picture of men marked with pants while women with skirts. Based on what we have seen visual images contain meaning or message that the sign is to provide different toilet used by humans. Humans consist of two genders, men and women for that sign distinguishes humans when going to public toilets.

Based on the picture is double because of the combination of semiotic types of humans and emojis. Sign realize the meaning by a combination of two types of semiotics.

Based on the data there are four types of semiotics which are on the TEDx talks channel. In realizing a picture or sign there are several combinations of the four types. Signs contained in visual images can have a single type or even a combination of double, triple or quadruple. It is based on the image contained in the visual has how many types of marks in an image.

Therefore, after realizing the sign in the visual image, classified images that only have the type of single, double of kinds semiotics. There are ten singles without a combination of the four types of semiotic humans, plant animals and emojis. Then, there are six double signs that combine humans with animals, humans with plants, and humans with emojis. Then the visual images do not have a combination with a number exceeding three or quadruple types of combined in one visual image.

B.2 Reason for the use of semiotic

In the use of signs in visual images certainly, have reasons why humans create a visual image sign in conveying messages or communicating. The use of semiotics certainly has a purpose, which aims to translate and interpret the sign. Every human being has a logic, depending on the logic of each human being to understand the meaning displayed in visual images.

Semiotic based on Peirce's there are icons, indexes, and symbols. According to Peirce the signs relate to the objects that resemble them, their existence or because of the conventional bond with these signs. Signs are very important and can be used in various aspects of communication. Important aspects of the use of semiotics refer to the theory of Peirce who believes that in knowing the use of semiotics can be seen from the interaction between representamen, the object, and the interpretant or referred to as (Triangle of the meaning).



In this picture, there is a picture of a man standing wearing a helmet, with a sign "STOP" in his hand. He is a worker. His style shows that someone is a worker and is telling others to stop working at work. The work place is in the open field. The picture is the representamen [R] for the observation of the icon, symbol, and index. So, the picture mentioned above, which represent the worker telling others worker to stop the work. The work place is in the open field. [O] The relationship between representamen - object produces interpretant [I].

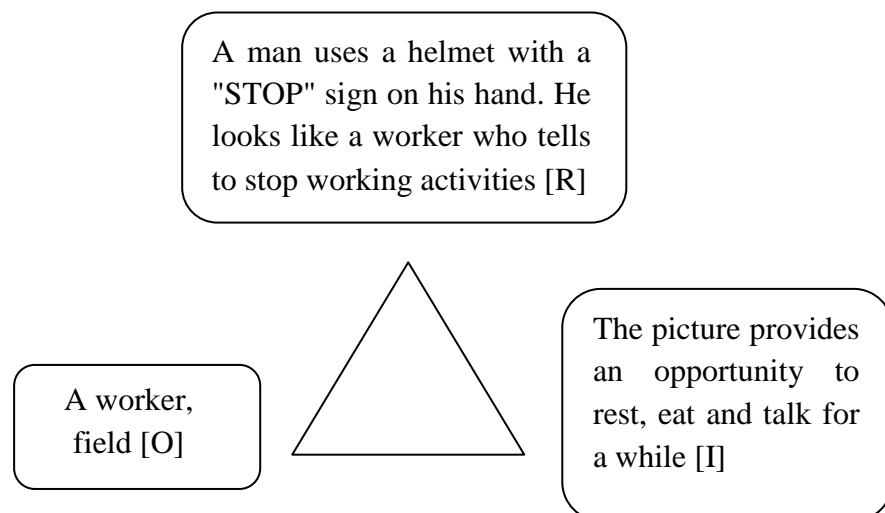


Diagram 4.1 Diagram of semiotic human

From what has been seen, this visual image sends a message or meaning that a worker conveys information using a signpost that reads STOP to tell other workers to stop all work activities. The word STOP means to stop, in the context of visual images, workers use the signpost so that other people can see it.



In this picture, there are two pictures of couples, one different sex and one same sex. They are two couples who are in love. Their expressions smiled, showing joy and happiness. Meanwhile, the couple's expression once again addresses the seriousness, and is more elegant. However, the gestures of the two couples were interpreted as cheerful, happy, serious and elegant. [R] representative image for observation of icons, symbols, and indexes. So, the picture mentioned above, which represents cheerful, happy, serious and elegant. Two married couples of different sex and same sex [O]. The relationship between representamen - object produces interpretant [I].

