Ridicule in Meme of 9GAG: Multimodality Perspectives

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Abstrak

Meme adalah aktivitas mimikri terhadap suatu objek berbentuk gambar dan teks yang terdapat pada gambar tersebut dapat diubah sesuai dengan konteks sehingga menghasilkan arti yang berbeda. Salah satu situs yang menampilkan meme adalah 9gag.Terdapat beberapa fakor yang membuat tertarik unuk membuat meme.Salah satu tujuan dari membuat meme adalah mengekspresikan ide.Penelitian ini juga bertujuan untuk meneliti bagaimana *ridicule* yang ada di 9gag memberikan peranan dalam kehidupan sosial. Peran yang dimaksud berhubungan dengan kemahiran dalam berkomunikasi. Kemahiran dalam berkomunikasi dapat terlihat dengan meneliti cara tiap individu berinteraksi dengan sesama dan bagaimana tiap individu mengungkapkan pendapat mereka mengenai suatu objek atau individu. Dalam hal ini, *ridicule* digunakan untuk berkomunikasi dan menyampaikan pendapat. Terdapat lima belas data yang berbentuk meme dengan tujuan *ridicule*ditemukan dalam penelitian ini. Data tersebut kemudian dianalisa berdasarkan teori *Multimodality*. Teori *multimodality* menjelaskan terdapat empat jenis mode yaitu teks, gambar, warna, dan mimik wajah. Untuk menganalisa mode teks,, teori yang digunakan adalah internal dan eksternal faktor dari Attardo. Dari penelitian disimpulkan bahwa semua mode muncul dalam data dan berkontribusi terbentuknya gambaran *ridicule*pada meme di *9gag*. Gambar mode menampilkan gambaran mengenai mimik wajah dan warna kemudian diikuti barisan kata yang mengikuti gambar sebagai dasar sehingga keduanya menghasilkan *ridicule*. Pada penelitian ini diketahui pula bahwa *ridicule* berpengaruh dalam kehidupan dan memiliki peranan dalam kehidupan sosial. Peranan tersebut berdampak akan munculnya kegagalan dalam berkomunikasi dan Satir (gaya humor yang bersifat menyindir).
Kata Kunci: Multimodality, humor, *ridicule*, meme.

Abstract

Meme is the activity of doing mimicry from the picture source and change the verbal text in the picture to produce various meanings. One of the sites which provide meme is 9gag. There are many reasons why people start to make meme. One of the purposes of people making meme is to ridicule. Here, this study focused on how the ridicule depicted in meme. This study aims to analyze the depiction of ridicule and to analyze how is ridicule in meme of 9gag plays roles in human society. The role in this case is dealing with the communication skills. The communication skills can be how to communicate with each other and how to express the idea of someone or object. Communication is essential in the daily activity of social life which is why it is essential to have ridicule in social life because ridicule is used to communicate and to express the idea. This study used fifteen data in the form of meme, which can be categorized as ridicule. The data are analyzed according to the pattern which picture portrayed then relating the picture with the text. To analyze the data, this study focuses on the multimodality theory. Multimodality theory explained four types of modes. They are writing, image, color, and facial expression. Since, the idea of each meme is on the line, then it is essential to analyze deeper in line or writing concept. Thus, the internal and external factors by Attardo are used to analyze the writing concept since the theory is generally for verbal text. In conclusion, this study has found that all of the modes shared the contribution towards the depiction of ridicule. The picture as base then followed by lines as writing modes then depicting the ridicule. This study also found that ridicule is affecting the social life or in other hand it can be said that ridicule plays role in social life. The role contributes communication failure and satire as effect.
Keywords: English, humor, ridicule, and meme.

