

READER'S RESPONSE UPON 9GAG'S MEME BY LECTURERS IN ENGLISH DEPARTMENT

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Abstrak

Humor adalah salah satu karya sastra terkenal di dunia yang memiliki cara yang unik untuk membuat orang tertawa. Karena tiap orang memiliki pemikiran yang berbeda tentang humor, tidak semua humor itu lucu bagi seseorang. Meskipun lelucon tersebut berisikan gambar yang lucu, terkadang pesan yang ingin disampaikan oleh si penulis tidak dapat tersampaikan sepenuhnya kepada para pembaca. Tujuan dari penelitian ini adalah untuk menganalisis sebuah meme dalam lingkup pemahaman pembaca dengan menggunakan teori penerimaan. Transkripsi interview dan respon dosen terhadap meme merupakan data dari penelitian ini, sedangkan dosen merupakan subjek penelitian. Disamping itu, peneliti merupakan instrumen dari penelitian ini dengan menggunakan metode kualitatif deskriptif. Dengan menganalisis respon dan interpretasi para dosen, analisa dari penelitian ini menemukan bagaimana pembaca dapat mengerti ide dari meme yang mereka baca dan menemukan kelucuan dari meme tersebut. Hasil dari studi ini adalah respon yang diberikan oleh para dosen terdiri atas dua hal, yaitu penerimaan dan penolakan.

Kata Kunci: *humor, teori penerimaan, respon pembaca*

Abstract

Humor is one of famous literary works in the world which has a unique way to make people laugh. Since every person has different sense of humor, not every humor is funny for someone. Although the joke contains of a funny picture, the message from the author cannot be transferred fully to the reader. The aim of this study is to analyze a meme in the area of receptive skill by using the reception theory. Transcription of the interview and the lecturer's response to the meme are the data and the lecturers are the subject of this study. Meanwhile, researcher is the instrument of this study. This study employs descriptive qualitative method. By analyzing the lecturers' response and interpretation, the analysis of this study figured out how the readers can understand the idea of the meme and feel the sense of humor seeing the meme. The result of this study is the response of the lecturers towards the meme consists of acceptance and rejection.

Keywords: *humor, reception theory, reader's response*

INTRODUCTION

Humor is one of famous literary work in the world which has a unique way to make people laugh. It is also a part of everyday communication which concern in specific cultural and linguistic context. Even though it is shared in the world wide, every country has different sense of humor closely related to region, culture, ideology, social, economy, and politics. Much kind of humors which can find in society such as text, oral, picture, or even combination of them. Each of them has a different strategy to make the audiences or the readers can feel the sense of humor in it. Language is one of the crucial tools to help the jokers or writers in transferring

their idea to the readers. Since every country has different language for communicating each other, a joke from one country is difficult to understand by people in the other country. Whether the joke contains of a funny picture, the message from the writer cannot be transferred fully to the reader. This study focuses on jokes in Meme 9GAG which combines the language and picture for transferring the sense of humor to the reader.

9GAG is a meme-sharing website set in Hongkong but hosted in the United States. It was launched in 2008. The site's content is mainly a common repetition of many popular memes; most commonly rage comics. 9GAG is infamous on the internet due to allegation of stealing content from other sites. This website is created under the

concept 'Just for Fun' which content is presented in the form images memes, whereby animal related image memes, confession bear, first world problems, social life, and several others. People will laugh out loud from seeing the meme or the picture even though it talks about the recent worlds' problem, in condition they understand where the funny thing is. The problems in understanding the memes are sometimes people do not have the background knowledge of it and the culture is different with their. Therefore, they cannot find the funny thing inside the meme or they will get confused in understanding the meme. In the last century, many linguists focused on reception theory, such as Jauss, Holub, Iser, and their followers. The main founders of this theory are Robert Jauss and Wolfgang Iser. Represented by Robert Jauss, reception research systematically explains the basic theory of the aesthetics of reception. He focused on readership study and concerned with the horizon of expectation and the aesthetic distance of readers. Since the experience and cultural background of each recipient are different, therefore the understanding and comprehension towards literary works by different recipients vary in quite wide range. It will present various meaning structure under different background of history and society; and under the same social and historical background, it will also have different meaning structure to different readers. The different understanding sometimes also happen when the readers read a humor. It means that culture is one of the important elements that cannot be separated in order to understand the humor. On one hand, humor is a carrier of culture; on the other hand, humor itself is an important component of culture. From those explanations relating with comprehending the humor, this study analyzed the response which is given by the reader toward the humor or joke. By applying the reception theory, this study provided a new perspective for understanding the jokes focusing on the following thoughts and ideas.