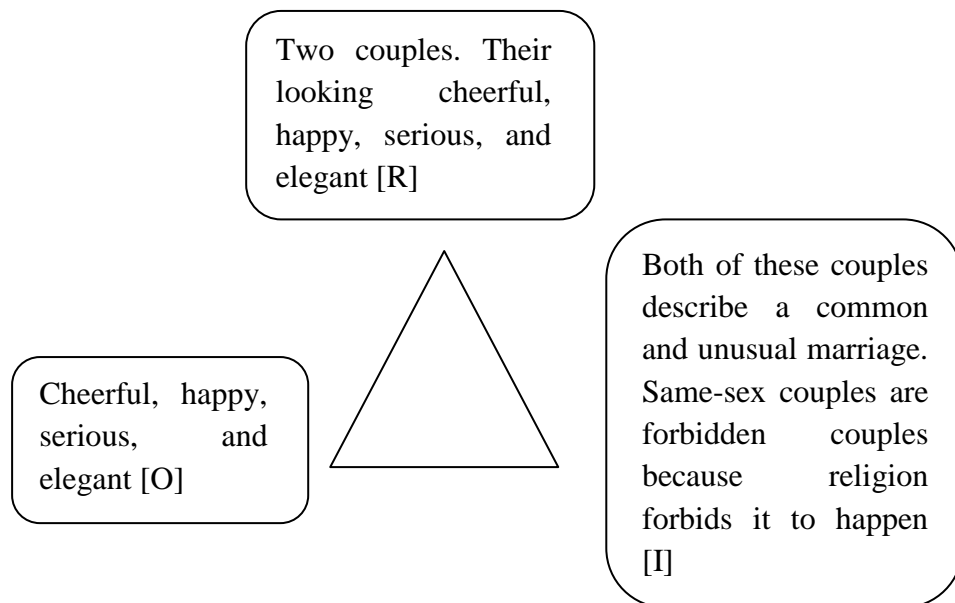


Diagram 4.2 Diagram of semiotic human

From what has been seen, this visual image sends a message or meaning that marriage can be carried out by couples of the different sex mean gent and ladies and same-sex. But same-sex marriage still looks taboo in various countries, because it is prohibited by religion.



In this picture, there is a picture of the symbol of Chinese belief. The picture is a picture of a roaring lion animal. The picture of an animal where the lion roars and there is the Chinese inscription [R], which personate roars,

stubborn, sensitive and the Chinese belief [O]. The relationship between representamen - object produces interpretant [I].

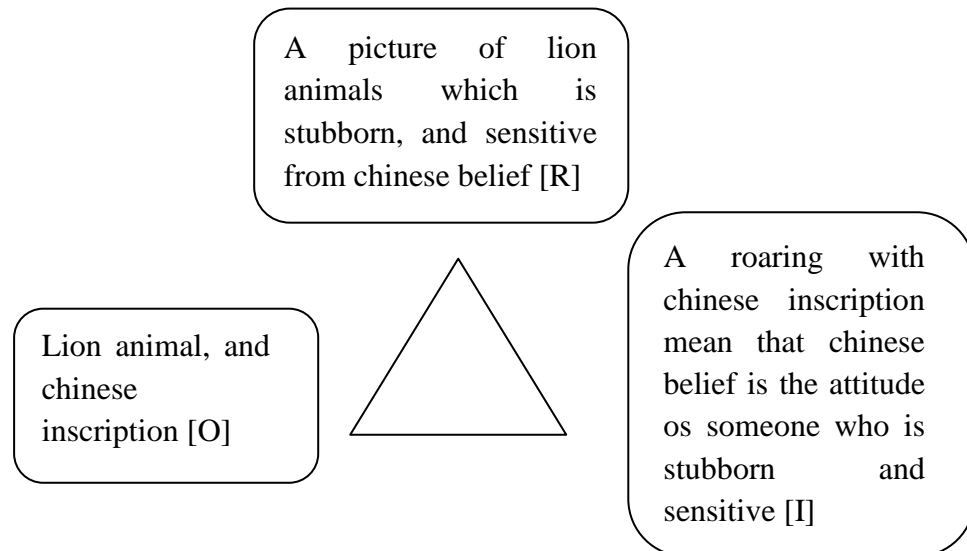
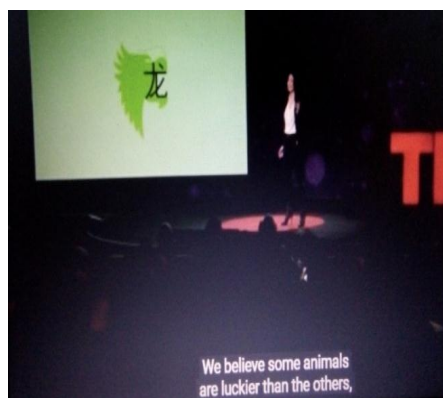