INTRODUCTION

One way to entertain people is to make them laugh. According to Raskin (1985), somebody hears or sees something and laughs, it means that the person finds the audial or visual stimulus funny. This funny thing, which makes people laugh, is humor. Humor is one of the results of language which used to express funny things. Most evaluators have argued (or even taken it for granted) that humor is good, It has been noted that laughter, which accompanies humor, gives pleasure(Raskin, 1985:9). This statement explained that

humor will give pleasure and it is a good thing. That is why this research is concerning about how the humor will make a pleasure toward the reader.Raskin (1985:24) mentioned six types of humor based on its technique. They are ridicule, humor as the speaker's own expense, riddle, conundrum, pun and suppression / repression. Ridicule is considered as unique type of humor. Raskin (1985:24) explain that the idea of ridicule is making fun of somebody or in other terms, the idea is to mock or make someone discomfort. This idea of ridicule is usually categorized as negative since it can makes people feel uneasy and discomfort but at the same time ridicule is still laughable or entertaining. This condition explains why ridicule can be considered as unique and important to observe. By observing the depiction of ridicule, there will be a chance to understand how the patterns of ridicule and what are the purpose of the maker to use ridicule in expressing their idea.

Nowadays, internet is one of the media to express humor. One of popular humor type in internet area is meme. Internet Meme is a mimicry of something which had been done by another people and this mimicry from had been spread out through an internet especially in social media. One of the social media which is spreading an internet meme named 9gag. Meme had been used for this research because of its concept. The idea of meme is mimicry. It has an unique term and different from the others humor source. It is argued by Billig (2005:11) that humor are not straightforward and ridicule plays the central role in social life (Billig, 2005:14). This statement explained that each of humor may carry their own meaning and those meaning or idea is playing role in social life. This study is following the concept of humor by Raskin which only focused in ridicule aspect. This study explores more about the ridicule development in the data by analyzing the depiction of ridicule and how the ridicule plays role in social life.

METHOD

This study is a qualitative research where the study designed to describe the observed phenomenon with words rather than number, because the object of the study is internet image meme that are hard to quantify and are easier to study while relying interpretation using theory and considering context. This is related to the definition of qualitative research by Litosseliti. Littosseliti (2010: 34)stated that qualitative research is the research in which the researchers are able to involve their interpretation in analyzing the subject matter.

The gained data are the meme which occurred in meme's sector of 9gag application. The data is considered as an image meme. The format of the image memes consist of the text (generally uses impact font) and located at the top and bottom of the image while the image is placed under the text. The whole image meme

with the text is the data, and the source of data is the meme's sector in 9gag application.

There are numerous techniques to collect data. Such as observation, interviews, open-response questionnaire, verbal reports, diaries and discourse analysis. (Heigham, Croker: 2009). In order to collect the data, this study used observation. Observation is the action of recording, transcription, and noting related to what is going to be observed and it is used to identify the research question. (Wray, et al:1998) The observation is limited to the 9gag application in meme sector. The instrument of the study is documentation. Observing the object and noting the needed data are part of documentation.

In this study, there were two questions that were answered. There were several steps to do in order to answer two reseach questions.

In order to answer research question one, the theory of multimodality by Kress about modes is used to analyze the depiction of ridicule. Kress (2009:40) mentioned writing, image, number, color and facial expression are the type of modes which included in multimodality text. Along with this theory, this study found some modes are used inside the data. The modes that occurred in the data are writing, image, color, and facial expression.After analyzing both of components (image and text), the depiction of ridicule are occurred in the data. The depiction of ridicule in meme is following the concept of social semiotic and type of multimodality text. It can be concluded that all of modes are the contribution of ridicule's depiction.

Research question two is answered by following the Billig theory about ridicule. It is argued that ridicule plays the central role in social life (Billig, 2005:11). The meme maker put their idea into their meme. Since the meme that they used is ridicule, the way of them deliver their idea are slightly different from another type of humor.This study found that all of the data are expressing the communication skill of each people in social life eventhough it expressed in ridicule ways. This condition is related to Billig statement about how ridicule plays role in social life. The way of the meme maker made their meme are in order to deliver their idea. All of the data are having their own effects. The effects can be either communication failure, and satire. The effects can be seen after analyzing the depiction of ridicule by focusing on how the modes occurred in the data.

