



## Article

# Deconstructing Internet Memes through Semiotic Analysis: Unveiling Myths and Ideologies in Visual and Verbal Signs

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## SUBMISSION TRACK

Received: March 16, 2023  
Final Revision: May 03, 2023  
Available Online: May 10, 2023

## KEYWORDS

Memes, semiotic, visual sign, verbal sign, myth, ideology

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## ABSTRACT

This paper will examine the meanings embedded in memes through semiotic analysis. Semiotics, as proposed by Chandler (2007), is the study of signs and symbols and their meanings, particularly in the context of communication and representation. Internet memes are culturally significant artifacts that consist of visual and verbal signs which convey a shared experience or cultural reference within a community. The objective of this study is to explore the myth and ideology that is conveyed through the signs used in these memes, and to examine the message that is being communicated to the audience. The data were collected by using observation method which involves the selection of a sample of widely shared Internet memes on social media platforms. This study used qualitative method in analyzing the data. These memes were analyzed using semiotic analysis to identify the signs used in the Internet memes and their associated meanings. The findings suggest that memes are a form of communication that uses signifiers to convey a message, and the connotative meanings of these signifiers can reveal the myth and ideology behind the message. Memes convey cultural values and beliefs and can challenge or reinforce dominant cultural ideologies. Understanding them can shed light on cultural reproduction in society, with implications for media, cultural, and sociology studies in the digital age.

## I. INTRODUCTION

In today's world, the expansion of communication has led to the development of a vast area of symbolic media over the past few decades. The technologies created by postmodernism have become an integral part of our daily social interactions. However, despite these modern advances, the concept of communication remains rooted in the process of sending symbols that can be understood by the listener, as noted by Ross (1983). This concept of sending symbols is also referred to as semiotics, which encompasses everything related to signs according to the book "A Theory of Semiotics". In essence, a sign is something that represents something else, and Eco

(1979) often refers to this theory as the theory of deception, as signs can potentially mislead people. To overcome this potential for deception, semiotics can be expanded into a more specific theory branch or viewed from a different perspective, as proposed by numerous linguists who have explored this vast ocean of semiotics.

Ferdinand de Saussure proposed one of the early foundations of semiotics. His research focused on the functioning of signs in society, as part of his theory of language, since semiotics largely draws from linguistic principles (Saussure, 1983). Saussure's theory expanded until he introduced the idea of the signifier and signified, which originated from the concept of the sign. According

to Saussure, it is impossible to have a completely meaningless signified that is completely formless, as signs require both a signifier and a signified. The sign is more than just a connection between names; it involves a concept or idea as the signified and a sound pattern as the signifier. Within human communication, signs have two aspects that convey meaning: verbal and visual signs, each of which has a signifier and signified.

Particular discourse allows individuals to create meaning through indirect or implicit communication, often relying on shared cultural references and contextual knowledge to convey their message (Blommaert, 2015). Understanding how meaning can be interpreted is also crucial when it comes to signs. Barthes (1964) extended Saussure's theory into connotation and denotation. With all these connections, semiotics can be described as a theoretical approach to the science of signs that explores how signs function, manifest, and are expressed in social interaction. Signs can be easily recognized through various mediums, including words, images, sounds, gestures, objects, and even memes.

The early definition of a meme was introduced in Dawkins' book, "The Selfish Gene." Dawkins (1976) defines a meme as a unit of cultural transmission, analogous to a gene, which can be spread from one person to another through imitation. He suggested that just as genes determine physical traits, memes determine cultural traits, such as beliefs, customs, and behaviors. However, the definition of the original Dawkins' meme and the current Internet meme are slightly different. Dawkins even acknowledged this fact and recognized that the concept of meme has undergone changes and taken on new meanings. The Internet meme relies on human creativity and appropriates the original idea instead of evolving into something random. However, the essential elements of Dawkins' theory are still present in this new form, while mutations can still occur. This modern version of a meme is known as an Internet meme.

Arthur (2009) argues that technology is not just a collection of tools and artifacts, but a complex and dynamic system that is shaped by human ingenuity, culture, and social organization. Nowadays, Internet memes have adapted and evolved into a digital medium, becoming an online communication genre representing modern

culture. Internet memes utilize digital alteration approaches such as Adobe and meme generators to create images conveying shared societal norms and values (Shifman, 2013). A text display meme is an Internet meme that conveys a message or a joke through text displayed on an image or a colored background.

