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THE IMPLICATURE'S MEANING ON MEMES IN SOCIAL MEDIA

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Abstract—Language was *one of the media used by humans to communicate with other people, orally or in writing. Using language, a person can offer, ideas feeling, opinions and others, whether written or oral through language. In social media meme, frequently use to communicate. Used by the netizen memes in expression in social media. Currently, people prefer to criticize memes through because more attractive and more easily accepted by another. Meme is preferred by many categories that are funny or entertaining. In this study attempts to described implicature's meaning on meme in social media. Methods used in this research is descriptive qualitative. In this research technique using a technique documentation and observation. Implicature's meaning that was found in meme of another comment netizen in social media, of various comments netizen effects of another common to find humor in the form of the meaning or intention of hidden from the netizen speech sound is to insinuate, criticize, advised, stating something and motivate to certain parties. Implicature's discharging in this research they could be used as a the grounds that was often criticized proverb and a byword does not always see to or do not have to worse situation directly. his electronic document is a "live" template and already defines the components of your paper [title, text, heads, etc.] in its style sheet.*

Keywords—implicature; meme; social media

I. BACKGROUND

In this modern era, social media has become public consumption electronic users having features internet access. A variety and the social media bring some benefits for people who use it

is, as a promotion, a container to sell a product, and as a express themselves. Besides social media also much used to share activities, the news, giving criticism, motivation and etc. So many social media popular by the community including facebook and instagram.

In social media meme frequently use. Meme used by the netizen in expression in social media in comments to give, criticism, advice, satire even as the competition. Meme comes from the greek language, memes namely, mimesis which means a playfull humor. Now, people prefer to criticize through meme because more attractive and easier received by others. Meme preferred by many people are memes category that is funny or entertaining.

The most important thing in the use of meme its language is unique, a funny pictures and tickling, having the unique characteristics of certain and attraction. It is important to note that language was one of medium used by man for managed to communicate with people other in a orally or in writing. Using language, a person can make ideas, feeling, opinions and etc, whether written or oral through language.

An idea, the nor mind refer to discourse in a communication. Discourse occurring in the process of speech sound someone else when communicate to your opponent. This accordance with statements from in (Bustanul & Martutik, 2004: 04) wrote, the process of communication between speakers and partners not connected directly. Speakers pour an idea or ideas in all of their languages codes in the form of a series of word is that of interpret in the interpretation of it by the readers. In this case it can be said a form of discourse is text that in the form of a series of

propositions as use results / idea the idea.

When the process of exchange of information takes place in a communication, sometimes the information that is spoken by a communicator to someone who use meaning implied. Hence, everyone is supposed to mean, can understand purpose and meaning uttered by his interlocutors of. In this situation a person is expected to understand the context used in speech sound netizens communicator. Most of the meme used netizens using language such as speech sound that has meaning implied, so that there should have the understanding of the context of displayed. It is intended to reward someone who sees the meme of the comments on the social media know purposes and objectives presented by Netizens.

For research this kind of study can be analyzed using pragmatic, because analyzing discourse should have used the pragmatic to understand how to use language (Brown and Yule, 1996). The study had several branches pragmatic, science study of them is the implicatures theory.

Implicature is the meaning of implied or message implied in the verbal and writing or discourse. Implicature used to take into account what advised or what is by the speakers of the different than what is stated literally (Brown and Yule, 1996). For that reason, the need for an in depth study to understand form of implicative language. This means that in this study also needed to that context sensibility that protects the languages, that mean veiled comments can the discourse meme netizen perceptible by the readers.

Bustanul & Martutik (2004: 181) stated that implicature a speech sound can be understood by analyzing the context of the use of speech sound and the very much determines the meaning of a speech sound. Now those who are that knotted the meaning or intent of a word, so the damn thing very meaning by interlocked and fused. If the damn thing, events or a certain state then we could not obtain the meaning of that word. Hence, the study implicature are considered important because bound context for implicit explain who want to expressed by the speakers of / writer.

This study attempts to uncover what is found in a meme netizen in social media. This refers to

the use of implicature conversation that is one of the most studied in science pragmatic. This study focused to assess implicature meaning because the data of this research is in social media meme netizen comments. In this research can be formulated the problem is how do meaning implicature on meme in social media? While the purpose of this research to described the implikatur on meme comments netizen in social media.

II. RESEARCH METHOD

In this study using descriptive qualitatives approach. Qualitative descriptive approach used because this study using data photograph is of a text that has been described and drawing conclusions. Moleong (2007: 6) stated that the data in form of descriptive words written or oral from and behavior that can be examined. This study provides the data obtained to describe implicature meaning there is for memes comments netizens in social media.

As for the data used in this research is qualitative. Qualitative data, namely the data presented in the form of a word verbal not to numbers. Muhadjir (1999: 2), qualitative data intended is are presented in the form of a picture of, not in the form of number and calculation so that this investigation is into the qualitative study.

Qualitative study refer to findings by a statistical procedure or through a. Qualitative study research social life, behavior or speech in interactional someone, the data can also changed in form quantitative census, thus but qualitative analysis and its interpretation. In this research data obtained by documentation qualitative technique and observation.

The technique is uses sources in drawings to obtain data, as meme speech on netizen comments in research as a source of data. The observation is sorting document. Technique search data to get the data used according to the theory.