FINDINGS

There are fifteen data which divided into seven subchapter, they are :

1. Socially Awesome and Awkward Penguin

Oh god oh god why am I so bad?
4,211 Points · 49 Comments

Socially Awesome and Awkward Penguin concern about the experiences in daily conversation. In this case, the conversation began to fall as following the picture base. Socially Awesome indicates the good atmosphere in conversation or good flow of conversation while Socially Awesome is the opposite, it tells about how the conversation is becoming awkward. All of the data which used it as meme's base are portraying the communication failure because the communication is began to fall from awesome to awkward state. Based on analysis, all of the internal factors by Attardo occurred on the data. Meanwhile, all of the external factors does not occurred in the data which means there is no specific consideration for people to understand the Socially Awesome and Awkward Penguin meme. Regardless the absence of external factors, ridicule is still depicted in the Socially Awesome and Awkward Penguin. The absence of all the external factors indicate that the meme is general and can be used without concerning about the considerations in external factors.

2. First World Metal Problems

Its not all screaming that's just a stereotype
4,372 Points · 276 Comments

First World Metal Problem is meme which used metal as their topic. Both of meme in this study is concerning about metal problems. It deal with how metal as genre of music. The picture is supporting the metal as topic. In this case, the meme are used to ridicule someone who loves metal genre and popular metal band who changes their music genre. Based on analysis, all of the internal factors by Attardo occurred on the data, except script opposition. Script opposition only occurred in data six. The external factor which occurred in the data is educational background considerations. The educational background considerations which needed is about metal as genre of music. Thus, regardless the absence of script opposition and external factors, ridicule is still depicted in the First World Metal meme which spesified for people who understand metal as genre of music.

3. Facepalm

Stupid people…
6,995 Points · 146 Comments

The idea of facepalm is used to express the reaction towards someone momentary lapse of logic. The picture portrayed someone places his hand on his face. His gesture is the reaction towards the unbearable absurd condition. In this case, the lines are following the concept of facepalm. Facepalm occurred as an irony toward people's momentary lapse of logic behavior. Thus, the irony is the contribution toward the depiction of ridicule. Based on analysis, all of the internal factors by Attardo occurred on the data, except script opposition. Scrip opposition does not occurred because both of the lines is actually one sentence which means it shared one idea. Meanwhile, all of the external factors does not occurred in the data except educational considerations. The meeme is

made for the twitter or social media users because it contains specific internet slang language. Regardless the absence of script opposition and external factors, ridicule is still depicted in the Facepalm meme. Thus, the specific education consideration is to underline the ridicule's topic, in this case it is used to ridicule twitter's user.

4. College Liberal

I call my sister a fair-weather feminist
1,092 Points · 60 Comments

College Liberal is used to express hypocrite. It portrayed girl with dreadlock wearing knitted caps. In this case, both of the meme which used College Liberal as base share the woman's hypocrite. It is related to the picture which also portrayed woman. The lines are used to ridicule the woman because of their hypocrite. Thus, the ridicule depicted because the meme maker aim to mock the woman. Based on analysis, all of the internal factors by Attardo occurred on the College Liberal meme. Meanwhile, all of the external factors are not occurred in the data which means that there is no specific consideration for people to understand the College Liberal meme. Regardless the absence of external factors, ridicule is still depicted in the Bad Luck Brian meme. The ridicule can be understand by people without concerning specific considerations.

5. Yo Dawg

I was approved for food stamps because my paycheck is basically zero after taxes and student loan payments
5,091 Points · 125 Comments

Yo Dawg picture is portraying Xzibit's laughing photo. Here, Yo Dawg is used for making fun of the incident which shared the same cause and effect. In this case, the meme maker is citizen while the target is the government. Xzibit's laughing facial expression is supporting the meme to ridicule the government's policy. Based on analysis, all of the internal factors by Attardo occurred on the data. Meanwhile, all of the external factors does not occurred in the data except Social-class Considerations which means the meme is used for people who comes from specific social class, in this case the meme is used for people who comes from low status. The social-class considerations made this meme is specific but it still depicted the ridicule.