Reception theory in this study is the main tool to analyze the jokes in meme 9GAG by focusing on the readers' thought and interpretation. The readers have to use their imaginations, experiences, and knowledge to get the meaning of the text. "It examines how readers realize the potential of a text, and reception history examines how readings change over the course of time" (Zhang, 2005: p.19). Reception theory holds that the meaning of a work can only be achieved in an ongoing process of interpretation by the receiver. It is the receiver's interpretation that turns the text into a work of art. Therefore, readers should be considered as active participants in the actualization or realization of the literary works.

This study used reception theory which is introduced by Jauss (1984). According to this theory, the literary work is dynamic and reflects the readers' aesthetic tastes and their historical, social and cultural contexts. The responses to a literary work are modified in the process of reading and thus the whole literary-historical complex is reformulated a new. This implies a rejection of an established canon of literature and a search for a liberal and dynamic formation of the canon. Jauss' approach to the canon acknowledges the dialogical and mutual relationship between the literary work, whether classic or new, and its audience.

Reception Theory as a hermeneutical theory puts the public of readers in the center of the interactive relation between the literary text and its audience. Readers are responsible for determining the meaning of the text, its value and its acceptance or rejection. Thus, the public gives the work of art its legitimacy. But the public's judgment of a literary text may change because of the historical and social changes in aesthetic taste. In his essay, "Literary History as a Challenge to Literary Theory", Jauss aimed to overcome the limitations of both the Marxist and the Formalist approaches. For him, it is not sufficient to pay attention only to the socio-historical context as the Marxists did, or to overestimate the text and its aesthetic devices as seen in Formalism.

In relation with the background of the study supported with the review of literature, this study is aimed to understand a meme in the area of receptive skill by using the reception theory. The lecturer's response to the meme in the form of interview which is already transcript are the data and the lecturers are the subject of this study. By analyzing the lecturers' response and interpretation, the analysis of this study figured out how the readers can understand the idea of the meme.

METHOD

Since this study focused on the analysis of reader's response on meme 9GAG by using the reception theory, descriptive qualitative method was suitable to be applied because it reveals analysis of perception from the lecturers towards the meme 9GAG. Therefore, the data in this study was neither statistical nor numerical but the description of lecturers' interpretation toward the meme. As supported by Bogdan and Biklen (1982), they explained that there are several characteristics of qualitative research. Firstly, qualitative research has natural setting as the direct of qualitative research. Second, the data rely heavily on words or pictures rather than numbers. Third, it is more concerned with the process than the outcomes of products. Also Bogdan and Taylor (1984: p.5) defined the qualitative approach as a research procedure which produces a descriptive data such as verbal or nonverbal utterances or words from the object being observed.

The lecturer of English Department was chosen as the subject of this study. Their background knowledge toward everything in this world; such as the culture, economic life, and social life of some countries, were

very helpful in understanding the meme. That is why this study took them to be the subject. There are 15 lecturers to be the sample of this study. These lecturers were grouped into two groups. The first is the lecturers who ever stay or study abroad and the second is the lecturers who never stay or study abroad. This grouping is done in order to give more complex data to analyze. Therefore, the result of this study were more complete and perfect.

In the process of choosing the subject of this study, several criteria are needed to be considered in order to get a perfect result:

- 1) Lecturers of English Department, men and woman. They are chosen because the data of this study are fully English. Their mastery in English is helpful in understanding the memes easily.
- 2) The chosen lecturers should have been stayed or studied in abroad. This criterion is taken due to the expected result in showing the variety information which compared to the lecturers who never stay or study in abroad.

