

**SEMIOTIC INTERPRETATION OF EMOTICON USED BY
FOLLOWERS ON INSTAGRAM**

SKRIPSI

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For the degree of Sarjana Pendidikan (S.Pd)
English Education Program*

By

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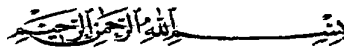
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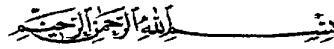
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Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
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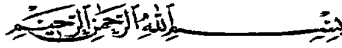
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ABSTRACT

Putri Melati Sari. 1402050122. *Semiotic Interpretation of Emoticon Used by Followers On Instagram*. English Education Program. Faculty of Teachers' Training and Education. University of Muhammadiyah Sumatera Utara. Medan 2018.

This study deals with semiotic interpretation of emoticon used by followers on Instagram. It was aimed to describe factors that did affected followers to use emoticon on Instagram, and to elaborate the reasons why emoticon realized by followers on Instagram. This study was conducted by using descriptive qualitative research. The sources of data were taken from caption on Instagram during December 2017 made by followers on Instagram. The result showed that there were two factors that affected followers of the Instagram to use emoticons in their caption, they are physiological arousal which was found 21 emoticons, and for cognitive label which was found 84 emoticon. So, in total there were 105 captions using emoticons found in followers Instagram. Related to the reason of the caption of the followers on Instagram to use emoticon, based on the interview they used the emoticon because they wanted to deliver their feeling, moody, expression without considering the functions of emoticon in their caption. Moreover, most of followers used emoticon based on what they want without considering context. Even sometimes, they used emoticon depends on situation or context what they felt at the time.

Key Word: Semiotic Interpretation, Emoticon Analysis, and the Instagram

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Medan, March 2018
The Researcher,

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CHAPTER I

INTRODUCTION

A. The Background of Study

Communication between humans is constantly changing and adapting to social trends, lifestyles and more recently technology, and language is recognized as being a living organism (Jespersen, 2013). Language responds to social change and attitudes and its forms and usage evolve according to the needs of its users and the tools they can access for communication. The rise of mobile communication devices initially raised concerns from traditionalists in the linguistic community and elsewhere that language was becoming terse and short and vital communication cues, particularly non-verbal ones were being lost, devaluing overall communicative ability. There is, however, a counter-argument which recognizes that language comes in many forms, and one of these is the use of emojis and emoticons.

Verbal languages were an evolution of early pictorial or symbol languages and there are clear parallels that can be drawn between feeling and emoticon. According to Danesi (2017) stated that An emoticon is a pictorial representation of a facial expression using ASCII characters, usually punctuation marks, numbers and letters, to express a person's feelings or mood. The first ASCII emoticons, **J** and **L**, were written by Scott Fahlman, but emoticons actually originated on the PLATO IV computer system. In Western countries, emoticons are usually written at a right angle to the direction of the text. Users from Japan popularized a kind of emoticon called kaomoji (kao)=face, (moji)=character(s))

that can be understood without tilting one's head to the left. This style arose on ASCII NET of Japan. As SMS and the internet became widespread, emoticons became increasingly popular and were commonly used on text messages, internet forums and e-mails. Emoticons have played a significant role in communication through technology, and some devices and applications have provided stylized pictures that do not use text punctuation. They offer another range of "tone" and feeling through texting that portrays specific emotions through facial gestures while in the midst of text-based cyber communication.

Emotions play a crucial role in our lives because they have important functions. Emoticons have function as vehicles for emotive expression, and their meaning is sometimes more closely tied to language than what is allowed for by their construal as emotion icons. The function of emoticon divided into three areas: the intrapersonal, the interpersonal, and the social and cultural functions of emotions. The section on the intrapersonal functions of emotion describes the roles that emotions play within each of us individually; the section on the interpersonal functions of emotion describes the meanings of emotions to our relationships with others; and the section on the social and cultural functions of emotion describes the roles and meanings that emotions have to the maintenance and effective functioning of our societies and cultures at large. All in all we will see that emotions are a crucially important aspect of our psychological composition, having meaning and function to each of us individually, to our relationships with others in groups, and to our societies as a whole (Dresner, 2010). Emoticon can be found in social media, one of them is Instagram.

Instagram, the photo and video-sharing social medium, is rapidly gaining popularity and preference with more than 200 million users. Instagram has been popular since 2010. It is a social media application that allows people to share with others their daily life activities, lifestyles, habits and interests in pictures and videos. Instagram is easy to operate, and it only requires downloading, choosing a username and password, and finally posting pictures that others see. People can either upload posts taken instantly or stored ones from their mobile phone gallery. Like other social networks, Instagram is built on having followers like family, friends or strangers who follow the updates of Instagrammers' life via posted pictures and videos. Created profiles include personal information and a picture to identify the account. People either create public, directly accessed, accounts or private ones that require seeking permission from the Instagrammer before viewing the posts. Once following Instagrammers, followers can view the pictures and videos' timelines. People viewing the posts can interact with what they see by pressing the —Like button or provide arguments to express their opinions on the posts.

However in fact, many followers had difficulties in interpreting meaning in emotion they were used. Sometimes, their captions had different with emotion were used. In addition, they did not exactly understand about symbols of emoticon in social media. They just put emotion based on they want. Furthermore, many followers did not know function of emotions in social media, especially instagram. For example:

@nadyazirsya: Holiday vibe 🍃please again what a lovely day 🌸

@yessilinata: Don't worry about anything. Enjoy your life and do your best and keep getting better 🍷

From the example above, they put emotion flower and leaf but their statement about holiday. The followers did not know what she means. Sometimes they just see background of their instagram and give comment which not related to their caption. That is why, the researcher choose emotion on instagram to be analyzed.

Based on explanation above, so, the researcher interesting to conduct with the title “**Semiotic Interpretation of Emoticon Used By Followers On Instagram**”

B. Identification of Problem

Based on background of study, the researcher was identified of problems as follows:

1. Some followers Instagram had difficulties in interpreting meaning in emoticon they are used.
2. Some followers Instagram did not exactly understand about symbols of emoticon in social media.
3. Many followers Instagram did not know function of emoticons in social media, especially instagram.

C. The Formulation of the Problem

In relation to the identification of problem, there were some problems to be formulated by the researcher as follows:

1. What factors do affect followers used emoticon on Instagram?
2. Why are emoticons realized by followers on Instagram as the way they are?

D. The Objectives of Study

Based on the problems of study, the aimed of this research as follows:

1. To describe factor do affect followers used emoticon on Instagram
2. To elaborate the reasons emoticon realized by followers on Instagram

E. The Scope and Limitation of Study

In this research, the scope of the study focused on semiotic of emoticon and it was limited on followers Instagram.

F. The Significances of Study

The findings of the research were expected to be useful for the readers both theoretically and practically in some aspects.

1. Theoretically the finding can be useful for enriching the theories on semiotics particularly for improving and widening the knowledge about semiotics and emoticon.

2. Practically the finding can be useful for those who focus on semiotics.

Moreover, the ideas and the point of views of the finding can significantly be useful to be used for:

- a. Researchers as their review of literature in analyzing semiotics and emoticon with different object.
- b. Students as their material references in understanding semiotics and interpretation especially about emoticon.
- c. Instagrammer as enrich their knowledge and understanding about semiotic of emoticon.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Semiotics

Saussure's 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 of something physical sounds, letters, gestures, etc which he termed the signifier; and of the image or concept to which the signifier refers - which he called the signified. He then called the relation that holds between the two signification. Saussure considered the connection between the signifier and the signified an arbitrary one that human beings and/ or societies have established at will (Cobley, 2013)

To make his point, he reasoned that there was no evident reason for using, say, tree or arbre (French) to designate 'an arboreal plant.' Indeed, any well-formed signifier could have been used in either language - a well-formed signifier is one that is consistent with the orthographic, phonological, or other type of structure characteristic of the code to which it appertains (tree is well formed in English; tbky is not). Peirce called the signifier a representament (literally 'something that does the representing'), a form inhering in the physical strategy of representation itself (the use of sounds, hand movements, etc. for some referential purpose). Peirce termed the referent the object, an entity displaced from its (real-world) context of occurrence. He termed the meaning that one gets from a sign the interpreting, suggesting that it entailed a form of 'negotiation,' so to speak,

whereby the sign-user evaluates or responds to what the sign means socially, contextually, personally, etc.

Chandler (2016) says that semiotics is considered as the theory of the production and interpretation of meaning. Meaning is made by the deployment of acts and objects which function as “signs” in relation to other signs. In general meaning is not believed to reside within any particular object, text or process. Rather, meaning arises during the communication process itself. In social, it examines semiotics practices, specific to a culture and community, for the making of various kinds of texts and meanings in contexts of culturally meaningful activity. It is based on the principle that all meaning making necessarily overflows the analytical boundaries between distinct, idealized semiotic resource systems such as language, gesture, depiction and action.