The platform for finding Internet memes is diverse, and one popular source is the social media platform Instagram, where numerous accounts post daily Internet memes. One of the most well-known Instagram accounts for providing Internet memes is 9gag, which has shared over thirty thousand memes and has gained over fifty-eight million followers as of the day of this study. This account has become popular due to its ability to reach a wide audience with its casual and easily digestible Internet memes. 9gag's memes align with the status quo, as they can be understood without understanding complex discourses.

Several previous studies are relevant to the current research. Dewanto and Cahyono (2021) conducted a semiotic analysis of historical memes used in Eno Bening's tweet replies. Their study provided insights into how historical memes are used in contemporary social media discourse and how they reflect broader cultural and political trends. Similarly, Murtaisah (2020) explored the use of semiotics in analyzing memes on the Instagram account "@9gaggirly," which is targeted towards a female audience. The study investigated the visual and linguistic elements of the memes and how they convey meaning and humor. The findings shed light on the use of memes in contemporary social media discourse targeted towards women and how they reflect broader cultural and gender trends. Finally, Putra and Maharani (2017) focused on a semiotic analysis of four popular memes on the online platform Memecenter. Their study examined the visual and linguistic components of the memes and how they contribute to the creation and interpretation of meaning. These previous studies provide a valuable foundation for understanding the role of semiotics in analyzing memes and their significance in contemporary social media discourse.

The current study aims to fill the research gap by exploring the myth and ideology conveyed through the signs and symbols used in internet memes. The semiotic analysis of the memes will help reveal the underlying message being

communicated to the audience. While previous studies have analyzed memes using semiotics, this study more specifically focuses on the use of myths and ideologies in creating memes. Wiggins (2019) argues that memes are not just humorous or trivial cultural artifacts, but they are significant discursive tools that can convey complex social and political ideas and ideologies.

By closely inspecting the selected memes, the researchers will identify patterns and relationships between text and images, and examine the cultural and social context in which the memes were created and shared. Additionally, the researchers will examine the underlying beliefs, values, and attitudes reflected in the memes to better understand how memes function as a form of cultural and social commentary. The findings of this study will contribute to the field of cultural studies and media studies by providing a deeper understanding of how internet memes communicate complex social and political ideas through the use of myths and ideologies. This research also underscores the importance of semiotics in understanding how meaning is constructed and conveyed through signs and symbols. Semiotics provides a framework for analyzing the layers of meaning embedded in memes and for exploring the social and cultural values they convey. This study provides a model for future research in the field of semiotics and contributes to our understanding of how signs and symbols are used in digital communication to convey meaning.

## II. METHODS

The primary objective of the research is to analyze text display memes, a popular type of Internet meme that incorporates both images and texts. To gather data for the analysis, the researchers utilized six distinct data sources specifically chosen for the study, all of which were obtained from 9gag, an Instagram account that features daily Internet memes. The observation method was used to collect the data. The researchers visited the 9gag Instagram account and carefully examined each meme in the Instagram feed, selecting those that were relevant to the study and categorizing them based on whether they employed images, text, or both. To analyze the data, a qualitative research method was employed, with the Semiotics theory by Saussure and Barthes serving as the foundation for analysis. Semiotics is the study of symbols and

signs and their meanings. The researchers used this theory to examine how the text display memes constructed meanings. The use of Semiotics theory facilitated a deeper understanding of how text displays memes created meaning and their relevance to contemporary society. Sliwa (2017) argued that qualitative research is a valuable tool for exploring complex and dynamic social phenomena. Qualitative research methods allow researchers to gather in-depth, rich, and contextual data that can provide insights into the meanings and experiences of social actors. This is particularly relevant to the analysis of memes, as memes are cultural artifacts that are deeply embedded in social contexts and are subject to rapid evolution and transformation.

## III. RESULT AND DISCUSSION

Before proceeding with further analysis of the results, it is important to keep in mind some key points that can help better understand the data sources. Firstly, if any pronouns such as “I,” “you,” or “we” are present in the verbal cues within Internet memes, it most likely reflects the perspective of the meme’s creator or anyone who can relate to those memes. In order to identify such individuals, a terminology should be developed to ensure that everyone is on the same page when it comes to perspective. Therefore, these individuals should be referred to as the audience, since both the creator and anyone who can relate to the memes technically enjoys them by looking at them.