6. Unhelpful High School Teacher

Not everyone learns the same way

Unhelpful High School teacher is meme contains how the teacher is being unhelpful. The picture is portraying the teacher in classroom. Both of the lines are supporting the idea of unhelpful teacher. Unhelpful in this case means the teacher is not being supportive towards the students. The meme maker is usually the student. These meme are used by the student to ridicule teacher's behavior or statement. Based on analysis, all of the internal factors by Attardo occurred on the data, except script opposition. Meanwhile,

all of the external factors except time frame considerations does not occurred in the data which means that the Unhelpful High School Teacher can be applied in specific time. The specific time for usng Unhelpful High School Teacher is only on the school time. Thus, the absence of script opposition and the appearance of time frame considerations are not affecting the depiction of ridicule in Unhelpful High School meme, but it made the ridicule can be used in school time only.

7. Bad Luck Brian

Bad luck brian, bad luck.

Unhelpful High School teacher is meme contains how the teacher is being unhelpful. The picture is portraying the teacher in classroom. Both of the lines are supporting the idea of unhelpful teacher. Unhelpful in this case means the teacher is not being supportive towards the students. The meme maker is usually the student. These meme are used by the student to ridicule teacher's behavior or statement. Based on analysis, all of the internal factors by Attardo occurred on the data, except script opposition. Meanwhile, all of the external factors except time frame considerations does not occurred in the data which means that the Unhelpful High School Teacher can be applied in specific time. The specific time for usng Unhelpful High School Teacher is only on the school time. Thus, the absence of script opposition and the appearance of time frame considerations are not affecting the depiction of ridicule in Unhelpful High School meme, but it made the ridicule can be used in school time only.

DISCUSSION

1) Depiction of ridicule in meme of 9gag

In order to understand the depiction of ridicule in the data, this study focused to analyse the picture and the factor of the data. This study found that according to the result, the combination between image and text are affecting the depiction of ridicule in meme.

After analyzing both of components (image and text), the depiction of ridicule occurred in the data. The depiction of ridicule in meme is following the concept of social semiotic and type of multimodality text. It can be seen in the modes which occurred in meme:

1.   Modes Used in Socially Awesome and Awkward Penguin

As the type of multimodality text, the modes are occurred in the data. For example writing and color are mode used in data which has Socially Awesome and Awkward Penguin as picture base. The concept of this meme is expressing the change of flows in conversation. Two lines as writing concept are following the color and image modes in the data. The conversation began to fall because ridicule depicted on line in blue background which considered as Socially Awkward Penguin. Modes occurred as the contribution to the depiction of ridicule.

2.   Modes Used in First World Metal Problem

In other hand, the picture, facial expression and writing modes are used in First World Metal Problem data. The facial expression is following picture mode. The facial expression in data five can be seen in the portrait image of the man who uses metal T-shirt. The facial expression which the man exposed is an earnest expression. The earnest expression in this condition is the man looks like he is thinking of something seriously. The man happened to use S.O.D. T-shirt which referred to metal band. The writing concept is following the concept of facial expression which the image has. Since the man used metal shirt, it appears that 'something' which the man thinking seriously is about metal. There are two lines available in the meme. Both of the lines represent the writing mode. Thus, by having the concept of the image, facial expression and writing, the ridicule is delivered and depicted.

3.   Modes Used in Facepalm

Furthermore, 'Facepalm' also used modes in order to deliver the ridicule. The modes used in data seven are image and writing. The image in data seven is portraying a gesture from Captain Jean-Luc Picard (one of the character from Star Trek). The gesture which Captain Jean-Luc Picard used in the image is placing his hand into his head which can be identified as depressed expression. This gesture is identified as facepalm. Facepalm is the reaction towards someone's momentary lapse of logic. Momentary lapse of logic in this case had been explained in the text. Thus, the text or the writing concept which appeared is following the image concept. The writing concept or the text is divided into two lines

which actually there is only one sentence. It can be concluded that both of modes, writing and image, are the contribution in the depiction of ridicule.