1.1 Ferdinand de Saussure’s Theory

Ferdinand de Saussure is a Swiss linguist and semiotician. His ideas laid a foundation for many significant developments in both linguistics and semiology in the 20th century. He is widely considered one of the founders of 20th-century linguistics and one of two major founders (together with Charles Sanders Peirce) of semiotics/semiology. Saussure took the sign as the organizing concept for linguistic structure, using it to express the conventional nature of language in the phrase "l'arbitraire du signe". This has the effect of highlighting what is, in fact, the one point of arbitrariness in the system, namely the phonological shape of words, and hence allows the non-arbitrariness of the rest to emerge with greater

clarity. An example of something that is distinctly non-arbitrary is the way different kinds of meaning in language are expressed by different kinds of grammatical structure, as appears when linguistic structure is interpreted in functional terms. Saussure's linguistic ideas are still considered important for their time but have suffered considerably subsequently under rhetorical developments aimed at showing how linguistics had changed or was changing with the times.

According to Joseph (2012) as a consequence, Saussure's ideas are now often presented by professional linguists as outdated and as superseded by developments such as cognitive linguistics and generative grammar or have been so modified in their basic tenets as to make their use in their original formulations difficult without risking distortion, as in systemic linguistics. Given below are the excerpts from Saussure which are considered as a catalyst for the emergence of semiotic field:

A science that studies the life of signs within society is conceivable; it would be a part of social psychology and consequently of general psychology; I shall call it semiology (from Greek semeion 'sign'). Semiology would show what constitutes signs, what laws govern them. Since the science does not yet exist, no one can say what it would be; but it has a right to existence, a place staked out in advance. Linguistics is only a part of the general science of semiology; the laws discovered by semiology will be applicable to linguistics, and the latter will circumscribe a well-defined area within the mass of anthropological facts (Leeds-Hurwitz).

The gist and primary focus of Saussure's theory is the principle that emphasized language as a system of sign, and besides language there are many other sign systems that exist in the world of mankind. However, in his opinion the system of linguistic signs or language is the most superior sign system compared

to other sign systems that exist in the real world because it plays an important role in constructing reality. He focuses on the underlying system of language (langue) as compared to the use of language (parole or speech). There are several views or basic concepts underlying Saussure's theory of sign, namely the two-dimensional system, the consensus or conventional system, the networking relationship between signs system and the arbitrary system.

In a nutshell, Saussure's theory of sign gives more emphasis to internal structure devoted to cognitive thought process or activity of human minds in structuring the physical (material) or intangible (abstract) signs of their environments or surroundings, and among them is the structure of linguistic signs in the language system that allows them to function as human beings and communicate with each other. Saussure's theory is considered as the proponent to the thought that "language does not reflect reality but rather constructs it" because we do not only use language or give meaning to anything that exists in the world of reality, but also to anything that does not exist in it" (Chandler, 2016). Saussure's principle is also known as structuralisme and has given the basic core to the mind of prominent scholars in other fields, and one of the most important is the approach of structuralisme by Levi- Strauss.

1.2 Charles Sanders Peirce's theory

Peirce adopted the term semiosis (or semeiosis) and defined it to mean an "action, or influence, which is, or involves, a cooperation of three subjects, such as a sign, its object, and its interpretant, this trirelative influence not being in any

way resolvable into actions between pairs". This specific type of triadic relation is fundamental to Peirce's understanding of "logic as formal semiotic". By "logic" he meant philosophical logic. He eventually divided (philosophical) logic, or formal semiotics, into (1) speculative grammar, or stochiometry on the elements of semiosis (sign, object, interpretant), how signs can signify and, in relation to that, what kinds of signs, objects, and interpretants there are, how signs combine, and how some signs embody or incorporate others; (2) logical critic, or logic proper, on the modes of inference; and (3) speculative rhetoric, or methodic, the philosophical theory of inquiry, including his form of pragmatism. His speculative grammar, or stochiometry, is this article's subject (Sebeok, 2010).

Peirce conceives of and discusses things like representations, interpretations, and assertions broadly and in terms of philosophical logic, rather than in terms of psychology, linguistics, or social studies. He places philosophy at a level of generality between mathematics and the special sciences of nature and mind, such that it draws principles from mathematics and supplies principles to special sciences. On the one hand, his semiotic theory does not resort to special experiences or special experiments in order to settle its questions. On the other hand, he draws continually on examples from common experience, and his semiotics is not contained in a mathematical or deductive system and does not proceed chiefly by drawing necessary conclusions about purely hypothetical objects or cases. As philosophical logic, it is about the drawing of conclusions deductive, inductive, or hypothetically explanatory. Peirce's semiotics, in its classifications, its critical analysis of kinds of inference, and its theory of inquiry,

is philosophical logic studied in terms of signs and their triadic relations as positive phenomena in general.

The main principles containing Peirce's theory are the human mind and sign boundaries, the three-dimensional system (triadic/trichotomy) and the relativity regarding the three typologies or taxonomies of signs (icon, index and symbol). In contrast to the binary concept of Saussure's theory, Peirce's theory of sign focuses on three-dimensional or triadic and trichotomy system. Peirce classifies sign into three aspects, namely a) sign or *representatum* or ground, b) object which is also referred to as *referent*, and c) *interpretant*. The first aspect is synonymous with Saussure's concept termed as signifier which means physical signs (Yakin & Totu, 2014)

2. Interpretation

Interpretation is a frequent term not only in literary studies. It is used by musicians and lawyers, actors and priests, translators and psychoanalysts, computer scientists and diagnosticians, and some time ago, when private airplanes began to come on the market, there appeared publications on how to interpret clouds. It is, of course, not unusual for a term to be borrowed by diverse professions and then to be used with a somewhat modified meaning, or metaphorically, or even in an unrelated way.

Interpretation is remarkable, I believe, in that the core of its meaning has remained unaltered wherever the word was adopted. I stress *core*, because subsidiary aspects have certainly been dropped and added. To pursue these

nuances would, no doubt, be an interesting and revealing investigation in its own right, but it is not what I intend to do here. The core itself is complicated enough and there is little risk that I shall exhaust it. The reason for that complexity is this: the activity of interpreting involves experience, the coordination of conceptual structures, and symbolic representation; that is to say, it involves the very activities of cognition and thus, inevitably, a theory of knowledge. Like many *nomina actionis*, “interpretation” designates either an activity or its results. When someone says, “I’m not sure how to interpret what she did,” it may mean that he sees several possible interpretations and does not know which to choose as the most plausible; but it may also mean that he has no interpretation because he sees no way of constructing one. In the first case, the speaker’s quandary pertains to the results; in the second, to the activity.

3. Description of Emoticon

Emotion is any conscious experience characterized by intense mental activity and a certain degree of pleasure or displeasure. Our emotional feelings reflect our ability to subjectively experience certain states of the nervous system. Although conscious feeling states are universally accepted as major distinguishing characteristics of human emotions, in animal research the issue of whether other organisms feel emotions is little more than a conceptual embarrassment (Panksepp, 2005). Scientific discourse has drifted to other meanings and there is no consensus on a definition. Emotion is often intertwined with mood, temperament, personality, disposition, and motivation. In some theories, cognition

is an important aspect of emotion. Those acting primarily on the emotions they are feeling may seem as if they are not thinking, but mental processes are still essential, particularly in the interpretation of events. For example, the realization of our believing that we are in a dangerous situation and the subsequent arousal of our body's nervous system (rapid heartbeat and breathing, sweating, muscle tension) is integral to the experience of our feeling afraid. Other theories, however, claim that emotion is separate from and can precede cognition.

According to Danesi (2017) that emotions are complex. According to some theories, they are states of feeling that result in physical and psychological changes that influence our behavior. The physiology of emotion is closely linked to arousal of the nervous system with various states and strengths of arousal relating, apparently, to particular emotions. Emotion is also linked to behavioral tendency. Extroverted people are more likely to be social and express their emotions, while introverted people are more likely to be more socially withdrawn and conceal their emotions. Emotion is often the driving force behind motivation, positive or negative. According to other theories, emotions are not causal forces but simply syndromes of components, which might include motivation, feeling, behavior, and physiological changes, but no one of these components is the emotion. Nor is the emotion an entity that causes these components.

Emotions involve different components, such as subjective experience, cognitive processes, expressive behavior, psycho physiological changes, and instrumental behavior. At one time, academics attempted to identify the emotion with one of the components: William James with a subjective experience,

behaviorists with instrumental behavior, psycho physiologists with physiological changes, and so on. More recently, emotion is said to consist of all the components. The different components of emotion are categorized somewhat differently depending on the academic discipline. In psychology and philosophy, emotion typically includes a subjective, conscious experience characterized primarily by psycho physiological expressions, biological reactions, and mental states. A similar multi componential description of emotion is found in sociology. For example, Peggy Thoits described emotions as involving physiological components, cultural or emotional labels (anger, surprise, etc.), expressive body actions, and the appraisal of situations and contexts.