If an individual cannot relate to internet memes, it implies that they are not a part of the intended audience. Nevertheless, it is worth noting that there will always be a subset of individuals who can relate to the memes, irrespective of the audience size. This concept can be traced back to Dawkins’ theory of memes (1976), which proposes that memes can propagate and adapt among a population of individuals who can identify with them. Narula (2006) suggests that communication technologies have impacted the dissemination of cultural values and ideas across various societies and regions. Memes, which employ visual and verbal cues, are a form of communication that transmit cultural ideas and values. Memes often spread rapidly through social media, and their rate and scope of diffusion may have positive or negative consequences for the propagation of cultural values and ideas.

In hindsight, Dawkins acknowledged that Internet memes have taken over the traditional

concept of memes as a form of cultural transmission through imitation within society. This implies that Internet memes still embody the fundamental nature of memes, which is to represent what society thinks about a certain topic. Therefore, as a form of representation, there are always groups of people being represented through Internet memes. This phenomenon can also be observed in the source of data for this study, which is the 9gag Instagram page.

On the 9gag Instagram page, the presence of an audience can be confirmed through various numerical indicators such as the number of likes and comments from netizens. Therefore, it is true that there will always be at least one person who can relate to a certain Internet meme. This validates the selection of Internet memes for analysis in this study. The analysis of the selected memes can be seen as follows.

#### Data 1:



Figure 1. A Reminder  
(Source: <https://www.instagram.com/9gag/>)

Regarding the verbal component, the signifier is located at the top of the meme and consists of the text “a reminder that you are.” This verbal signifier conveys a statement from the creator of the Internet meme to the audience, expressing a specific claim. However, the meaning behind this statement can only be fully comprehended by combining it with the visual signifier.

Despite identifying the verbal signifier, the verbal signified alone is insufficient to convey the complete message of the data. This is because the sentence on the verbal signifier, “a reminder that you are,” is grammatically incorrect due to the

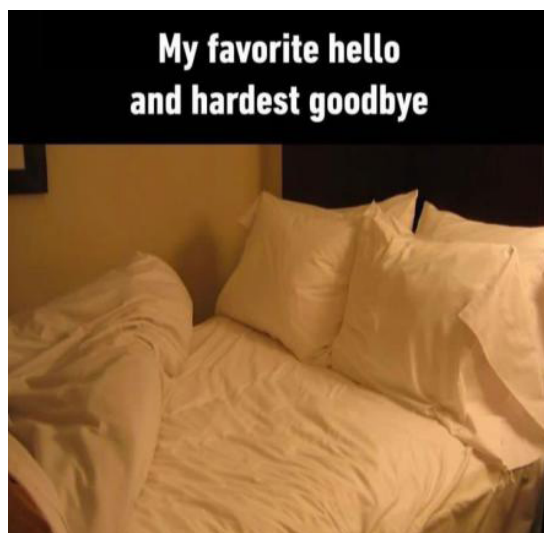
absence of the sentence object. In order to address this issue, the visual signifier needs to be included in the table to complement the data and provide the missing information.

The visual sign in the meme features a soda brand called Fanta and a stick, but these two words have their own separate meanings and are not directly connected to the verbal sign. As a result, even after adding the visual sign to the table, the meaning of the meme remains unclear and appears to be a riddle for the audience to solve. To solve the riddle, one needs to combine the words “Fanta” and “stick” to create the word “FantaStick”. While the word itself is still somewhat confusing when spoken aloud, the vowels in the sounds provide a clue that leads to the discovery that “FantaStick” is a pun for the word “fantastic.” This revelation exposes the true meaning behind the meme, which is “a reminder that you are fantastic”. The use of the Fanta soda brand and stick as the visual signifiers is a deliberate attempt to create a riddle that requires the audience to decipher and combine the two words to reveal the pun. This represents the ideology of creativity and intelligence as it rewards those who are able to solve the riddle with a sense of satisfaction and amusement.

The sentence “A reminder that you are fantastic” can be interpreted as a message of encouragement or affirmation directed at the audience. The use of the word “reminder” suggests that the message is intended to reinforce an existing belief or feeling, while the word “fantastic” conveys a sense of positivity or excellence. The sentence implies that the audience is already “fantastic” and that the meme serves as a reminder of that fact. This message could be seen as an attempt to promote self-confidence or self-esteem among the audience, or as a way to create a sense of shared identity or community among those who identify with the meme.