4.   Modes Used in College Liberal

Mode is also used in College Liberal data. For example, modes used in data eight is same as data seven, they are image and writing concept. The image concept in data eight is portraying a girl with dreadlocks wearing knitted cap. The girl in this case is becoming the symbol of college liberal and hypocritical. Here, along the image, the writing concept should be hypocritical statement. The hypocrite which occurred in this data is divided into two lines. Both of the lines represent the writing mode which follows the concept of the image since the girl in the image is becoming the symbol of hypocritical. Both of the image and writing concept are the contribution toward the depiction of ridicule in data 4.

5.   Modes Used in Yo Dawg

The modes used in Yo Dawg data are image, facial expression, and writing. Yo Dawg is portraying a photo of Xzibit's laughing. The concept of the writing appears by following the image. Here, the concept of writing is like cause and effect, yet the object is still the same. This writing concept is underlying the depiction of ridicule. The ridicule happens when there is an awkward situation between the same cause and effect of one incident. It occurred along the line in the data. There are two lines inside the data which can be considered as the cause and effect. Both of the lines are sharing the cause and effect from the same object. Here, the meme ridicules the object by combining the laughing facial expression from Xzibit and the cause-effect writing concept as the following of the image. This explains that both of the image, facial expression, and writing modes are contributed in the depiction of ridicule in Yo Dawg.

6.   Modes Used in Unhelpful High School Teacher

There are two modes used in Unhelpful High School teacher. The modes are image and writing. The image is portraying female high school teacher which uses white shirt and it appears that she is teaching geography. The picture is usually called as 'Unhelpful High School Teacher'. The picture is tells about the irony of teacher's habit. The writing modes is following the concept of Unhelpful High School Teacher. The lines is expressing how the teacher become unhelpful. This unhelpful teacher made the ridicule depicted in meme. The meme is used to mock the teacher because she is being unhelpful. The ridicule depicted because of the image and writing's contribution.

7.   Modes Used in Bad Luck Brian

There are also two modes used in Bad Luck Brian. They are image and writing modes. The image is having

portrait a blonde teenage boy wearing a plaid sweater vest and braces. The pictures is usually accompanied with captions that describes a variety of embarassing and tragic occurences. The picture is known as Bad Luck Brian. The writing modes is following the image concept. The ridicule depicted because of the writing modes is following the image concept.

From the whole of the data, it can be said that all of the data are using modes in order to analyze the depiction of ridicule. All of the modes which mentioned by Kress are occurred in the data. It is related to Kress statement about being multimodality text. The way of the modes used in meme explains that meme is a type of multimodality text. The function of the modes is to depict the ridicule. The combination between the writing and image modes leads the depiction of ridicule. This is relevant to the theory which mentioned by Kress about social semiotic and multimodality. The function of social semiotic modes in multimodality leads the depiction of ridicule in meme.

2)   Ridicule effect in social life

It is argued that humor are not straightforward (Billig, 2005:11). This is related to the way of ridicule plays part as one type of humor. This study found that all of the data have their own ulterior motives or something that the maker want to deliver. The maker of the ridicule meme in these data are expressing their idea through these meme.

This study found that all of the data are expressing the communication skill of each people in social life eventhough it expressed in ridicule ways. This condition is related to Billig statement about how ridicule plays role in social life. The way of the meme maker made their meme are in order to deliver their idea.

All of the data are having their own effects. The effects can be either communication failure, and satire. The effects can be seen after analyzing the depiction of ridicule by focusing on how the modes occurred in the data. There are two effects of ridicule occurred in the data. They are communication failure and satire. Here, both of them and the analysis are presented :

1.   Communication Failure

Communication is an essential part of daily life which means communication is one of the role in social life. Ridicule in this case, plays role in social life through communication. As the result, by using ridicule in communication leads the communication began to fall, in other hand, ridicule plays negative role in communication. The impact of the communication is on the speakers. One of the speakers may thinks that they are becoming the victim because of ridicule. The communication failure effects happened in all of the Socially Awesome and Awkward Penguin and data five of First World Metal Problems. Here is the explanation of the communication failure in both of them :

1.1 Socially Awesome and Awkward Penguin

Socially Awesome and Awkward Penguin differ the current flows of conversation based on the background color. Red background color means the succesful communication while the blue background color means the failure comunication. The first line is on the red background and the second line is on the blue background. It means the flow of conversation is gradually fall because the second line occurred. Thus, ridicule depicted on second line. This condition means that the ridicule had lead the conversation began to fall or communication failure. In this case, ridicule plays the negative role to the communication.