The reception of the joke from meme 9GAG by the lecturers of English Department is the only one source of data used in this study. In order to get this source of data, this study used interview method. In order to analyze the result of the interview, the transcription method was needed. The data in this study is the transcription of the interview. There were some procedures which had been undergone in conducting this research. They were saving the meme from 9gag page in Instagram, taking screen shots of meme, classifying the meme into some categories, making the explanation of the meme, doing the interview and record it, listening to the recording, transcribing the recording, identifying the recording and transcription using related theories

In order to provide good data analysis, there are three concurrent flows of data analyzing technique. The first flow is *data condensation*, followed by *data display* as the second flow and *drawing and verifying conclusions* as the last flow (Miles et al., 2014: 31-33). Data condensation is very important in this study since the amount of recording result that will be analyzed is so many. It is impossible to analyze every part of the interview. In order to have the validity of the needed data, this study reduced the original data into the certain data which was related to the research questions as it is illustrated below to give the example of how the original data was condensed.

The Focus Point	The Original Data	The Certain Data
The idea of the meme	In the interview: indirectly question, false start, non	Cut off the things which not needed to analyze

<p>fluency features, adjacency pairs, etc.</p> <p>For example: R: Do you get the idea ma'am? Can you tell me the idea of this meme? Sy: Oh, em... Salad should be fresh vegetables and fresh fruits and this is ribs. So, when we try to make a salad and then said that, oh, I messed up again. Means like, frequently he was trying or the person was trying to eat vegetables and fruits, but then it turned back then he's back to his habit on having meat. So, em, well, it's quiet funny, because you know, aw.... I messed up again..</p>	<p>For example: Salad should be fresh vegetables and fresh fruits and this is ribs. So, when we try to make a salad and then said that, oh, I messed up again. Means like, frequently the person was trying to eat vegetables and fruits, but then he's back to his habit on having meat. It like frequently he did that. He was trying to force himself, but then he turned up that way.</p>
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In data display, the data were in the form of transcription of the interview and the description of the meme which was provided in tables. Lastly, in drawing and verifying conclusions, the way to answer the research question and examine the validity of the data by relating them with the theories was done. In order to fulfill the aim of this study, which was to investigate how the lecturer's response towards meme 9GAG, the first thing to do was defining the idea of the meme based on the author perception, this description called the original idea of the meme. Then, the lecturers' perception compared to the original idea of the meme in order to find how they response to the meme, in what way they get the idea of the meme and what factors that can or cannot make them understand the meme, or what make them find a different idea. By using the reception theory (Jauss, 1984) which the readers are responsible for determining the meaning of the text, its value and its acceptance or rejection, the lecturers could have their own perception in understanding the meme.

RESULTS

The analysis of this study focused only on understanding the idea of the meme. How the

respondents response toward the meme, what they get from the meme, and can they get the idea of the meme or not. In order to get the result of this study, there were three aspects that is analyzed deeper; (1) the comprehension of the picture, (2) the comprehension of the text; and (3) the connection between the picture and the text.

1) Meme 1

The meme	The original idea
	<p>This picture focused on a situation when he/she wants to eat something, he/she plans to make a salad at first, but the plan is changing when he/she finds a steak. At first, he/she avoid to eat the food with a high fat because of some reasons and have a plans to eat food with low fat. But, he/she cannot stand him/herself when seeing a steak. Eventually, he/she leaves his/her plan on salad, and eats the steak without caring the effect at the end. It happens again and again when he/she finds a delicious food. Therefore, he/she always messed up the plan.</p>

when interviewed was the picture was so delicious. It is a kind of steak which is put some food on it. According to P's idea, it was not steak but it was fish, baked fish. It was different from the original idea which mentions that the picture was steak, either steak or bake fished was still a food with the high fat. From seeing the meme, Sy could get that the picture was a kind of ribs which has a high fat, even though she did not think that it was a steak, it was same. The fourth respondent was Ar, according to him the picture was not clear enough. He did not know the meaning of the picture in that meme. It also happened to Sb. He just guessed that the picture was a boiling fish which was already burn, but he did not quite sure and just gave up to understand the meme.