Moreover, Emotions can be defined as a positive or negative experience that is associated with a particular pattern of physiological activity." Emotions produce different physiological, behavioral and cognitive changes. The original role of emotions was to motivate adaptive behaviors that in the past would have contributed to the survival of humans. Emotions are responses to significant internal and external events (Schacter, 2011).

4. Factor of Emotion

There are two-factor theories of emotion, namely physiological arousal and cognitive label. There are two factors of emotion developed by Stark & Crawford (2015), namely:

a. Physiological Arousal

According to the theory, when an emotion is felt, a physiological arousal occurs and the person uses the immediate environment to search for emotional cues to label the physiological arousal. This can sometimes cause misinterpretations of emotions based on the body's physiological state. When the brain does not know why it feels an emotion it relies on external stimulation for cues on how to label the emotion.

For example, the physiological arousal, heart pounding, in a response to an evoking stimulus, the sight of a bear in the kitchen. The brain then quickly scans the area, to explain the pounding, and notices the bear. Consequently, the brain interprets the pounding heart as being the result of fearing the bear. With his student, Jerome Singer, Schachter demonstrated that subjects can have different emotional reactions despite being placed into the same physiological state with an injection of epinephrine. Subjects were observed to express either anger or amusement depending on whether another person in the situation (a confederate) displayed that emotion. Hence, the combination of the appraisal of the situation (cognitive) and the participants' reception of adrenaline or a placebo together determined the response.

b. Cognitive Label

With the two-factor theory now incorporating cognition, several theories began to argue that cognitive activity in the form of judgments, evaluations, or thoughts were entirely necessary for an emotion to occur. One of the main

proponents of this view was Richard Lazarus who argued that emotions must have some cognitive intentionality. The cognitive activity involved in the interpretation of an emotional context may be conscious or unconscious and may or may not take the form of conceptual processing.

Lazarus' theory is very influential; emotion is a disturbance that occurs in the following order:

- 1) Cognitive appraisal: The individual assesses the event cognitively, which cues the emotion.
- 2) Physiological changes: The cognitive reaction starts biological changes such as increased heart rate or pituitary adrenal response.
- 3) Action: The individual feels the emotion and chooses how to react.

For example: Jenny sees a snake. Jenny cognitively assesses the snake in her presence. Cognition allows her to understand it as a danger. Her brain activates adrenaline gland which pumps adrenaline through her blood stream resulting in increased heartbeat. Jenny screams and runs away. Lazarus stressed that the quality and intensity of emotions are controlled through cognitive processes. These processes underline coping strategies that form the emotional reaction by altering the relationship between the person and the environment.

5. The Function of Emoticon

Emotions play many important roles in people's lives and have been the topic of scientific inquiry in psychology for well over a century. Emoticon has three function, namely the first concerns the intrapersonal functions of emotion,

which refer to the role that emotions play within each of us individually. The second concerns the interpersonal functions of emotion, which refer to the role emotions play between individuals within a group. The third concerns the social and cultural functions of emotion, which refer to the role that emotions play in the maintenance of social order within a society. All in all, we will see that emotions inform us of who we are, what our relationships with others are like, and how to behave in social interactions. Emotions give meaning to events; without emotions, those events would be mere facts. Emotions help coordinate interpersonal relationships. And emotions play an important role in the cultural functioning of keeping human societies together (Troel, 2013).

1) Intrapersonal Functions of Emotion

a) Emotions Help us Act Quickly with Minimal Conscious Awareness

Emotions are rapid information-processing systems that help us act with minimal thinking. Problems associated with birth, battle, death, and seduction have occurred throughout evolutionary history and emotions evolved to aid humans in adapting to those problems rapidly and with minimal conscious cognitive intervention. If we did not have emotions, we could not make rapid decisions concerning whether to attack, defend, flee, care for others, reject food, or approach something useful, all of which were functionally adaptive in our evolutionary history and helped us to survive. For instance, drinking spoiled milk or eating rotten eggs has negative consequences for our welfare. The emotion of disgust, however, helps us immediately take action by not ingesting them in the

first place or by vomiting them out. This response is adaptive because it aids, ultimately, in our survival and allows us to act immediately without much thinking. In some instances, taking the time to sit and rationally think about what to do, calculating cost–benefit ratios in one’s mind, is a luxury that might cost one one’s life. Emotions evolved so that we can act without that depth of thinking.

b) Emotions Prepare the Body for Immediate Action

Emotions prepare us for behavior. When triggered, emotions orchestrate systems such as perception, attention, inference, learning, memory, goal choice, motivational priorities, physiological reactions, motor behaviors, and behavioral decision making. Emotions simultaneously activate certain systems and deactivate others in order to prevent the chaos of competing systems operating at the same time, allowing for coordinated responses to environmental stimuli. For instance, when we are afraid, our bodies shut down temporarily unneeded digestive processes, resulting in saliva reduction (a dry mouth); blood flows disproportionately to the lower half of the body; the visual field expands; and air is breathed in, all preparing the body to flee. Emotions initiate a system of components that includes subjective experience, expressive behaviors, physiological reactions, action tendencies, and cognition, all for the purposes of specific actions; the term “emotion” is, in reality, a metaphor for these reactions.

One common misunderstanding many people have when thinking about emotions, however, is the belief that emotions must always directly produce action. This is not true. Emotion certainly *prepares* the body for action; but whether people

actually engage in action is dependent on many factors, such as the context within which the emotion has occurred, the target of the emotion, the perceived consequences of one's actions, previous experiences, and so forth. Thus, emotions are just one of many determinants of behavior, albeit an important one.

c) Emotions Influence Thoughts

Emotions are also connected to thoughts and memories. Memories are not just facts that are encoded in our brains; they are colored with the emotions felt at those times the facts. Thus, emotions serve as the neural glue that connects those disparate facts in our minds. That is why it is easier to remember happy thoughts when happy, and angry times when angry. Emotions serve as the affective basis of many attitudes, values, and beliefs that we have about the world and the people around us; without emotions those attitudes, values, and beliefs would be just statements without meaning, and emotions give those statements meaning. Emotions influence our thinking processes, sometimes in constructive ways, sometimes not. It is difficult to think critically and clearly when we feel intense emotions, but easier when we are not overwhelmed with emotions.

d) Emotions Motivate Future Behaviors

Because emotions prepare our bodies for immediate action, influence thoughts, and can be felt, they are important motivators of future behavior. Many of us strive to experience the feelings of satisfaction, joy, pride, or triumph in our accomplishments and achievements. At the same time, we also work very hard to

avoid strong negative feelings; for example, once we have felt the emotion of disgust when drinking the spoiled milk, we generally work very hard to avoid having those feelings again (e.g., checking the expiration date on the label before buying the milk, smelling the milk before drinking it, watching if the milk curdles in one's coffee before drinking it). Emotions, therefore, not only influence immediate actions but also serve as an important motivational basis for future behaviors.

2) Interpersonal Functions of Emotion

Emotions are expressed both verbally through words and nonverbally through facial expressions, voices, gestures, body postures, and movements. We are constantly expressing emotions when interacting with others, and others can reliably judge those emotional expressions; thus, emotions have signal value to others and influence others and our social interactions. Emotions and their expressions communicate information to others about our feelings, intentions, relationship with the target of the emotions, and the environment. Because emotions have this communicative signal value, they help solve social problems by evoking responses from others, by signaling the nature of interpersonal relationships, and by providing incentives for desired social behavior.

a) Emotional Expressions Facilitate Specific Behaviors in Perceivers

Because facial expressions of emotion are universal social signals, they contain meaning not only about the expressor's psychological state but also about

that person's intent and subsequent behavior. This information affects what the perceiver is likely to do. People observing fearful faces, for instance, are more likely to produce approach-related behaviors, whereas people who observe angry faces are more likely to produce avoidance-related behaviors. Even subliminal presentation of smiles produces increases in how much beverage people pour and consume and how much they are willing to pay for it; presentation of angry faces decreases these behaviors. Also, emotional displays evoke specific, complementary emotional responses from observers; for example, anger evokes fear in others.

b) Emotional Expressions Signal the Nature of Interpersonal Relationships

Emotional expressions provide information about the nature of the relationships among interactants. Some of the most important and provocative set of findings in this area come from studies involving married couples. Discrete expressions of contempt, especially by the men, and disgust, especially by the women, predicted later marital dissatisfaction and even divorce.

c) Emotional Expressions Provide Incentives for Desired Social Behavior

Facial expressions of emotion are important regulators of social interaction. In the developmental literature, this concept has been investigated under the concept of social referencing; that is, the process whereby infants seek out information from others to clarify a situation and then use that information to

act. To date, the strongest demonstration of social referencing comes from work on the visual cliff. In the first study to investigate this concept, Campos and colleagues. Mothers first smiled to the infants and placed a toy on top the safety glass to attract them; infants invariably began crawling to their mothers. When the infants were in the center of the table, however, the mother then posed an expression of fear, sadness, anger, interest, or joy. The results were clearly different for the different faces; no infant crossed the table when the mother showed fear; only 6% did when the mother posed anger, 33% crossed when the mother posed sadness, and approximately 75% of the infants crossed when the mother posed joy or interest.