1.2 First World Metal Problems

One of the First World Metal Problems meme also portrayed the communication failure. The communication failure happened when the flows of conversation began to fall. It happened in data five. Data five is portraying one couple who shared their opinion about the genre of music called 'metal'. In this case, the man try to explain to his girlfriend that he is listening metal then the girl replied with ridicule. The conversation began to fall after the girl responded her boyfriend statement with ridicule. The differences in sense of music genre between the boy and the girl lead the ridicule depicted and cause a communication failure effect. This also explains how ridicule plays negative role in commuinaction which is essential for social life.

2. Satire

Satire is a genre of literature, and sometimes graphic and performing arts, in which vises, follies, abuses and shortcomings are held up to ridicule, ideally with the intent of shaming individuals, corporations, government or society itself. (Elliot:2004) According to this statement, satire is related to the ridicule and as one way to express ridicule. Some of meme which has an irony are becoming satire. This is related to how ridicule plays role in social life because the meme maker may share their idea through ridicule in satire. Satire occurred in data six of First World Metal Problems, Facepalm, both of College Liberal, Yo Dawg, all of the Unhelpful High School Teacher, and both of Bad Luck Brian. Here are the explanation of each appearances of satire :

2.1 First World Metal Problems

The example of satire in First World Metal Problems is can be seen on the data six. Data six is expressing the irony toward popular metal band. There are two lines available in the data. First line is 'My favorite metal band is popular worldwide' and the second line is 'They're a pop band now'. The second line is expressing the irony of the popular metal band. The irony

occurred as satire. The satire is underlinig the popular metal band changes the genre of music from metal to pop. The differencess between pop and metal is on the rhytym. In this case, the meme maker is trying to express their disappointment towards the band by making this meme. Thus, to express their disappointment through meme, irony occurred in the meme which leads to form satire.

2.2 Facepalm

Data five is expressing the 'facepalm' gesture. Facepalm is used to react towards someone momentary lapse of logic. In data five, the girl who tweeted has momentary lapse of logic because she compares two phrase which considered as equal. Here, to make fun the girl, the meme maker makes facepalm meme. The meme maker regrets the girl's logic because she compares two equal things. This regret then occurred as ridicule by giving an irony. Thus, the irony leads to the satire. The satire in this case is the expression towards the girl's momentary lapse of logic.

2.3 College Liberal

Another example of satire as an effect is on College Liberal. College Liberal is portraying a picture of girl with dreadlocks while using knitted cap and the line mentioned about hypocrite. The hypocrite is mentioned by the girl, so in this case the meme maker ridicule the girl's hypocrite by making this meme. The meme appeared as an irony which leads to the satire. To deliver or express their idea towards the girl's hypocrite, the satire is occurred. This explains that satire is an effect of ridicule.

2.4 Yo Dawg

Satire also occurred Yo Dawg. Data five represents Yo Dawg's meme. Data five is expressing the cause and effect of government's tax. The data is explaining about the meme maker who get money from government because he does not have enough money yet the reason behind he does not has money is because he already paid the governent's high tax. The government high tax is underlined according to the title which meme maker post. The title said 'I was approved for food stamps because my paycheck is basically zero after taxes and student loan payment'. It explains that the tax is too high to pay. The following explanation occurred on the lines. The first line is 'the government is giving me money because I can't afford food' and the second line is 'I can't afford food because the government is taking my money'. The satire occurred by explaining the cause and effect of the situation. The cause and effect is related and the relation between them is government's tax. The relation between cause and effect then leads the depiction of ridicule. Here, the satire appeared as an effect of ridicule.