In addition, based on the given sentences, the myth being conveyed by the meme could be the idea that drinking Fanta can lead to feelings of self-worth or superiority, while the ideology could be related to consumerism and the belief that buying certain products can contribute to one’s sense of identity or social status. The use of the word “fantastic” also implies a certain level of positivity or optimism, which could be seen as reinforcing cultural norms around positivity and happiness.



**Data 2:**

**Figure 2 My Bed**  
(Source: <https://www.instagram.com/9gag/>)

The verbal signifiers “my favorite hello” and “hardest goodbye” represent a certain statement. However, opinions on this statement may vary, with some people agreeing and others disagreeing. It is important to note that the word “my” in the verbal sign emphasizes that the Internet meme represents a personal opinion from the creator, 9gag. The meme serves as a declaration of a claim or opinion that the audience may agree with. In this case, the opinion being declared is related to the concept of “favorite hello” and “hardest goodbye.”

At this point, the interpretation of the data is still incomplete. If we only focus on the surface-level meaning of the verbal signifier and signified, the result of the analysis will be limited to the audience’s favorite hello and hardest goodbye. This example illustrates the danger of interpreting theory aspects as separate entities, focusing solely on finding the signifier, signified, and meanings of the verbal sign without exploring the visual sign. Therefore, for a more comprehensive and coherent analysis, it is recommended to find the signifier and signified in both the visual and verbal signs and combine them into a conclusive interpretation. From there, the same analysis flow should be followed in finding both connotative and denotative meanings.

After explaining the verbal signifier and signified, the question that arises is: what is the audience’s favorite hello and hardest goodbye? Since this Internet meme is incomplete like any other text-display meme format in the study, the interpretation of the visual sign should be added

to fully understand the meme as a whole idea. Fortunately, the visual sign for this data is simple. Here, the visual sign only shows a picture of a bed as the visual signifier. The bed picture signifies the comfort zone of human beings, a place to restore energy by sleeping, which completes the audience’s claim of what they see as their favorite hello and hardest goodbye.

The choice of a picture of a bed as the visual signifier makes logical sense because people nowadays are often very busy with work, school, or other activities, which can drain their energy. As a result, they often crave the comfort of their own bed to rest and recover. This is supported by the verbal signifier “my favorite hello”, which implies a sense of comfort and familiarity associated with returning home to one’s bed. On the other hand, it’s also relatable for people to hit snooze on their alarm clock and fall back asleep for another hour or two, which makes it difficult to leave the comfort of the bed. This is emphasized by the words “hardest goodbye”, as leaving the bed can be a challenge when it’s so comfortable.

It’s interesting to see how a simple Internet meme can reveal so much about human behavior and their daily life struggles. The interpretation provided by this study sheds light on how people value their comfort zone and how difficult it can be to leave it, even for daily tasks. It also shows the importance of combining both verbal and visual signs to fully understand the meaning behind a text-display meme format.

The connotative meaning of this Internet meme can be interpreted as the audience’s desire for comfort and rest, as well as their reluctance to leave their comfort zone. It can also suggest the idea that the daily routine and demands of life can be exhausting, and that people need a place of refuge to recharge and prepare for the next day. Additionally, it can also imply the importance of self-care and taking the time to rest and restore one’s energy. Overall, the connotative meaning of this Internet meme is about the value of rest and comfort in the midst of a busy and demanding life.

The myth and ideology presented in the above analysis of the verbal and visual signs is related to the concept of comfort and the importance of rest and recovery. The use of the bed as a visual signifier represents a place of comfort and relaxation that people often seek after a long day of work or other activities. This myth is based on the idea that people

need a comfortable and safe space to retreat to in order to recharge their energy and be able to face the challenges of daily life.

The ideology behind this myth is the importance of self-care and the recognition of the need for rest and recovery. The verbal signifier “my favorite hello” and “hardest goodbye” further reinforce this ideology by emphasizing the emotional attachment people have to their beds and the challenge of leaving them. This ideology promotes the idea that taking care of oneself, including getting enough sleep and rest, is crucial for mental and physical well-being. It also acknowledges the struggles people face in balancing the demands of daily life with the need for self-care.