Diagram 4.3 Diagram of semiotic animal

From what has been seen, this visual image sends a message or meaning that in Chinese belief the symbol of the lion means the trait possessed by someone stubborn and sensitive.



In this picture, there is a picture of the symbol of Chinese belief. The picture is a picture of a dragon animal. The picture of an animal where the

dragon green and the Chinese inscription [R], which personate, lucky person of Chinese belief and someone talented, intelligent, and perfectionist [O]. The relationship between representamen - object produces interpretant [I].

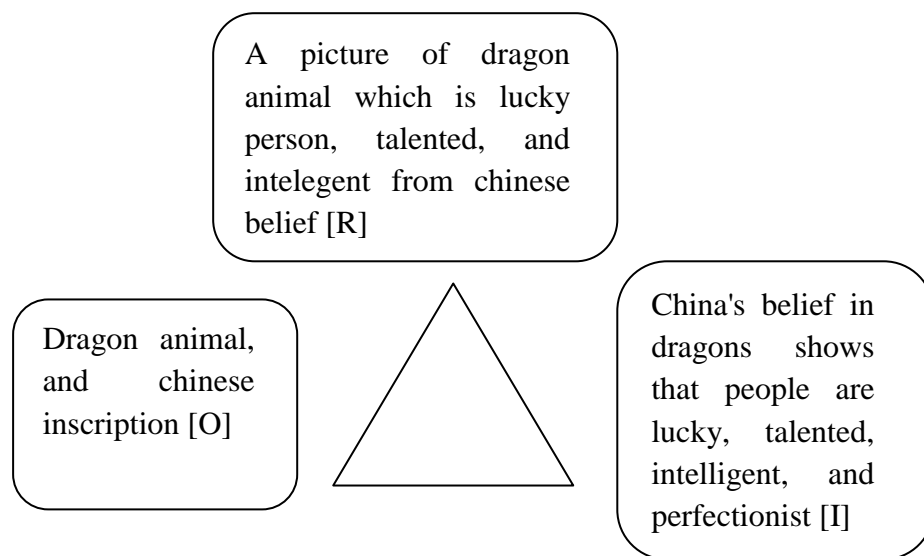
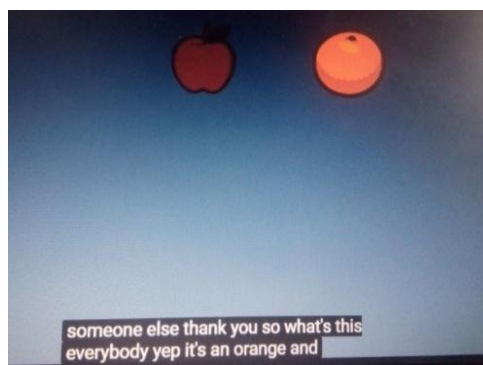


Diagram 4.4 Diagram of semiotic animal

From what has been seen, this visual image sends a message or meaning that in Chinese belief the symbol of the dragon is someone who is lucky, the trait possessed by the dragon symbol is someone who is talented, intelligent and perfectionist.



In this picture, there is an orange and apple. Colour of fruits that shows freshness, and health. The picture is the representamen [R] of the icon. The

picture mention above, which represents the freshness, and health [O].The relationship between representamen - object produces interpretant [I].