1.5 Unhelpful High School Teacher

Unhelpful High School Teacher is used to ridicule the teacher. There are three data which can be

categorized as Unhelpful High School Teacher. All of data contain the experience of meme maker with their teacher. According to the lines, it can be seen tha the meme maker are the students. The students are expressing their disappointment towards the teachers behavior or staement. They tend to ridicule their teacher by making these meme. These meme are the example of the irony. Thus, as an effect of the irony's appearance, the satire has formed.

2.6   Bad Luck Brian

Bad Luck Brian is used to ridicule the bad luck person. Here, there are two data which used Bad Luck Brian's base. Both of the Bad Luck Brian meme have the boy as the target. It is used to ridicule the bad luck incident happened to boy because of the girl. The meme maker is expressing the disappoinment towards the gir's behavior. By making this meme, the meme maker aim to give an irony towards girl's behavior. The irony then occurred as the form of satire.

From the whole of the data, it can be concluded that there are two effects occurred regarding the ridicule depiction. They are communication failure and satire. Both of the effects have played central role in social life. This is relevant to the Billig statement regarding the role of ridicule in social life. Communication and satire are the example of human interaction in social life regardless the interaction is falling apart or growing. The communication failure which used ridicule is one of the human interaction result. Satire also shared the same point. But, satire in this case is more like the protest toward ambiguity statement, hypocritical, and government tax. Billig (2005:78) stated ridicule fulfils a key social role in maintaining morality, taste and good manners. This statement indicates that ridicule plays role into the characteristic of people in social life.

Regarding to how people see ridicule in social life, Billig also mentioned that with the respect to humour, there is the specific problem of ridicule. One might wish to put humour on the side of the positives. But ridicule as a form of humour, is associated with many of the things that psychologists would prefer to classify as negative. It can also cause suffering to the victim (2005:31). Communication failure as the effect of ridicule in this case then can be classified as negative because when the communication began to fall, it will influence the relationship of the characters in social life. Satire, in other hand, may classified into negative or positive, that would depends on the people who respond it. Some of them who agreed of the satire which had been expressed may thinks that it is positive but the others who does not agreed will think of it as negative.

In the end, it is true that ridicule plays role in social life whether it is negative or positive. Billig added that ridicule can not be genuinely funny because even it provokes laughter,but the enjoyment ridicule brings to those who practise it. (2005:23). So, how the ridicule plays negative or positive role in social life, it is depends on the people who respond to it.

CONCLUSION

This study found that meme shared intended meaning which has personal objective from the maker. The study found there are five data which can be categorized as ridicule in meme of 9gag. After analyzing the data, this study found that the relation between pictures and text are producing the depiction of ridicule. Picture which carries their own meaning when they are collaborating with the text, they produces ridicule. Each of the picture in meme had their own concept for the line or text. Through the concept, the text occurred as the relation for the image. This study found that meme is following the concept of mode in social semotic. It is found that writing, image,colour, and facial expression are the modes which occurred in the data. Thus, the combination between the modes are the contribution for the depiction of ridicule.

It also found that ridicule according to the data has pose significant role in social life. All of the data are actually expressing the comunication skill of each people in social life regardless it expressed in ridicule ways. The ridicule depiction then made the effect from the meme toward the social life. The effect can be either communication failure or satire. The communication failure may happened because ridicule occurred. In other hand, satire also becoming the effect of the depiction of ridicule. Thus, the satire in this case may also become the actual purpose from the meme maker to deliver their idea.

There is suggestion for the other resarcher who wants to do research about meme. The first suggestion is focusing on the mem itself, this study hope there will be another further research about comparison between the meme which share the same image and concept but the text or line are different. As the text are different, then the purpose of each meme may also differ and there may be some factors which influence it. The purpose can be either of ridicule or another type of humor classified by Raskin. Regarding to the ridicule, this study expect there will be next research about the categorization of ridicule which considered as bad or good humor and how the ridicule is usually can not be laughed at in some cases.

At last, this study aim to be the guidance of people in the future who wants to do the same type or further research of this type. In addition, this study also aim to be the inspiration for the reader to figure out more what is the meaning beyond every jokes.

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