3) Social and Cultural Functions of Emotion

If you stop to think about many things we take for granted in our daily lives, we cannot help but come to the conclusion that modern human life is a colorful tapestry of many groups and individual lives woven together in a complex yet functional way. For example, when you're hungry, you might go to the local grocery store and buy some food. Ever stop to think about how you're able to do that? You might buy a banana that was grown in a field in southeast Asia being raised by farmers there, where they planted the tree, cared for it, and picked the fruit. They probably handed that fruit off to a distribution chain that allowed multiple people somewhere to use tools such as cranes, trucks, cargo bins, ships or airplanes (that were also created by multiple people somewhere) to bring that banana to your store. The store had people to care for that banana until

you came and got it and to barter with you for it (with your money). You may have gotten to the store riding a vehicle that was produced somewhere else in the world by others, and you were probably wearing clothes produced by some other people somewhere else.

Thus, human social life is complex. Individuals are members of multiple groups, with multiple social roles, norms, and expectations, and people move rapidly in and out of the multiple groups of which they are members. Moreover, much of human social life is unique because it revolves around cities, where many people of disparate backgrounds come together. This creates the enormous potential for social chaos, which can easily occur if individuals are not coordinated well and relationships not organized systematically.

One of the important functions of culture is to provide this necessary coordination and organization. Doing so allows individuals and groups to negotiate the social complexity of human social life, thereby maintaining social order and preventing social chaos. Culture does this by providing a meaning and information system to its members, which is shared by a group and transmitted across generations, that allows the group to meet basic needs of survival, pursue happiness and well-being, and derive meaning from life.

6. Description of Instagram

Instagram, the photo and video-sharing social medium, is rapidly gaining popularity and preference with more than 200 million users. Instagram has been popular since 2010. It is a social media application that allows people to share

with others their daily life activities, lifestyles, habits and interests in pictures and videos. Instagram is easy to operate, and it only requires downloading, choosing a username and password, and finally posting pictures that others see. People can either upload posts taken instantly or stored ones from their mobile phone gallery. Like other social networks, Instagram is built on having followers like family, friends or strangers who follow the updates of Instagrammers' life via posted pictures and videos. Created profiles include personal information and a picture to identify the account. People either create public, directly accessed, accounts or private ones that require seeking permission from the Instagrammer before viewing the posts. Once following Instagrammers, followers can view the pictures and videos' timelines. People viewing the posts can interact with what they see by pressing the —Like button or provide arguments to express their opinions on the posts.

B. Relevant Studies

There were some previous studies which related to this study about language of emotion, namely:

Hsieh (2007), *Gender differences in the Language for Emotions*. In this study, emotion terms, such as happiness and anger, are used naturally to express our semantic emotion knowledge, i.e., the mental lexicon of basic emotion terms. This study aims to compare gender-related differences in the use of emotion terms and the correspondence between semantic emotion knowledge and episodic emotion experience, with the method of testing participant's episodic emotion

experience (basic knowledge being made up of whatever happens to be the most frequent and impressive in everyday experience). Thirty participants are recruited for two list tasks, a Free Listing task and a Recent Experience task. The results show that (1) for both men and women the most salient emotion words present an antonymic pair—sadness-happiness. (2) Some of the gender-based differences are morphological. The female participants tend to use adjectives and verbs while most of the words mentioned by the males are nouns. (3) Women tend to mention objects or issues associated with emotions while men prefer to keep within the emotion category. Finally, when men recall their past experience, they tend to use positive words while women use both positive as well as negative words.

Stark & Crawford (2015), *The Conservatism of Emoji: Work, Affect, and Communication*. This piece examines emoji as conduits for affective labor in the social networks of informational capitalism. Emoji, ubiquitous digital images that can appear in text messages, emails, and social media chat platforms, are rich in social, cultural, and economic significance. This article examines emoji as historical, social, and cultural objects, and as examples of skeuomorphism and of technical standardization. Now superseded as explicitly monetized objects by other graphics designed for affective interactions, emoji nonetheless represent emotional data of enormous interest to businesses in the digital economy, and continue to act symbolically as signifiers of affective meaning. We argue that emoji characters both embody and represent the tension between affect as human potential, and as a productive force that capital continually seeks to harness through the management of everyday biopolitics. Emoji are instances of a contest

between the creative power of affective labor and its limits within a digital realm in the thrall of market logic.

Lazutina et al (2016), *Semiotics of Art: Language of Architecture as a Complex System of Signs*. This article examines art in the semiotic aspect. The aim of research is to identify the specificity of the language of architecture as a special form of symbolic art meaning the process of granting the symbolic value of aesthetic phenomena caused by the cultural and historical context allowing transmitting the values represented at the level of artistic activity. Research concept is determined by the understanding of art as a specific socio-cultural system operating various sign formations that include the elements of both simple - signals, and more complex nature like signs and their systems as well as symbols forming the most difficult class of sign formations. The use of the dialectical method for considering a thing in the unity and diversity of its properties allows revealing the specifics of the language of art. It is shown that architecture is a complex hierarchical system where different classes of characters are represented. The result of the study is in identifying the multi-layer system of architectural semantics indicating the diversity of architectural signs.

C. Conceptual Framework

Semiotics is concerned with meaning makers and meaning making. It studies the media of dissemination and the modes of communication that people use and develop to represent their understanding of the world and to shape power relations with others. Semiotic derives from the Greek *semesion*, meaning sign,

semainon which means signifier and *semainomenon* meaning signified or indication. Generally, semiotic is the study of signs or an epistemology about the existence or the actuality of sign in societal life. Sign is loosely defined as "a pattern of data which, when perceived, brings to mind something other than itself," the notion of the sign is central to the semiotic approach to the study of communication.

The term can refer to the relationship among the elements of the semiotic model, or it can be used to indicate the first of the three elements, i.e., the physical thing perceived. All the individuals are meaning-makers. Distinctively, we make meanings through our creation and interpretation of "signs". Signs take the form of different objects, but such things have no any meaning and become signs only when we invest them with meaning. Anything can be a sign as long as someone interprets it as 'signifying' something - referring to or standing for something other than itself.

Instagram, the photo and video-sharing social medium, is rapidly gaining popularity and preference with more than 200 million users. Instagram has been popular since 2010. It is a social media application that allows people to share with others their daily life activities, lifestyles, habits and interests in pictures and videos. In addition, they often use emotion in their caption.

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research was conducted by apply qualitative research. According to Sugiyono (2017), a qualitative research is a research describes phenomenon in society. Furthermore, Ary (2010) states that qualitative research focused on understanding social phenomena from the perspective of the human participant in natural setting.

In qualitative research involved official documents data include memos, newsletters, policy document, books, proposals, code of ethnic, student's record, statement of philosophy, and news releases. Based on the statement, book or novel is available to be researched. This type of this study was content analysis. It was used to analyze semiotic interpretation of emoticon used by followers on instagram.

B. Data and Source of Data

The data was taken from Instagram. And source of the data was taken from captions were made by followers which had emoticon on instagram because the data was covered information about types of emoticon used by followers on instagram and the factors of semiotic of emoticon realized by followers. Subject of this research was taken five participants from 1000 followers on Instagram. Four participants were students University in UMSU and one participant was student University in USU. The reason chosen five participants because emoticon

which used by participant almost same and emoticon were taken only twenty emoticons from every participant and five participants were representative from 1000 followers.

C. Technique of Collecting the Data

The data of this research was obtained by using the naturalistic method by observing, and making a conversation by interview. In collecting the data, interview was used to know the reason of follower realized emoticon on instagram. The tool was used in collecting the data is a pen, a book, and a hand phone, this tools used for documenting the interaction between the researcher and followers. The observation was done to searching captions with emoticon used by followers instagram.

D. Technique of Analyzing the Data

The data of this research was analyzed by using interactive model proposed by Miles, Huberman and Saldana (2014) with four steps. The steps were; 1. data collection, 2. data condensation, 3. data display, 4. conclusion/verification

1. Data Collection

Data collection referred to the process of collecting all the data. In this research, the researcher collected the data, firstly by observation their caption and secondly collecting the data, all the data related to semiotic interpretation of emoticon used by followers.