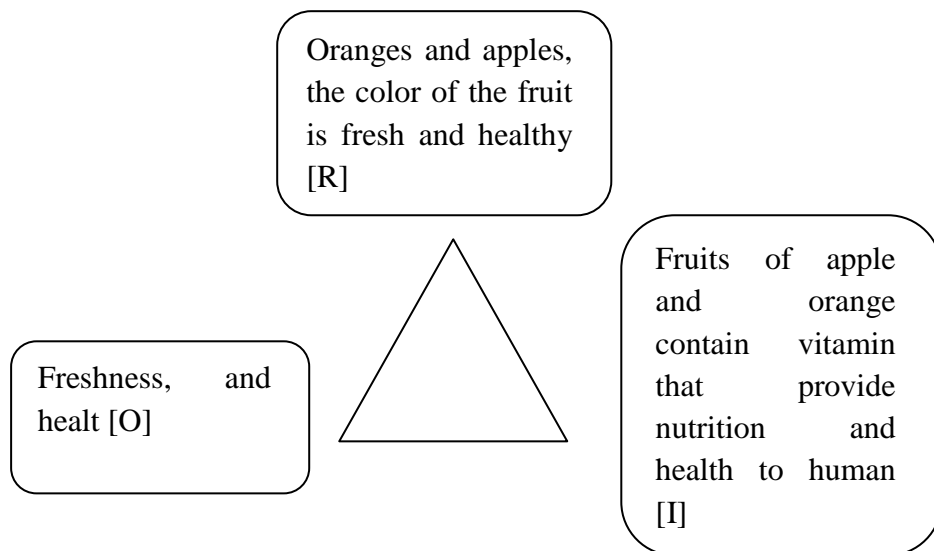
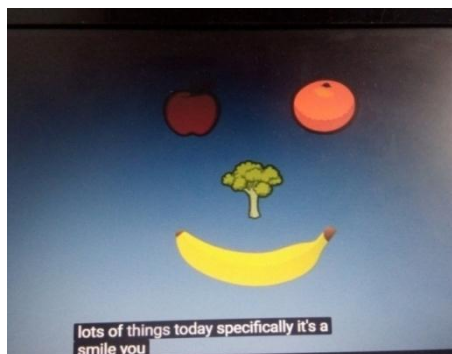


Diagram 4.5 Diagram of semiotic plant

From what has been seen, this visual image sends a message or meaning that fruits such as apples and oranges have a very high vitamin content and are good for the health and digestion of the human body.



In this picture, there are several variations of fruits and trees. Fruit and tree that depict a faceshow health, freshness, nature, and coolness. this image is representament [R] of icon. The picture mentioned above, which represents,

health, freshness, nature, and coolness [O]. The relationship between representamen - object produces interpretant [I].

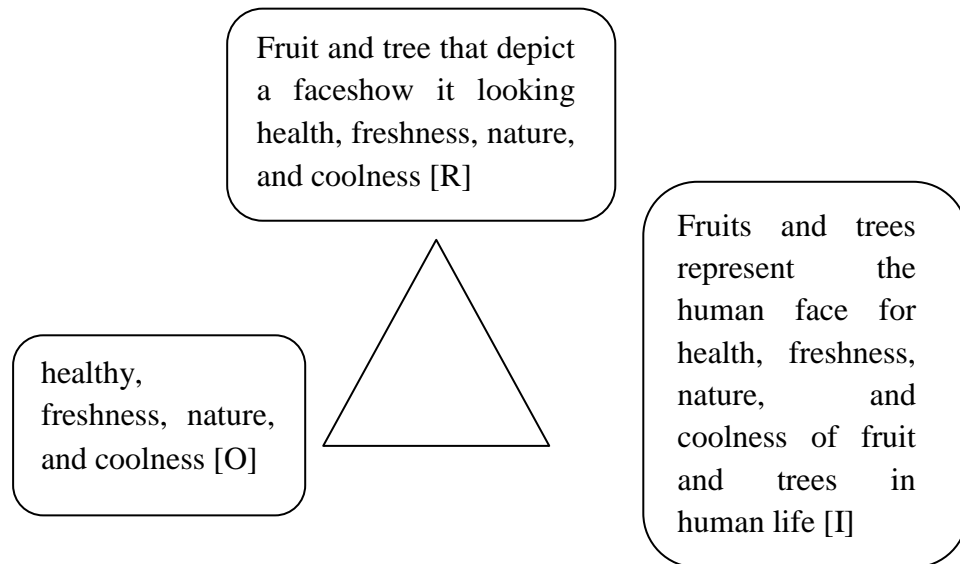
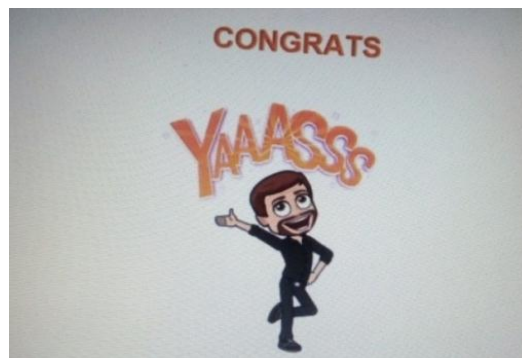