#### Data 3:

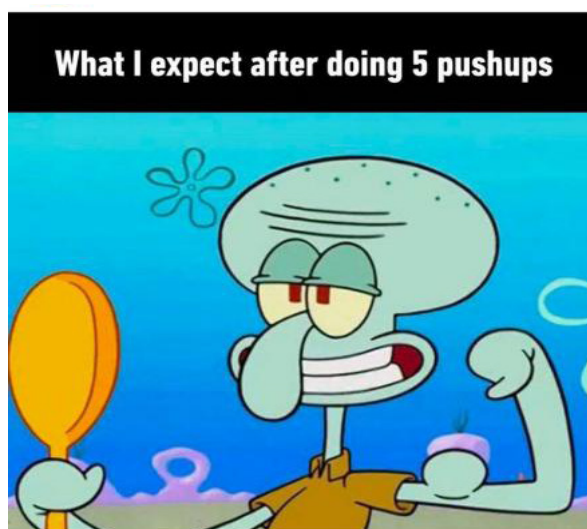


Figure 3. Expectation  
(Source: <https://www.instagram.com/9gag/>)

The signifier in this case is the sentence “what I expect after doing 5 push-ups”. The word “I” signifies the audience, while “expect” implies that the scenario presented in the meme is not real and serves as a hypothetical scenario. “After doing 5 push-ups” clarifies that the scenario involves someone’s expectations of their appearance after performing five push-ups.

The visual sign in this meme complements the verbal sign by clearly representing the expected outcome. It features Squidward, a cartoon character from *SpongeBob SquarePants*, smiling with his hand flexed to show off a muscle. The smile signified happiness, while the buffed arm signified strength. The combination of these two visual signifiers emphasizes the word “expected” in the verbal sign, indicating a sense of pride in achieving

the expected outcome of looking buff after doing five push-ups. However, the meme also implies this expectation may not always be realistic.

In terms of connotative meaning, Squidward is interpreted as the audience in the connotative meaning. The visualization of his smiling face and muscular arm represent the audience’s artificial expectation of getting buffed after doing push-ups. This interpretation emphasizes the unrealistic nature of the scenario and the importance of managing one’s expectations. This scenario is deemed artificial and can only be considered an expectation because it is not a realistic goal for an average person to achieve. Building muscles requires a great deal of effort, consistency, and rigorous body maintenance through regular workout routines, not just simple push-ups. Therefore, it is reasonable to assume that the statement in this Internet meme comes from someone who is not accustomed to working out, which explains the unrealistic expectation. In summary, this data means that the audience expects to gain muscle after performing only a few push-ups.

Based on the analysis above, the myth that emerges is the idea that doing a small amount of exercise, such as five push-ups can instantly lead to a significant physical transformation such as gaining muscles. This is an unrealistic expectation that is perpetuated through Internet memes and social media. The ideology behind this myth is the notion of instant gratification and the desire for a quick and effortless way to achieve physical fitness. This is a reflection of the larger cultural emphasis on instant gratification and the glorification of shortcuts or “hacks” in various aspects of life, including health and fitness.

Furthermore, the analysis also reveals the underlying cultural codes and conventions that shape the interpretation of the data. For example, the use of popular culture references such as *SpongeBob SquarePants* and *Fanta* reflects the influence of media and advertising on our everyday language and visual culture. Additionally, the use of humor and irony in the Internet memes reflects the cultural preference for wit and sarcasm as a way to express opinions and observations about social and cultural phenomena. These codes and conventions are ingrained in our cultural consciousness and shape the way we interpret and respond to various forms of media and communication.

**Data 4:****Figure 4. Realization**(Source: <https://www.instagram.com/9gag/>)

The verbal sign in Data 4 consists of the text “when you’re giving advice and feel advised by your own advice”. The use of the word “you” in the sign implies the creator’s perspective or bias towards the audience, who are assumed to react in a certain way to the situation described in the verbal sign. The word “when” in the sign indicates a hypothetical scenario related to the context of the data. Combining these elements, the verbal sign conveys a scenario in which the creator has a particular perspective or bias towards the audience, based on the hypothetical situation of feeling advised by one’s own advice.