2. Data Condensation

Data condensation referred to the process selecting, focusing, simplifying, abstracting and transforming the raw data that appear in written-up field notes.

a. Selecting

The researcher selected gestures which contain the patterns of semiotic interpretation of emoticon used by followers in instagram.

b. Focusing

The researcher concerned the attention to the appropriate data. In this study, the researcher only focused on the types of semiotic interpretation of emoticon used by followers in instagram and factor do affect followers used emoticon.

c. Simplifying

Simplifying helped the researcher to simplify the data. The data that had been collected need to be simplified so the researcher easy to analyze it.

c. Abstracting

Abstracting means summarized the data. In this research, the researcher summarized the data related to semiotic interpretation of emoticon.

d. Transforming

All the data that had been selected and categorized had been transformed into table, because data display of this research was the table.

3. Data Display

Data display provided an organized compressed assembly of information that permits conclusion drawing. A display can be an extended piece of text or

a diagram, chart or matrix that provides a new way of arranging and thinking about the more textually embedded data. Data display, permits the researcher to extrapolate from the data enough to begin to identify systematic patterns and interrelationship. At the display stage, additional, higher order categories or themes maybe emerge from the data that go beyond those first discovered during the initial process of data reduction.

Data display can be extremely helpful in identifying whether a system of working effectively and how to change it. The qualitative researcher needs to discern patterns among various concepts so as to gain a clear understanding of the topic at hand. Data are displayed using a series of flow charts that map out any critical paths, decision points, and supporting evidence that emerge from establishing the data for each site. Looking at the displays helps us to understand what is happening and to do something based on that understanding. In this step, the data have been organized to answer the research problems. Related to this study, data display answered the first problem of the study, what types of interpretation of semiotic symbol in Shaun the sheep cartoon animation, the writer showed and analyzed it. Then to answer the second question, gestures of interpretation in Shaun the sheep cartoon animation, the writer described gesture of semiotic symbol and analyzed it.

4. Conclusion : Drawing/verifying

As drawing requires a researcher begins to decide what things mean. The data is noticed regularities, patterns (differences/similarities), explanations

possible configurations, casual flows and propositions. This process involves stepping back to consider what the analyzed data mean and to access their implications for the questions at hand. Verification, integrally linked to conclusion drawing, entails revisiting the data as many times as necessary to cross-check or verifying these emergent conclusions.

It is the last steps to draw the conclusion from the data show in data display. Here the writer show and describe the findings after displaying the data. The conclusions of this research consisted of interpretation of semiotic symbol. These four streams can also represented as shown in figure1 below.

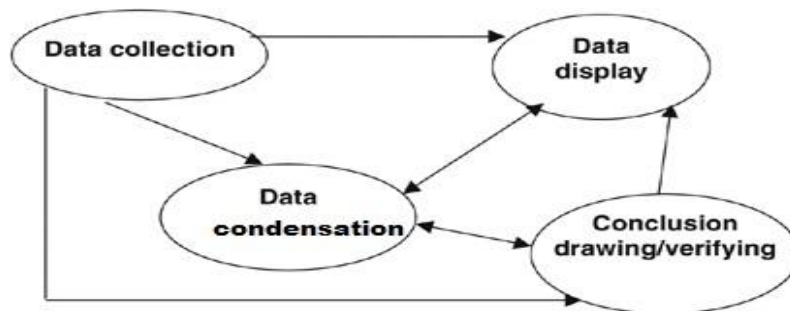


Figure 1: Components of Data Analysis: Interactive Model taken from Miles, Huberman, and Saldana (2014)

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

The data of this study were captions of followers on Instagram. The step of collecting data in this research began with observing captions of some followers which used emoticons in Instagram. The captions had been transcribed into written text by observing carefully. The data were observed repeatedly to get the maximal research. Then, the transcriptions of all captions which contain emoticon were made. Then, the researcher interviewed every follower which had taken as a sample in this research. In this research, the data were taken from 5 followers/participant which have emoticons in their captions. It found 105 emoticons used by followers in Instagram to be analyzed which related to the theory. After conducting analysis interpretation semiotic in all emoticons used by followers (Appendix I).

B. Data Analysis

1. Factors Affected Followers On Instagram Used Emoticon

After selected the data, it found 105 emoticons used by 5 respondents in this research. There were two factors that affect followers used emoticon, namely physiological arousal and Cognitive label.

a. Physiological Arousal

In this concept, it was found 21 caption using emoticon used by followers which contained physiological arousal. There were some examples of this emoticon, namely example of physiological arousal (in data No. 75):

I can't explain how this feeling. I just say i'm happy. Thank you for this short holiday 🙏 🙏

From the example above, the researcher described that in interpretation of physiological arousal included of feeling in her heart where she wanted deliver what she felt at the time. Physiological occurs from her heart showed happiness and delivered through emoticon in social media, namely instagram.

Another example of emoticon used by followers (in data No. 100), namely: *H+3 birthday surprise from my senior high school friend. Long time no see. Thanks for the Surprise 🙏 🙏 🙏*

From the example above, emoticon used by followers were 🙏 🙏. Emoticon ❤️ (Love) showed happiness in heart at this time because he received surprise from his friends after three days of his birthday. Emoticon 🙏 (two hands) showed action to say thank you very much which made him happy and physiological arousal occur in his heart and brain so that he delivered through that emoticon. It also showed an expression that could not be delivered only with words. And the last emoticon 🍰 🎁 (cake and gift) showed that he was not only get surprise from his friends but also got cake and gift which showed their friendship among them. It supported by caption and some photos in his instagram.

Third example of physiological arousal (in data No. 90) namely: *Happy Independence Day RI ke 72 🇮🇩 🇮🇩*

From the caption above, it showed that spirit and nation soul were had by her because at the time, she wrote Independence Day 72th. And in her caption using emoticon 🇮🇩 (flag), it means that Indonesian felt freedom for 72 years and every Independence day RI many events, symbols, and competition related to nation. That is why, the follower showed her nation and her love to Indonesia through caption which supported by emoticon 🇮🇩 (flag).

Fourth example of physiological arousal, (in data II No. 26) namely: *Longtime no see girls 🇮🇩 🇮🇩 🇮🇩 finally we meet today 🇮🇩.*

From caption above, it showed that she had out her loving and her longing to her friends. It was proven from some emoticons were used by her such as 🇮🇩 🇮🇩. 🇮🇩 From emoticon 🇮🇩 showed that she felt aglow with happiness and can only see hearts but does not really know what to do with her joy and it also showed love in friendship to be maintained. And emoticon 🇮🇩 showed her smile which come from the heart. Might want to thank you for something with the kiss even though not really to kiss so she only can showed through emoticon. Emoticon 🇮🇩 (two women holding hands), it showed that they are best friend forever. And emoticon 🇮🇩 (person raising both hands in celebration), it showed that they met again and hang out together in celebration their friendship because long time not to see.

In last example (in data No. 68) namely: *All these photos are my happiness 🇮🇩 Thank's for you, you always understand me and accept my conditions. Good and bad, happy and sad, or painful and healthy. You're always there beside*

me. He said “gak usah pake2 bunga, ujung2nya dibuang” maybe he’s learning from experience ☺ *But I love his simplicity Happy anniv 1 year kawan berantam* ☺.

From caption above, It showed that her life always happy and she felt loving colorfully. It was proven from caption and emoticon ☺. Emoticon ☺ (two hearts), the two pink hearts showed the meaning that someone has strong feeling for her where it was proven from caption “*you always understand me and accept my conditions. Good and bad, happy and sad, or painful and healthy. You’re always there beside me*”. In addition, emoticon ❤️ (red heart) showed the meaning that someone is very helpful or could be in love. And emoticon 😂 (face with tears of joy) showed that it has a fit of laughter and can hardly contain itself, it was proven from caption “*gak usah pake2 bunga, ujung2nya dibuang” maybe he’s learning from experience*”.

From explanation above, it could be concluded that physiological arousal occur caused that expression someone what she/he felt either happy, sad, or enjoy at the time could be delivered through emotion. And emoticon can showed her feeling and expression about someone’s life.

b. Cognitive Label

Theoretically, the cognitive activity involved in the interpretation of an emotional context may be conscious or unconscious and may or may not take the

form of conceptual processing. In this concept, the researcher found 84 caption using emoticon used by followers which contained cognitive label. There were some examples of this emoticon, (in data No. 10) namely:

Today👌, Happy Fasting 🙏

From emoticon 🙏 used by follower not suitable with her caption and photo. The meaning of emoticon 🙏 (face with ok gesture) was everything is ok! women with hands above her head wants tell everything that is fine. Then, *Happy Fasting 🙏❤️* where meaning of emoticon 🙏 (person bowing deeply) was person who is bowing. is grateful because of something and deeply bows. And emoticon ❤️ (red heart) showed the meaning that someone is very helpful or could be in love. It could be concluded that they made emoticon not depend on context or caption but depend on what they like.