The comprehension of the text

M did not get what the text talked about. He did not get any clue to understand it. Actually, the key word of the text was the word again. It was like saying someone messed up his or her plan again and again while he or she wanted to make a salad. Meanwhile, P actually got the meaning of the text in the context of the meme, but she did not directly stated in her interviewed if someone broke his or her plan again to not eat a high fat food anymore which the result showed in table 4.5, it could be understood from the word ironic that she gave. It was almost the same with the statement that P gave. Sy got the whole idea of the meme which discussed about having a high fat food instead of making salad. The difference was Sy stated it directly in the process of interview while P was not. The next respondent was Ar, in his understanding, he only got that someone was trying to make a salad but he or she could not make it very well. Although he got the sentence, he still could not get the whole idea from the sentence, he missed the keyword, again. While Ar could get something from the meme even though it was different from the original and only a part of it, Sb did not get the meaning of the text at all.

Respondents' idea				
M	P	Sy	Ar	Sb
<p>Delicious. I can see two things that make it become different even the picture here is kind of food, but there is two things as a sign that make it different. There are two mount sign here, I think that is also food that directly put in up to... in above of the steak I think. And the second that I get is it is like a crocodile. I don't know what is the connection between I try to make a salad and then there is another information, oh, I messed up again.</p>	<p>Okay, when I try to make a salad, oh, I messed up again. To me this picture is ironic because when you thought about making salad, you supposed to see vegetables, but there is no vegetables there. It's clear to me that it's fish, baked fish, just taking out from the oven.</p>	<p>Salad should be fresh vegetables and fresh fruits and this is ribs. So, when we try to make a salad and then said that, oh, I messed up again. Means like, frequently he was trying or the person was trying to eat vegetables and fruits, but then it turned back then he's back to his habit on having meat.</p>	<p>I cannot see the picture clearly, I only can read the sentence here or the phrase, when I want to make a salad, oh I messed up again. Seem in my opinion though, the picture is not clear with me that the person cannot make salad very well actually. It is my opinion.</p>	<p>I don't know. When I try to make a salad, I messed up again. So, is that a boiling of fish? It's burnt? It's not a salad. I still don't get the idea</p>

The connection between the picture and the text

She could not get the relation between the picture and the sentence which displayed by the meme. Her understanding was far from the original one, while the original idea discussed about someone effort to not eat a food with high fat and planned to make a salad, but she or he actually messed up again by ate the steak. Besides, P already got the idea of the meme, the same idea with the original one. She got the meme as the ironic situation when someone failed on his or her plan to make a salad instead of eat a bake fished. Ironic meant she failed his or her plan again and again. Sy could easily understand that this meme talked about someone who frequently messed up his or her plan on eating vegetables, the salad. By

The comprehension of the picture

M thought that the idea was about a kind of food. She only got the picture of the meme but she did not have a clue of the sentence. The first response that she gave

combining the sentence and the picture, she could het the relation between them without any difficulties. It was a perfect understanding of the meme. In contrast, Ar could not find any relation between the picture and the sentence. Sb, also could not relate it. He was confused in seeing the picture and combining the picture and the sentence. It seems that he could not find any clue of the meme neither from the sentence nor the picture.

From five lectures who already gave the idea of the first meme, He, Sb, was the worst. He did not even get any clue of the meme. When there was the worst, it must be there was the best, the best understanding toward the idea of the first meme was Sy. She completely got the idea as same as the original.

that, I can see that just like go back to the statement, be yourself. So, don't try too much because actually the real one is still inside of you. So, I think the message just like be yourself.	saying... sorry, you failed.	know you are ugly but still trying, this is what happens. It doesn't change anything. It still looks awkward.		
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2) Meme 2

The meme	The original idea
	This picture focuses on the physical appearance of someone. When you realize you are ugly, how big your efforts are cannot even change it. The picture of dinosaur here is the example. Dinosaur face is ugly, even you give it a headband on it, It does not change anything. It still ugly.