It captures the what-if scenario that the creator is trying to convey and highlights the use of the word “you” as a signifier of the creator’s perspective or bias towards the audience. However, it’s important to note that the connotative meaning of the verbal sign is also significant in interpreting the overall message of the meme. The phrase “when you’re giving advice and feel advised by your own advice” carries a connotation of self-reflection and introspection. It suggests that the act of giving advice can also serve as a reminder to the giver to apply their own advice to their own life. This connotation is reinforced by the use of the word “feel” which implies a sense of emotional resonance or personal connection to the advice being given.

To put it in simpler terms, the visual sign is a cartoon character with a covered mouth, which represents the audience’s shocked reaction when they hear their own advice given to someone else. The choice of this visual sign is based on the common reaction of people to cover their mouths when they are surprised or shocked. In society, giving advice is a common way for people to

socialize and communicate. This can be a helpful way to relieve stress and solve problems. However, sometimes people find that they are giving advice that applies to their problems. This Internet meme serves as a reminder that this can happen and can be a motivating experience. The verbal sign of Data 4 emphasizes this concept, while the visual sign of the cartoon character covering their mouth adds to the meaning by representing the audience’s shock at realizing their own advice is helpful for their own problems. Together, the verbal and visual signs convey the idea that giving advice can sometimes result in surprising self-discovery.

Based on the theory of semiotics, the myth embedded in the above sentences is that giving advice is a common way for people to socialize and communicate and that it can help solve problems and relieve stress. The ideology embedded in the sentences is that self-discovery can be a motivating experience that can occur when advising others. The use of the Internet meme in the sentences is significant as it reinforces the ideology of self-discovery. The verbal sign of data 4 emphasizes this concept by highlighting the idea that giving advice can lead to personal insight. The visual sign of the cartoon character covering their mouth further adds to the meaning by representing the audience’s shock at realizing their own advice is applicable to their own problems. This visual sign reinforces the idea that self-discovery can be surprising, and that it can occur when people are not expecting it.

Together, the verbal and visual signs in the sentences convey the idea that giving advice can sometimes result in surprising self-discovery, which reinforces the ideology of self-improvement through communication and socialization. This reinforces the myth that giving advice is a common and helpful way for people to interact with each other.

**Data 5:****Figure 5. Sadness**(Source: <https://www.instagram.com/9gag/>)



The word “when” signifies that this is a hypothetical scenario, while the word “you” signifies the audience being addressed. The phrase “...eat because you are sad...” signifies a coping mechanism for dealing with sadness, while the phrase “...you are overweight but still sad” signifies a failing outcome and unmet expectations.

Overall, the signified meaning of the verbal sign in this meme is a cautionary tale about the potential negative consequences of using food as a coping mechanism for dealing with sadness. It suggests that the expected positive outcome of feeling better may not necessarily be achieved and that in fact, the outcome may be negative, leading to further sadness and disappointment.

Regarding the visual sign, it was previously explained that it only serves to amplify the effect of the verbal sign and adds to the meaning of the Internet meme. Figure 5 shows a visual signifier of a fat dog with a sad expression, as indicated by the downturned mouth. The dog symbolizes the audience who can relate to the statement of the Internet meme. The sad expression emphasizes the audience’s inability to cope with their sadness. The visualization of the dog’s body as fat signifies the outcome of overeating to alleviate the feeling of sadness and hope for happiness, which is ultimately proven ineffective.

Based on semiotic theory, the myth conveyed in the analysis is that eating can be seen as a coping mechanism for dealing with sadness, but it can lead to negative outcomes such as weight gain and perpetuate feelings of sadness. The ideology embedded in the analysis is that people should be aware of their coping mechanisms and be mindful of the potential negative consequences that may arise. The use of a visual signifier such as the sad-looking fat dog in the meme emphasizes the emotional impact of this ideology on the audience. The meme serves to challenge the myth that eating is always an effective way to cope with sadness and reinforces the idea that individuals should seek healthier coping mechanisms.

The message for the audience is that using food as a coping mechanism for sadness may not lead to the expected result and could potentially lead to negative outcomes such as weight gain and continued feelings of sadness. The Internet meme serves as a humorous but cautionary reminder to the audience to be mindful of their coping mechanisms and to seek healthier ways of dealing with negative

emotions.