Another example (in data No. 52) such as *Girls Generation Ngelem👽....*

Ethnic is Authentic 🐾 (in data No. 36)

From caption above, it showed that interpretation of an emotional context may be conscious or unconscious. It was proven from emoticon which they made. Their caption said *Girls Generation Ngelem* but they made emoticon 👽. The Meaning of emoticon 👽 (Alien) was the aliens are here! symbol for an extraterrestrial being however smiles friendly and come in peace. In addition, emoticon 🐾 (paw prints) was the imprints can indicate an animal with paws such as dog, bear, cat, etc. In addition, this emoji is mostly used in conversation relating to animals.

And the other example of cognitive label, (in data No. 44) namely *Happy Mind, Happy Face & Happy Life* 🌳, *Sunday Vibes* 🌳 (in data No. 29)

From caption above not related to emoticon which they made. *Happy Mind, Happy Face & Happy Life* 🌳 have different meaning with emoticon as theory. Theoretically, the meaning of emoticon 🌳 (deciduous tree) was due to its annual rebirth, the broad-leafed tree stands for the victory of life over death. And the meaning of emoticon 😏 (nerd face) was representation of all the nerdy people in the world, known for being smart, and lacking social skill. Meanwhile in reality, caption and photo showed happiness in enjoying Sunday.

And the last example of cognitive label found (in data No. 89) namely: *Keep Silent* 🗨️

From example above, emoticon 🗨️ (mouth) have meaning a slightly opened mouth and red, full lips have a strong, attractive signaling effect on both sexes. However, based on her caption showed that she don't want to much talk to everyone and she puts emoticon 🗨️ in her caption. Caption and emoticon which showed by her has the meaning different with her feeling at the time. It concluded that she made emoticon based on what she wants.

From the explanation above, it can be concluded that cognitive label involved brain cognitively active and then they deliver their feeling and expression through some photos and caption however emoticon which they made not suitable with the meaning of emoticon.

2. The Reason of Followers Used Emoticon

Based on the result of interviews were done by the researcher to five respondents that most of them used emoticon depends on what they want and they like. It was proven from ten questions which were given to followers. The result of interview that they used emoticon based on caption what they made but sometimes they added many emoticons in one caption based on their mood. They always used emoticon in their caption even though they did not know the meaning of emoticon what they made in instagram, such as respondent 1 said that exactly she didn't know but she put emoticon what she likes. In addition, respondent 2 said that actually he did not know but unfortunately sometimes use emoticon to clarify atmosphere of the photos that he uploaded.

Moreover, the reason of followers used emoticon that they using emoticon in instagram based on their willingness and what they want, such as respondent 1 And she likes put ❤️ in every caption. In addition, respondent 3 said that her reason only to express my feeling and expression. Besides, respondent 2 said that his reason to match captions from photos and using emoji to make it more clear.

From the explanation above, it can be concluded that the reasons of followers used emoticon in instagram to express their feeling and they put emoticon based on what they want and they like eventhough they did not know exactly what emoticon is and they also did not know whether the readers understand emoticon which they made or not.

C. Research Findings

After analysis of the data obtained in this study, it could be argued some of the findings as follows:

1. There were 2 Factors do affect followers used emoticon in instagram, such as physiological arousal and cognitive label. Physiological arousal which was found 21 emoticons used by followers in their caption. And for cognitive label which was found 84 emoticon used by followers related to the cognitive. It can be concluded that they put emoticons depend on what they like and what they want without understanding the function of emoticon.
2. Based on the result of interview, it could be concluded that most of followers used emoticon was to deliver their feeling, moody, and expression without knowing the functions of emoticon on their caption. Moreover, most of followers did not care to other readers whether they understand or not about their emoticon.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the research findings, it was obtained some conclusions as follows:

1. There were 105 captions using emoticons found in followers' instagram. It consisted of Physiological arousal which was found 21 emoticons used by followers in their caption. And for cognitive label which was found 84 emoticon used by followers related to the cognitive. Based on the result above that followers put emoticons depend on what they like and what they want. In addition, factors do affect followers used emoticon that emotions are also connected to thoughts and memories. Memories are not just facts that are encoded in our brains; they are colored with the emotions felt at those times the facts.
2. Based on the result of interview, the reason of followers used emoticon only to deliver their feeling, moody, expression without know function of emoticon in their caption. Moreover, most of followers used emoticon based on what they want without context or caption. But sometimes, they used emoticon depends on situation or context what they felt at the time.

B. Suggestions

There were some constructive points suggested as the following:

1. For researcher

It is recommended to conduct research by extending the study on others literature in order to obtain new findings specifically related to semiotic of emoticon.

2. For Students

It is advisable to continue to develop the works that contain literary value as semiotic of emoticon in order to increase the study of linguistic and increase the motivation to study linguistic especially in semantic.

3. For Instagrammers

It is advisable to increase their knowledge about understanding emoticon either in social media, writing, or mobile phone. In addition, instagrammers were suggested to use emoticon carefully in social media because it can misunderstanding to other readers.

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APPENDIX I

Script captions of Follower

1. @febriyana2

- a. Thankyou for almost 3 month♥
Thankyou for all teachers♥
Thankyou for all my students♥
Thankyou for all PPL friends♥
Thankyou @a_aghtt ♥
And Thankyou SMA Tamansiswa medan ♥♥♥
- b. We can't change our past, but we can choose our destiny☐
- c. Whatever you do,good or bad ,people will say always have something negative to say♥☐
- d. Never regret anything that has happened in your life, it can't be changed, undone or forgotten. So take it as a lesson learned and move on. ♥
- e. There will be a time when we will miss this moment ♥☐
- f. Happybirthday mama ana @nurlismanaa ♥☐ ☐
- g. Barokah Friday☐ ☐
- h. New family☐ ☐
- i. Today☐
- j. Happy Fasting ☐♥
- k. Focus☐
- l. Latepost ☐
- m. No filter ☐ ☐
- n. To be successful you must accept all challenges that come your way. You can't just accept the ones you like☐
- o. So be patient. Indeed, the promise of ALLAH is truth – QS 30:60 ☐
- p. Throwback ☐
- q. Be youself !☐ ☐

- r. Be late my birthday ☐ thanks to ibu kader posyandu ☐♥
- s. For indeed, with hardship will be ease☐
Qs Ash - Sharh : 5 ☐
- t. Saying "I'm fine" when you're not, "it's nothing" when it's everything, "I'm done" when you know you still wanna try☐
- u. Happiness doesn't come from what you get , but from what you give~☐
- v. Is there any reward for good-other than good?☐ QS 55:60 (Anginnya kencang sekali☐)
- w. When I made up my mind and my heart along with that
To live not for myself but yet for God somebody said
"Do you know what you are getting yourself into?"☐
- x. A best friends is someone that knows you're crazy and still likes you ~
unknown ☐
- y. We are all connected. What goes around. Comes around. You live what you
give so remember to keep the circle positive. Peaceful and loving ☐
- z. Longtime no see girls ☐ ☐ ☐Finally we meet today ☐

2. @adlanzulmi

- a. Sweet divide, a heavy truth

- b. Let bygones be bygones. Make life lesson for better future
- c. Sunday Vibes ☐
- d. Take me back, Phuket! ➔☐
- e. A cup of hot chocolate to relax your mind
- f. Holding means you believe in your past. Releasing means you believe in a new future☐
- g. Happy Weekend Good People☐
- h. Black☐
- i. Super Duper Belated Surprise. But, Thank You My Childhood Friends
- j. H+3 Birthday Surprise From My Senior High School Friend. Long Time No See. Thanks For The Surprise ☐ ☐ ☐
- k. Thank You Gurlsss ☐ ☐
- l. September-10-2017, Wish I Can Be Better Than Before. Succes For The Future☐ ☐
- m. Happy Weekend☐
- n. Swim!!!☐
- o. Mickey mimik cucu coklat☐
- p. Peaceful
- q. Part tranquility of the heart ☐
- r. Dark Inside, Bright Outside ☐ ☐
- s. When the sea, cloud, tree, grass, and the land make your mind calm. You should be grateful and thankful for that. Happy Weekend!
- t. From all I've ever been, Here's the peace in the heart
- u. Snorkeling Vibes☐
- v. Black ☐
- w. The sky outside, The sky in the body, Unite in the soul ☐
- x. Ethnic is Authentic ☐
- y. I was just tryna be cool☐

3. @yessilinata

- a. I don't want you to hear that I love you, but want you to feel it without me having to say.[]
- b. I am looking for you.♥♥
- c. I'm here waiting for you[]