Respondents' idea				
M	P	Sy	Ar	Sb
From the picture I can see that it is not a beautiful animal, not a charming animal or not a nice animal, but someone try it to become more beautiful, more fun, and more... I don't know. Giving an extra point to the look of this animal by giving the pink one. But, if I relate it with the text, when you know you are ugly but still trying. Two things. If I push myself to connect	Yeah, when you know you are ugly, but you are still trying. Uh, okay.... I guess, the funny thing about this meme is that the picture, I don't know whether it's iguana or It does look ugly, and that pink ribbon use to represent the beauty that so this meme is quite clear. They still trying, this meme doesn't say what was next, but it's like	A man, in Canada we call it <i>before hunter</i> , a man who just into a woman, any kind of woman, even if a cow and you put powder on the face, it will be more or less the same. In this picture, alligator with this face, alligator usually looks cutes, but alligator in this picture looks awkward, and then he puts a ribbon on it. So it shows that when you	Uh, the idea is that somebody wants to make him or herself looks bad in front of others by anguish. Though she knows that... though perhaps according to other people that, though I'm not beautiful, I'm not handsome according to them, I just try the best to show another people... yeah, I'm just trying to make myself better.	It is related to someone who try to attract people, but she or he doesn't look at herself and himself, so try to use any properties even though it doesn't match with them, but still ugly

The comprehension of the picture

M understood that the picture, the animal, was neither a charming nor beautiful animal but it trying to be better by putting a pink ribbon. She actually got the meaning but she missed one thing, she missed the look of the animal after used the pink ribbon on his head. According to P, this meme showed an animal, an ugly animal, which was given a pink ribbon by someone that represents the beauty in order to make it looks better than before. In fact, the pink ribbon was useless, it did not change anything. They were still trying to make it became more beautiful. The third respondent was Sy, according to her, the animal in this meme was alligator, she thought that the alligator looked awkward not cute, then it tried to look better in the way of put a pink ribbon on its head, but unfortunately it did not change anything, the alligator still look awkward. The next respondent was Ar and Sb, even though they did not mention directly what the picture was about, it could be understand that they already got it by seeing their comment toward the fully idea of the meme. It was impossible to understand the idea if they did not get the picture.

The comprehension of the text

M thought that this meme talked about someone who tried to look more beautiful, more fun or something by giving an extra point like the pink ribbon. Meanwhile, she gave extra information of this meme. She thought that this meme had a message to remind us, if it was important for being ourselves, no worries of our appearance and how people look at us. The most important was something inside us. From the text, P could understand what the text about. In the other side, in the first time Sy saw the meme, she directly got the idea, the whole idea of the memeeasily. When someone who is ugly tries to be more beautiful or handsome, it would not change anything. Meanwhile, actually Ar could get the idea of the meme, but in some extent the idea that he got was little bit different from the original. The first, he got this meme discussing about someone who tried to look

better in front of other people and the second, he thought that someone wanted to make him or herself looked bad in front of other people, when he or she knew that he or she was ugly but still trying. The last was Sb, he got that this meme talked about someone who tried to attract people by wearing a property on her had but actually it did not match with him or her. After putting it on his head, nothing changed, he or she still looked ugly.

The connection between the picture and the text

In understanding the combination of this meme, M actually did not get any difficulties in getting the idea by finding the relation between the meme and the sentence. Besides, P also could easily get the whole idea. Even though the meme did not mention what was the next, she could get if there will be a statement, sorry you were failed. She completely got the same idea of the original by combining the picture and the text directly. The same thing also happened to Sy, the combination between the picture and the sentence was easily to relate for her. From the table, it could be seen that Ar and Sb also did not get any difficulties in finding the relation between the picture and the sentence. By read this meme in the first time, they directly could combine the sentence and the picture, either the picture or the sentence was support each other. In the process of understanding the idea of the meme, they did not get any difficulties.