III. FINDING AND DISCUSSION

A. IMPLICATURE MEANING SATIRICAL

"Itu muka efek camera 360 ya?"

A sentence speech sound netizens in the data to (1), having a hidden meaning that aims to insinuate "Itu muka efek kamera 360 ya" have the sense that faces that look beautiful tricks of the application that is because filter sophisticated camera 360 to make photographs more look more white, more beautiful than the face of genuine owned by someone as well as these filters can change the size of some body part as an elongate, height remove the stains acne in the face and others. A filter that much this is what makes a difference between the true face with the face of the effects of a filter camera 360, so that the results of the pictures look beautiful it is a trick for being different from real life.

So, it can be concluded the meaning of the speech sound has objective to satirical and aware those who lacks confidence so that they do not rejoicing in created trickery of the results of his own image to us to look prettier because it will be more good looks natural than as they.

F. IMPLICATURE MEANING CRITICIZED

"Tipe-tipe CCTV: Amerika, Jepang, Indonesia" (Surveillance cameras in the United States and Japan while, in Indonesia there are some women sitting with talking)

In comments that were given netizen speech sound on the data into (2), have the hidden meaning of which intended to compare, give a response, said, criticize and satirical to the community womankind existing in the state the country as is rumors so that into the habit of a routine that must be done especially the women. The habit of a function of rumors with the function comparison type CCTV on the state the United States and Japan that have been known that in general in the country function CCTV used for catching and recording an incident that happened a place similar

to the habit of rumors of the community in the cutting edge of the more CCTV because generally the intensity of rumors faster disseminate an event at a place to place through the intermediary with the term by word of mouth.

So, it can be concluded meaning is hidden down that was found in speech sound hands the effects of another above used to criticize the community womankind existing in the state the country as rumors indulgence, while well any of the things which were disseminated widely quick/scene but I think sometimes the information in a can is not from the first/speakers but rather from parties who are not processed speech sound could be accounted for in prove the truth he could as yet not accurately.

G. IMPLICATURE MEANING ADVISED

"Kerempeng mana keren" (With accompanying image muscular burly men who were conducting push-up Sports)

Comments that were given in the form of pictorial and netizen hands the effects of another are classified as a part conventional implikatur data on into (3), contains "kerempeng mana keren" having a hidden meaning, that is the meaning of speech sound that is intended with meaning give a response, said, if a man and satirical form of wiry (bony) are not look cool which means do not attractive). The existence of a picture muscular man who were conducting sports drop and give me furnish advanced meaning which means if man who stout-bodied, sinewy, ideal or in meaning (not plump) will show more exciting because the having the body that contains. It can be concluded and the hand of the netizen speech sound is in comment, because men are actually quite skinny that is not attractive especially on the view a woman, if the agency which contains have, sinewy, or the athletic ideal is bound to be looking attractive especially attract attention women.

H. IMPLICATURE MEANING STATING SOMETHING

“Tinta pilkada bisa memudar dalam dua hari, tapi tinta ku padamu takkan berubah walau di telan waktu” (accompanied hand drawing that has been his little finger have been dipped in ink election of heads of regional).

Comments given netizen in the form of meme pictorial and characterizes implicature conventional on data to (4), contains tuturan “Tinta pilkada bisa memudar dalam dua hari, tapi tintaku padamu takkan berubah walau ditelan waktu” it has a hidden, meaning speech is intended aims to give statement and comparing between ink election with love. The comparison ink with love can be seen in pronunciation said “tinta” and “cinta” nearly as it is just that there is a difference in prefix said “tinta” using the letter t, while in said “cinta” use of the letter c. Of its pronunciation said that is almost the same between tinta with cinta is to tell a feeling of love for someone who can be seen in the phrase but ink i you will not changed even in ingest time that which has significance that he loved the someone who loved ones perennial and never has been changed forever as seen in the phrase even in ingest time which basically means even though time with have passed different with ink election that can be faded in two days.

So, we can conclude meaning and purpose of the netizens post is to woo and expressed the feelings his love for someone with a way to compare ink election that can fade in two days in contrast to his love who will remain constant and cannot fade.

I. IMPLICATURE MEANING OF MOTIVATE

“Hiduplah seperti Mario teguh yang memberikan inspirasi, bukan seperti mario gembel”

In a speech given on the netizen to (5), have a purpose satirical, criticized, and give advice to someone not to live like “mario gembel”, said

“gembel” have the meaning a tramp who lacking will insight extensive because not educated with a ragged, have no place and the work of so, live like Mario Teguh better because the figure of a “Mario Teguh” known as a motivator who is broad-minded and provides much inspiration so her life beneficial to others.

So, we can conclude the meaning of the speech is someone must have the quality of the good life like Mario Teguh a motivational speaker who provides much inspiration to make life be benefit for someone else, do not like trash whose life was not able to inspire others.

IV. CONCLUSION

Implicature meaning memes comments contained in the netizen, in social media namely: upload of various comments netizen memes frequently found humor in the form of the meaning or intention of hidden from the netizen speech is to insinuate, criticized, urged, stating something and motivate to certain parties. Discharging implicature in this research can be used as a base that criticism and satire not always or not to be mentioned directly.

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