#### Data 6:



Figure 6. Weirdo

(Source: <https://www.instagram.com/9gag/>)

The verbal sign in this example is similar to Data 5, where the narrative is clear and the visual sign amplifies the exaggeration of the verbal message. The signifier in this case is the phrase “me staring at myself in the mirror every morning wondering why I look so weird.” The signified can be broken down into three parts: the words “me”, “myself”, and “I” represent the audience, while the rest of the phrase, “staring at the mirror every morning wondering why the audience looks so weird”, depicts a simulation of the audience’s daily routine and their subsequent self-perception.

The visual signifier in this case is the picture of a panda, which represents the weird or unusual appearance that the audience sees when looking at themselves in the mirror. The panda can be seen as a metaphor for this feeling of not recognizing oneself and emphasizes the hyperbolic aspect of the verbal sign. Together, the verbal and visual signs convey the idea that the audience may feel strange or uncomfortable with their appearance, even though they may not be objectively abnormal or different.

To find the connotative meaning of this Internet meme, we can analyze the visual sign of the odd-looking panda as a representation of the audience’s self-perception as weird-looking when they look at themselves in the mirror every morning. The use of a panda as the visual signifier may seem unusual, but upon closer observation, the panda in the image is not a normal-looking panda. It is missing the distinctive black circles around its eyes that pandas typically have, giving it an uncanny and unusual appearance. This alteration may suggest that the audience’s perception of their



appearance is distorted or altered, perhaps due to their own insecurities or societal pressures. The use of this altered image of a panda, therefore, connotes the idea of distorted self-perception and feeling of being odd or out of place.

The myth presented in this analysis is that the audience may perceive themselves as having an odd or weird appearance when they look at themselves in the mirror every morning. The ideology that is conveyed through this myth is the societal pressure to conform to beauty standards and the resulting self-consciousness and anxiety that individuals may experience when they perceive themselves as not meeting these standards. The use of the panda in the visual sign adds to this myth by emphasizing the idea of an abnormal or unnatural appearance, which may be the result of societal expectations and pressures. Additionally, the digital alteration of the panda's image may also suggest the increasing prevalence of image manipulation and the unrealistic beauty standards perpetuated through social media and other digital platforms. Overall, the meme conveys a message about the impact of societal beauty standards on individual self-image and the resulting anxiety and self-consciousness that individuals may experience.

The message for the audience in this Internet meme is to not take themselves too seriously when it comes to their appearance. The meme suggests that people may have a distorted view of their own appearance, and that what they perceive as weird or unusual may not actually be so. The use of a panda with an altered appearance emphasizes this point and adds a humorous element to the message. Overall, the message is to not let insecurities about appearance take over one's thoughts and emotions and to maintain a lighthearted perspective.

#### IV. CONCLUSION

Based on the semiotic analysis of the Internet memes provided, it can be concluded that Internet memes are not just humorous visual content, but also a product of a complex system of signs, codes, and symbols that convey meanings and messages to the audience. Each element of an Internet meme, including the verbal and visual signs, has its own signifiers and signified that contribute to the overall

connotative meaning of the meme. Through semiotic analysis, the researchers were able to identify the myths and ideologies that underlie the messages conveyed through memes. This study highlights the significance of memes as a form of cultural and social commentary, challenging or reinforcing dominant cultural values and ideologies.

The implications of these findings are wide-ranging, with implications for media studies, cultural studies, and sociology. The implications of this study in the field of semiotics are also significant. The findings suggest that semiotic analysis can be a valuable tool for understanding how meaning is constructed in internet memes and how they function as a form of cultural and social commentary. Furthermore, this study contributes to the ongoing debate within semiotics about the role of language and image in meaning-making. The analysis of the interplay between text and images in internet memes provides insight into the complex relationship between visual and verbal signifiers and their connotative meanings. This study also suggests that semiotics can be used to analyze non-traditional forms of communication, such as internet memes, and to reveal the underlying myth and ideology that shapes our understanding of the world.

However, this study is not without limitations. The sample of memes analyzed was limited to those that were widely shared on social media platforms, which may not be representative of all memes. Additionally, the study focused specifically on the use of myths and ideologies in creating memes, leaving other aspects of meme discourse unexplored.

Future research in this area should aim to address these limitations by analyzing a more diverse sample of memes and exploring other aspects of meme discourse. Additionally, future studies could build on this research by examining how memes are received and interpreted by different audiences, and how they contribute to broader discourses on social and political issues. Overall, this study has contributed to our understanding of how semiotics can be used to analyze internet memes and their role in digital communication.

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