On the table above, it could be seen that Sb had the simplest and shortest argument toward the meme. Even though it was short, did not mean that his understanding of the meme was incomplete, contrary it was completely same as the original.

3) Meme 3

The meme	The original idea
	<p>This picture explains about someone who is lazy trying to find a job. He sits in front of the computer and finds the statement of Bill Gates, "I will always choose a lazy person to do a difficult job. Because he will find an easy way to do it." When he has already read that statement, he automatically calls the Microsoft Inc. to get a job because he realizes that he is a lazy man.</p>

Respondents' idea				
M	P	Sy	Ar	Sb
<p>It seems that Bill Gates doesn't need any people, which is too smart or clever.</p>	<p>This really speaks to Microsoft users. Just some extent we can also say that Bill Gates seems try to tell us</p>	<p>It's not a joke but it's just a saying. Relates with I choose a lazy person to do a</p>	<p>Uh, generally, the lazy people do not want to be very serious preparing anything.</p>	<p>The idea just most of, especially if it is 9GAGers of that most of them are</p>

<p>I think from this statement and picture shows that Bill Gates only need an ordinary man, because if the person is someone who is clever, I don't think that Bill Gates could give an order which is will be obeyed by the people. So, the ordinary people are just like machine, which they are easy to be ordered.</p>	<p>that there are more lazy people in this world, lazy in terms that, doing technology. And it's also aware us differentiating them from Apple stuff. From Apple stuff which to some people are too high technology, too high end, too complicated, not user friendly.</p>	<p>difficult job then he will find an easy way to do it. It's just a contrary. And then like the second picture, Hello, is this Microsoft? He tries to make a call. Well the second one for me is ridiculous. When you are trying to make a call, and you are facing a computer, it seems that he was thinking that you cancell Microsoft as if you are calling yellow page costumer service.</p>	<p>they have to prepare actually. They tend to find out a short cut, a different way to finish something. It is only a joke from the Bill Gates itself. Actually, if He is very serious to cover or to solve the problem, he won't give the real big problem to the lazy people. Uh, the second picture is not so clear actually. Whether, He or she is seeing the computer and I just guessed that the computer says that it is Microsoft, then the display is Microsoft. And he find this, then calls, it is Microsoft?</p>	<p>lazy, so they expected they get hire by Microsoft.</p>
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The comprehension of the picture

Unfortunately, M only focused on the first part of the meme. She did not even mention any comment of the second part. This thing also happened to P who only focused on the first part. She mentioned that actually from the Bill Gates saying, it differentiating between the Microsoft user and the apple user. She argued that the apple user here used higher technology. Besides, in this meme, Sy saw this meme, the first and the second part as a separated part, in fact it was support each other. The next was Ar, he could get the idea of the first part and the second part. The idea of the second part that Ar gave in this meme was almost the same with the original. It was right that someone who sat in front of the computer was seeing the desktop which showed the Microsoft quote, then he or she decided to call it right after read the quote.

The comprehension of the text

M argued that the first part was talked about Bill Gates who did not need a clever person, because she thought that if it was a clever or smart person, he or she could not obey the order that had been given by Bill Gates. That's why Bill Gates need an ordinary man, she thought. This idea based on the understanding of M was right but not completely same. Actually it was not because someone who could not obey the order from Bill Gates but it was more focus on how someone solved a difficult job. In the first time P read and saw the meme, she directly got the idea of the meme, but it was totally different from the original. Based on her understanding, she compared the Microsoft user with the Apple user. She thought that actually Bill Gates seems tried to say that there were many people in the world who was still lazy in termed of doing the technology. Sy argued that this meme was only a saying of Bill Gates and not a joke. Sy gave an idea of the second part, but actually his idea was far different from the original. She got that the second part discussed about someone who tried to make a call to Microsoft Inlike he did a call on yellow page costumer service. According to Ar, the idea of the first part was it was only a joke from the Bill Gates. He knew that the lazy person had a different way or a short cut to solve a problem because he or she did not want to be very serious preparing anything. The jokes that Ar means in his argument toward Bill Gates saying was it was impossible for Bill Gates to give his real big problem to a lazy people.