Diagram 4.6 Diagram of semiotic plant

From what has been seen, this visual image sends a message or meaning that fruits and trees shaped like human faces mean fruits that make health and trees that make freshness and coolness of human life to avoid pollution and disease.



This picture is emoji. It lades a picture (icon) and the written language (symbol). At the first icon is the picture of emojis. Emojis are smiling and show happiness. So, this picture or pose of the emojis is an icon. This picture describes

happiness. The language is one of the symbols. The symbol of emojis is congrats. The emojis representamen [R], which personates happiness and congratulation for what the reach of people. The relationship between representamen - object produces interpretant [I].

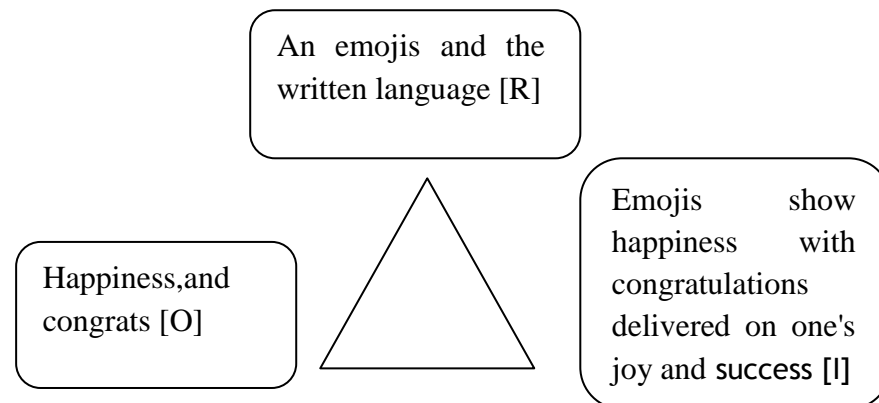


Diagram 4.7 Diagram of semiotic semiotic

From what has been seen, this visual image sends a message or meaning that the emojis smiling in congrats is someone's expression to others for words of joy, congratulations and happiness for what others have achieved.



In this picture, there is a picture of emoji. The visual picture lade (icon) and written language (symbol). The image of it is fire, explosion but terrible.

The representamen [R] with personates fire, explosion and terrible [O]. The relationship between representamen - object produces interpretant [I].