- d. Don't worry about anything. Enjoy your life and do your best and keep getting better[]
- e. Your love is the beauty♥
- f. my duty is merely loving, not forcing to be loved []
- g. Welcome Mr. Konosu Tomoya at SMA Swasta UISU Medan. He came from in Japan. Arigato[] []
- h. I wake up every morning, see this world,grateful for another day I never thought I'd see [] []
- i. You create your own oppurtunity[]
- j. Meoww[] [] []
- k. Get well really soon dear. Lawan semua penyakit untuk melangkah ke satu titik[] We love you [] @nadrabilasimatupang
- l. Though the road's been rocky it sure feels good to me.[]
- m. []
- n. Keep silent[]
- o. Happy Independence Day RI ke 72 [] []
- p. Be thankful for what you have. You have no idea how many people would love to have what you've got
- q. Happy sunday[]➡
- r. A day without laughter is a day wasted
#umsumedan
#fkipumsu
#unggulcerdasterpercaya
- s. How do you how how?
- t. So enjoy[]
- u. Stay focus and complete the journey[]
#prapatdautoba
#holidaytime
- v. In every walk with nature one receives far more than he seeks. []
- w. True beauty only can you fell, when you can enjoy it and be grateful.[]

- x. Some beautiful paths can't be discovered without getting lost []
- y. Be yourself[]
- z. Change your thoughts and you change your world []

4. @ajengp_

- a. Sit Down, Be Humble[] []
- b. I'm Not Glamour. I Just Have Good Sense Of Style –FashionSeries
- c. ☺ ☺
- d. Eye Contact is more intimate than words will ever be.[]
- e. Photograph, give me something to remember *JemuranOnPoint*[]
- f. With U In The Middle[]
- g. Happy Mind, Happy Face & Happy Life[]

- h. Holiyays...[]
- i. Our Friendship Be Like "Prudential" 'Alwys Listening, Alwys Understanding[] []
- j. Old but Gold[] []
- k. Super Late Surprise[] Btw Maaciiii ya [] [Luv U All[] []
- l. Starring At U *Still on my last holiday vibes*[] []
- m. Still on my holiday vibes[] []
- n. Sweet20!![] [] []
- o. Girls Generation Ngelem[]
- p. Not already to pose[]
- q. Sometimes, you just need a break. In a beautiful place. Alone. To figure evrything out.[]
- r. I just need to get away for while -[]
- s. Elegance is the only beauty that ever fades -Audrey Hepburn[]

5. @rahmayantitjg

- a. Don't stop when you're tired. Stop when you're done[]
- b. Beauty begins the moment you decide to be yourself[] Btw thankyou dear [@wicaksonohutomo](#) I love this jacket[]
- c. Thank you, God for giving me another year of life. Thank you for giving me a man with great love, I have many dream with you, I wish we can get all together. I love him somuch My late birthday[]Telat 11 hari ya bg, anggap aja masih januari[]
- d. It's my birthday, I'm not getting old. I'm getting better!
- e. I'm not going to sacrifice my mental healthy to have perfect body

- f. When you love what you have, you have everything you need!
- g. Someone I love was born today. Your birthday really is a special day to me. It's the day the greatest gift and blessing. I'm thankful everyday that you exist and for who you are, exactly the way you are. I hope we share many more birthday celebrations together. I'm really lucky to have you, I love you somuch Mr. Angry. Happy birthday!
07-01-1993
07-01-2016
Your birthday and celebration of our relationship
- h. Midnight style
- i. Perfect today
- j. Happy holidayyyyyyy
- k. Be grateful
- l.
- m. Every lucky things that come to me is a gift from my parents pray
- n. Who is the most important person?
- o. All these photos are my happiness Thank's for you, you always understand me and accept my conditions. Good and bad, happy and sad, or painful and healthy. You're always there beside me. He said "gak usah pake2 bunga, ujung2nya dibuang" maybe he's learning from experience
But I love his simplicity [@wicaksonohutomo](#) Happy anniv 1 year kawan berantam
- p. I can't forgive my past
- q. Be the best version of you
- r. Me style
- s. It's hard
- t. Do the best you can
- u. And for you, thank you somuch for this next holiday
- v. I can't explain how this feeling. I just say i'm happy. Thank you for this short holiday

APPENDIX II

Factor Followers Use Emoticon

No	Data	Factors of Followers	
		Physiological Arousal	Cognitive Label
1.	Thankyou for almost 3 month♥ Thankyou for all teachers♥ Thankyou for all my students♥ Thankyou for all PPL friends♥ Thankyou @a_aghtt ♥ And Thankyou SMA Tamansiswa medan ♥♥♥♥	√	
2.	We can't change our past, but we can choose our destiny☐		√
3.	Whatever you do,good or bad ,people will say always have something negative to say♥☐		√
4.	Never regret anything that has happened in your life, it can't be changed, undone or forgotten. So take it as a lesson learned and move on. ♥		√
5.	There will be a time when we will miss this moment ♥☐		√
6.	Happybirthday mama ana @nurlismana ♥☐ ☐		√
7.	Barokah Friday☐ ☐		√
8.	New family ☐ ☐		√
9.	Today☐		√
10.	Happy Fasting ☐		√
11.	Focus ☐		√
12.	Latepost ☐		√
13.	No filter ☐ ☐		√
14.	To be successful you must accept all challenges that come your way. You can't just accept the ones you like ☐		√
15.	So be patient. Indeed, the promise of ALLAH is truth – QS 30:60 ☐	√	
16.	Throwback ☐		√
17.	Be yourself !☐ ☐		√
18.	Be late my birthday ☐ thanks to ibu kader posyandu ☐♥		√
19.	For indeed, with hardship will be ease☐ Qs Ash - Sharh : 5 ☐	√	

20.	Saying "I'm fine" when you're not, "it's nothing" when it's everything, "I'm done" when you know you still wanna try		√
21.	Happiness doesn't come from what you get , but from what you give~		√
22.	Is there any reward for good-other than good? QS 55:60 (Anginnya kencang sekali)		√
23.	When I made up my mind and my heart along with that To live not for myself but yet for God somebody said "Do you know what you are getting yourself into?"		√
24.	A best friends is someone that knows you're crazy and still likes you ~ unknown	√	
25.	We are all connected. What goes around. Comes around. You live what you give so remember to keep the circle positive. Peaceful and loving		√
26.	Longtime no see girls ☺☺☺ Finally we meet today ☺	√	
27.	Sweet divide, a heavy truth		√
28.	Let bygones be bygones. Make life lesson for better future		√
29.	Sunday Vibes ☺		√
30.	Take me back, Phuket! ➔☺		√
31.	A cup of hot chocolate to relax your mind		√
32.	Holding means you believe in your past. Releasing means you believe in a new future		√
33.	Happy Weekend Good People		√
34.	Black☺		√
35.	The sky outside, The sky in the body, Unite in the soul ☺		√
36.	Ethnic is Authentic ☺		√
37.	I was just tryna be cool☺		√
38.	Sit Down, Be Humble☺ ☺		√
39.	Change your thoughts and you change your world ☺		√
40.		√	
41.	Eye Contact is more intimate than words will ever be.☺ ☺		√
42.	Photograph, give me something to remember *JemuranOnPoint*☺☺		√
43.	With U In The Middle☺	√	
44.	Happy Mind, Happy Face & Happy Life☺		√

45.	Holidays...☺	√	
46.	Our Friendship Be Like "Prudential" 'Always Listening, Always Understanding' ☺ ☺	√	
47.	Old but Gold ☺ ☺		√
48.	Super Late Surprise☺ Btw Maaciiii ya ☺ ☺Luv U All☺ ☺	√	
49.	Starring At U *Still on my last holiday vibes*☺ ☺		√
50.	Still on my holiday vibes☺ ☺		√
51.	Sweet20!!!☺ ☺ ☺		√
52.	Girls Generation Ngelem☺		√
53.	Not already to pose☺		√
54.	Don't stop when you're tired. Stop when you're done☺		√
55.	Beauty begins the moment you decide to be yourself ☺ Btw thankyou dear @wicaksonohutomo I love this jacket☺		√
56.	Thank you, God for giving me another year of life. Thank you for giving me a man with great love, I have many dream with you, I wish we can get all together. I love him somuch☺ ☺ My late birthday☺	√	
57.	It's my birthday, I'm not getting old. I'm getting better!		√
58.	I'm not going to sacrifice my mental healthy to have perfect body		√
59.	When you love what you have, you have everything you need!		√
60.	Someone I love was born today. Your birthday really is a special day to me. It's the day the greatest gift and blessing. I'm thankful everyday that you exist and for who you are, exactly the way you are. I hope we share many more birthday celebrations together. I'm really lucky to have you, I love you somuch Mr. Angry. Happy birthday! 07-01-1993 07-01-2016	√	