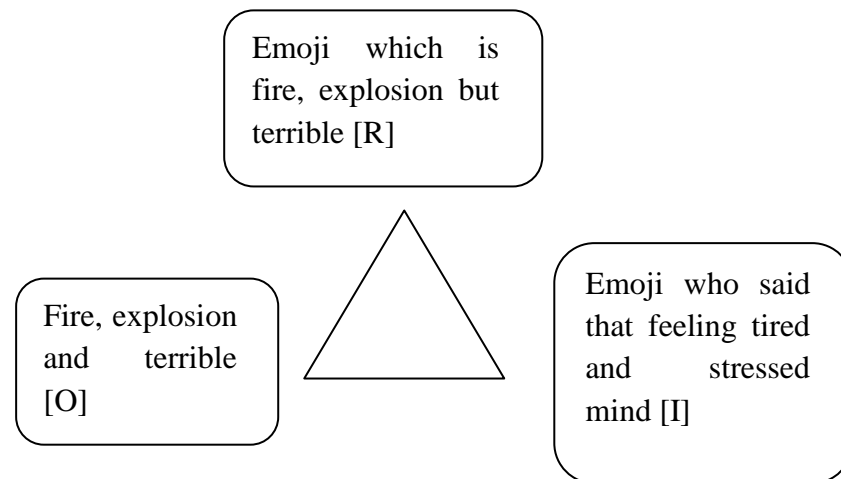


Diagram 4.8 Diagram of semiotic emoji

From what has been seen, this visual image sends a message or meaning that the emoji emits fire like an explosion stating that the mind of a person who is experiencing stress and loads of thoughts so much that he cannot think clearly.

C. Research Findings

After analyzing data from the TEDx talks channel, the finding can be presented as follows:

1. Semiotics can be applied in visual communication in the form of images, art or photography to convey messages to readers about the meaning of signs, symbol or emojis.
2. There are sixteen places for signs, symbol or emojis that are used in TEDx talks that speakers presentation.

3. Visual communication helps convey messages or information through semiotics signs, symbols or emojis that are designed in the form of images that contained meaning.

D. Discussion

Based on data, there are sixteen signs, symbols, or emojis that are used to convey meaning in visual communication used in the TEDx talks channel. It is analyze that the semiotic used are signs, symbols or emojis. It is find the meaning of signs, symbols or emojis used in visual communication. The meaning contained in signs, symbols, or emojis based on the context and perspective of the community to understand the meaning of the sign. Based on the concept of semiotics contains two components, markers (sounds, images) and marked (concepts) proposed by the Saussure concept. Design of signs, symbols or emojis has different meanings in conveying messages to others. Visual communication relates to images, which represent what will be delivered and warn people through signs.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

1. There are 20 signs, symbols and emojis used by speakers in visual communication on the TEDx talks channel presentation in the form of pictures.
2. Semiotics can be applied in visual communication. Images designed according to the context that have meaning of delivering messages through signs, symbols, and emojis. The use of signs helps humans to provide information or messages without using words, but by using visual images so as to facilitate the delivery of messages to many people
3. This research has analyzed the semiotic meaning of signs, symbols, and emojis used in visual communication on TEDx talks that are based on the context of understanding semiotic meanings.

B. Suggestions

With regard to conclusions, suggestions are stated as the following:

1. It is suggested that the audience should understand what is conveyed by the speakers at the presentation on TEDx talks and may not draw their own conclusions to understand the signs.
2. It is also advised that audience should pay attention to the speaker's explanation that explains about semiotics used in visual communication. So

that it understands the semiotic meanings, signs, symbols, and emojis described and used in visual semiotics.

3. It is recommended for English students, and readers to learn semiotics in visual communication. Use of signs, symbols, and emojis that have meaning in delivering messages. And truly understand the meaning contained in the context of using signs, symbols, and emojis.

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Kredit Kumulatif : 138 SKS

IPK = 3,54

Persetujuan Ket/Sekret, Prog. Studi	Judul Yang Diajukan
	Visual Semiotic Communication Analysis on The Channel of TED x Talks Presentation
	An Analysis in Figurative Language Used in Phrase of Sentences
	An analysis Semantic of Language Batak Toba and Batak Pak-Pak.



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

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Agustriani Hutabarat

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Sekaligus saya mengusulkan/menunjuk Bapak/Ibu :

Prof. Amrin Saragih, MA., Ph.D

Acc 19-2-2019 AH

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Dan Dosen Pembimbing

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Program Studi : Pendidikan Bahasa Inggris
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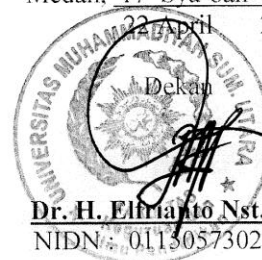
Pembimbing : Prof. Amrin Saragih, MA, Ph.D

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2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa kadaluarsa tanggal : 22 April 2020

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Medan, 17 Sya'ban 1440 H
22 April 2019 M



Dr. H. Elfrianto Nst, S.Pd, M.Pd.
NIDN: 0113057302

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2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :
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Program Studi : Pendidikan Bahasa Inggris

Judul Proposal : Visual Semiotic Communication Analysis on The Chanel of
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sudah layak diseminarkan.