	Your birthday and celebration of our relationship		
61.	Midnight style		√
62.	Perfect today		√
63.	Happy holidayyyyyy	√	
64.	Be grateful		√
65.			√
66.	Every lucky things that come to me is a gift from my parents pray		√
67.	Who is the most important person?		√
68.	All these photos are my happiness Thank's for you, you always understand me and accept my conditions. Good and bad, happy and sad, or painful and healthy. You're always there beside me. He said "gak usah pake2 bunga, ujung2nya dibuang" maybe he's learning from experience But I love his simplicity @wicaksonohutomo Happy anniv 1 year kawan berantam	√	
69.	I can't forgive my past		√
70.	Be the best version of you		√
71.	Me style		√
72.	It's hard		√
73.	Do the best you can		√
74.	And for you, thank you so much for this next holiday	√	
75.	I can't explain how this feeling. I just say i'm happy. Thank you for this short holiday	√	
76.	I don't want you to hear that I love you, but want you to feel it without me having to say.		√
77.	I am looking for you.		√
78.	I'm here waiting for you		√
79.	Don't worry about anything. Enjoy your life and do your best and keep getting better		√
80.	Your love is the beauty		√
81.	my duty is merely loving, not forcing to be loved		√
82.	Welcome Mr. Konosu Tomoya at SMA Swasta UISU Medan. He came from in Japan.		√

	Arigato ☺ ☺		
83.	I wake up every morning, see this world, grateful for another day I never thought I'd see ☺ ☺		√
84.	You create your own oppurtunity☺		√
85.	Meoww ☺ ☺		√
86.	Get well really soon dear. Lawan semua penyakit untuk melangkah ke satu titik☺ We love you ☺ @nadrabilasimatupang	√	
87.	Though the road's been rocky it sure feels good to me.☺		√
88.	Be yourself☺		√
89.	Keep silent☺		√
90.	Happy Independence Day RI ke 72 ☺ ☺	√	
91.	Be thankful for what you have. You have no idea how many people would love to have what you've got	√	
92.	Happy sunday☺		√
93.	A day without laughter is a day wasted #umsumedan #fkipumsu #unggulcerdasterpercaya		√
94.	How do you how how? ☺		√
95.	So enjoy☺		√
96.	Stay focus and complete the journey☺ #prapatdanautoba #holidaytime		√
97.	In every walk with nature one receives far more than he seeks. ☺❤		√
98.	True beauty only can you fell, when you can enjoy it and be grateful.☺		√
99.	Some beautiful paths can't be discovered without getting lost ☺		√
100.	H+3 birthday surprise from my senior high school friend. Long time no see. Thanks for the Surprise ☺ ☺ ☺	√	
101.	Super Duper Belated Surprise. But, Thank You My ChildHood Friends		√
102.	Thank You Gurlsss ☺ Thank You Guys ☺ ☺	√	
103.	September-10-2017, Wish I Can Be Better Than Before. SuccesFor The Future☺ ☺		√
104.	Swim!!!☺		√
105.	Dark Inside, Bright Outside ☺ ☺		√

APPENDIX III

INTERVIEW

@yessilinata

1) What do you know about emoticon or emoji?

= emoticon is a typographic display of a facial representation used to convey emoticon in a text only medium.

2) Is you instagrammer on social media?

= of course, I am instagrammer in social media because social media can get many friends.

3) do you always using emoticon in each of your caption?why?

= sometimes, based on caption what I made. If I made sad caption so I put sad emoticon but sometimes I add many emoticons in one caption based on my mood. For example Meoww 🐱 🐱

4) What is the function of emoticon which you use in your Instagram?

= to express something in all languages

5) do you know the meaning of symbols of emoticon on your Instagram?

= a little because according to me that emoticon only to deliver feeling and expression in social media.

6) Which one of the emoticon often you use on your Instagram?

= I often use **J** in instagram

7) do you using emoticon based on context or caption?

= sometimes I using emoticon based on context and sometimes emoticon

8) I have found your caption on your instagram, Can you explain your reasons using emoticon in each your caption?

= my reason only to express my feeling and expression

9) Can you explain, the advantages using emoticon in instagram?

=the benefit of emoticon according to me is to make other people understand my feeling and mood.

10) According to your opinion, is your followers understand emoticon which you use? please explain

= I don't know about that. But I hope my followers can understand about my feeling and mood.

@febriyana2

- 1) What do you know about emoticon or emoji?
= according to me that emoticon is a picture with some pictures.
- 2) Is you instagrammer on social media?
= sometimes, but I often open social media
- 3) do you always using emoticon in each of your caption?why?
= yes, I am very like if my captions were put emoticon even though I didn't know meaning emoticon what I put.
- 4) What is the function of emoticon which you use in your Instagram?
= according to me, if I like the captions so I put ❤️ because it make me happy.
- 5) do you know the meaning of symbols of emoticon on your Instagram?
= exactly I don't know but with I put emoticon what I like.
- 6) Which one of the emoticon often you use on your Instagram?
= I often use ❤️❤️ in instagram
- 7) do you using emoticon based on context or caption?
= I using emoticon based on caption and what I want.
- 8) I have found your caption on your instagram, Can you explain your reasons using emoticon in each your caption?
= I using emoticon in instagram based on my willingness and what I want.
And I like put ❤️ in every my caption.
- 9) Can you explain, the advantages using emoticon in instagram?
=the benefit of emoticon according to me is to deliver my feeling and make me enjoy.

10) According to your opinion, do your followers understand the emoticon which you use? please explain

= yes because it is not difficult. I always use ❤️.

@ajengp

1) What do you know about emoticon or emoji?

= an emoji is a form of an expression that you feel when you chat with your friend, family, etc

2) Is you instagrammer on social media?

= yes of course, I am instagrammer.

3) do you always using emoticon in each of your caption?why?

= no, I am not always using that

4) What is the function of emoticon which you use in your Instagram?

= Just for completely my text

5) do you know the meaning of symbols of emoticon on your Instagram?

= I know because the emoji show expression like a human doing the expression.

6) Which one of the emoticon often you use on your Instagram?

= ☹

7) do you using emoticon based on context or caption?

= maybe based on context and may be based on my moody.

8) I have found your caption on your instagram, Can you explain your reasons using emoticon in each your caption?

= I using my emoticon at my social media like instagram when my text/caption need this emoticon. Like when the text the sad caption, if I want to give the emoticon I choose sad emoticon for complet it.

9) Can you explain, the advantages using emoticon in instagram?

=its completely my text and show my feeling now.

10) According to your opinion, is your followers understand emoticon which you use? please explain

= definitely yes. Because we read and understand what I write.

@adlazzulmi

1) What do you know about emoticon or emoji?

= an emoji is an image small enough to insert into text that expresses an emoticon or idea.

2) Is you instagrammer on social media?

= yes of course, I am instagrammer.

3) do you always using emoticon in each of your caption?why?

= sometimes, because not all photos wear emoji and it all depends on the photo to be uploaded.

4) What is the function of emoticon which you use in your Instagram?

= function using emoji to clarify the mood of the uploaded photos.

5) do you know the meaning of symbols of emoticon on your Instagram?

= actually I do not know but unfortunately sometimes use emoticon to clarify atmosphere of the photos that I uploaded.

6) Which one of the emoticon often you use on your Instagram?

= I often use **J**

7) do you using emoticon based on context or caption?

=sometimes using emoticon based on photos to be uploaded and not based on caption but rather matching captions from photos and using emoji to make it more clear.

8) I have found your caption on your instagram, Can you explain your reasons using emoticon in each your caption?

= my reason to match captions from photos and using emoji to make it more clear

9) Can you explain, the advantages using emoticon in instagram?

=actually there is no advantage I just use emoji for the caption that I write more colorful.

10) According to your opinion, is your followers understand emoticon which you use? please explain

= I don't know my followers understand or not but this is my social media and I just share my photos because I like what I like.

@rahmayantitjg

- 1) What do you know about emoticon or emoji?
= an emoji is a picture to express the feeling and expression.
- 2) Is you instagrammer on social media?
= yes of course, I am instagrammer.
- 3) do you always using emoticon in each of your caption?why?
= I always using emoticon in every caption
- 4) What is the function of emoticon which you use in your Instagram?
= function using emoji to express my feeling.
- 5) do you know the meaning of symbols of emoticon on your Instagram?
= actually I do not know.
- 6) Which one of the emoticon often you use on your Instagram?
= I often use **J** ❤️
- 7) do you using emoticon based on context or caption?
=sometimes using emoticon based on photos to be uploaded and not based on caption but sometimes I made emoticon depend on what I like.
- 8) I have found your caption on your instagram, Can you explain your reasons using emoticon in each your caption?
= my reason to match captions from photos and using emoji to make it more clear
- 9) Can you explain, the advantages using emoticon in instagram?
=actually there is no advantage I just use emoji for the caption that I write more colorful.

10) According to your opinion, do your followers understand the emoticons which you use? please explain

= I don't know if my followers understand or not but this is my social media and I just share my photos because I like what I like.