Medan, April 2019

Dosen Pembimbing,

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Program studi : Pendidikan Bahasa Inggris
Judul Proposal : Visual Semiotic Communication Analysis on the Chanel *TEDx Talks* Presentation

Pada Kamis, tanggal 09 bulan Mei tahun 2019 sudah layak menjadi proposal skripsi.

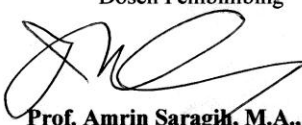
Medan, 14 Mei 2019

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Dosen Pembahas

Dosen Pembimbing


Pirman Ginting, S.Pd, M.Hum


Prof. Amrin Saragih, M.A., Ph.D

Diketahui oleh
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Mandra Saragih S.Pd, M.Hum



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Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : Visual Semiotic Communication Analysis on the Chanel of *TEDx Talks* Presentation

Benar telah melakukan seminar proposal skripsi pada hari Kamis, tanggal 09 bulan Mei, tahun 2019.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin dari fakultas.

Atas kesediaan dan kerja sama yang baik, kami ucapkan terima kasih.

Medan, 15 Mei 2019

Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum



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Mandra Saragih, S.Pd, M.Hum



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16 Mei 2019 M

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di-
Tempat

Assalamu'alaikum Warahmatullahi Wabarakatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak/Ibu pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

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N P M : 1402050108
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Visual Semiotic Communication Analysis on The Chanel of TEDx Talks Presentation.

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/Ibu kami ucapkan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Dekan

Dr. H. Elkhanto Nst, S.Pd, M.Pd.
NIDN 00115057302

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Nomor: 230/KET/IL.8-AU/UMSU-P/M/2019

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

Nama : Agustriani Hutabarat
NPM : 1502050108
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

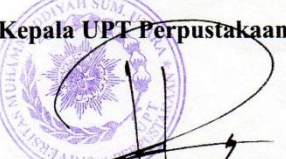
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"Visual Semiotic Communication Analysis on the Channel of TEDx talks Presentation"

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Medan, 17 Zulhijjah 1440 H
19 Agustus 2019 M

Kepala UPT Perpustakaan,


Muhammad Arifin, S.Pd, M.Pd



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N.P.M : 1502050108

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : Visual Semiotic Communication Analysis on the Channel of
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Medan, 10 September 2019

Disetujui oleh:
Dosen Pembimbing

Prof. Amrin Saragih, MA, Ph.D

Diketahui oleh:

Dekan

Dr. H. Elfrianto Nasution, S.Pd, M.Pd.

Ketua Program Studi,

Mandra Saragih, S.Pd, M.Hum

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Fakultas Keguruan dan Ilmu Pendidikan

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Bismillahirrahmanirrahim

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Tempat/Tgl. Lahir : Perlanaan, 11 Agustus 1998
Agama : Islam
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No. Pokok Mahasiswa : 1502050108
Program Studi : Pendidikan Bahasa Inggris
Alamat Rumah : Jl. Bukit Barisan Gunung Martimbang

Telp/HP : 0812-1861-4241
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Saya yang menyatakan,



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SURAT KETERANGAN

Nomor: 255/KET/II.8-AU/UMSU-P/M/2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Agustriani Hutabarat
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telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 29 Zuhijjah 1440 H
31 Agustus 2019 M

Kepala UPT Perpustakaan,


Muhammad Arifin, S.Pd, M.Pd

CURRICULUM VITAE

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- 2. Junior High School at SMP Swasta Taman Ilmu Perlanaan, kec Bandar kab Simalungun (2009 – 2011)**
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- 4. Faculty of Teachers Training and Education, University of Muhammadiyah Sumatera Utara (2015 – 2019)**

Medan Oktober 2019

Agustriani Hutabarat