The connection between the picture and the text

M focused only on the first part, it means that she was difficult to combine between the first and the second part. Therefore she could not get the whole idea of the meme. P also seemed difficult to combine the first part and the second part. She did not even take a look on the second part of this meme. A little bit different from the others, Sy gave a comment toward the second part of the meme, but still she could not combine the first with the second part. The fourth respondent was Ar, even though he already got the idea of the first and the second part, he still could not combine the first part and the second part.

While Ar was the respondent who had the longest argument, Sb was the one who had the shortest and the simplest argument. From the argument or idea that he gave, it could be said that he was already familiar with this meme, by mentioned 9GAGers within his idea. Actually he did not give the detail idea that he got, but it was already explained the whole idea. He understood that the first part discussed about a lazy person whom Bill Gates looked for and the second part talked about someone who tried to call Microsoft Inc. right after saw

the statement of Bill Gates on his or her computer. It seemed that he or she realized that he or she was the lazy person whom Bill Gates need and he or she expected to get hire by the Microsoft Inc. from his understanding, it can be said that Sb was the only one respondent who could combine the first and the second part of the meme without any difficulties and got the whole idea of the meme as same as the original.

4) Meme 4

The meme	The original idea
	This picture explains about the habit of people nowadays. When someone goes to toilet without a gadget, it only takes 5 minutes. Then, when someone goes to the toilet bringing the gadget, it needs more time. It takes 15 minutes. It is going worse when someone goes to toilet with a gadget and in the toilet there is a wifi. It takes 55 minutes. The worse is when someone goes to toilet with a gadget and in the toilet there is wifi also an electric socket, the times that he/she takes is infinite.

Respondents' idea				
M	P	Sy	Ar	Sb
Uh... I think it's okay, to have this kind of picture but it doesn't happen to me. So, I don't know what should I say, whether I agree or disagree. Uh, satire yeah, a kind of satire means that one side it is funny because how come people spend much more time for having this kind	The more gadgets you have, the more time you spend on it. So, if you have a gadget, and then you have wifi connection, and then a socket. You can have a laptop, you can have an iPad, an iPhone, and all of them are ... they're open all around you ... You forget about time	In all days when you're sitting for your bowl movement, so it's only takes five minutes. You got stomachache and you need to do bowl movement. And then that was it. Then you clean up and you went out. And then the second picture, with a gadget, you can just play games and takes	It is very a common problem that happens now. Commonly, if someone wants to go to toilet to do something, it only takes about for only five minutes. But the one or the person who brings the cellular phone, then it will take fifteen minutes. But if the area is	the context is clear. So it talks about time, and the time is spent when we are in the bathroom. So sometimes, it is getting longer when we're using Hand phone or smart phone and even getting longer if there is a wifi, and with a plug in, you can

<p>of activity than doing positive thing... more positive thing, for example reading or doing their hobby, cooking, painting, gardenin g, etc. but here, showing that doing this kind of activity is spending a lot of their time than doing their hobbies.</p>		<p>extra minutes, and then with the invention of wifi and then with the invention of wifi plus the gadget plus the connector s in the lavatory, it's a timeless. I guess you can spend hours and hours in there.</p>	<p>provided by the wifi, then it will take for about fifty five minutes. Fifty five minutes is not enough for cellular phone to hold on all the time without any power. That is why then if the toilet is also provided by the plug, then it will last for very long time for the person in there, in the toilet. This is a very good picture to show or to give a picture about today's people</p>	<p>spend days.</p>
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The comprehension of the picture

M got this picture as a kind of activity which wasted time. She argued that how come people spent much time in toilet than doing some positive things, like cooking, reading, and painting. She said that it talked about someone who was addicted by the gadget, the more gadgets she or he had, the more time he or she spent on it. Her understanding was same as the original but she

missed one thing, she did not give any detail about the toilet, she thought that it was the meme which focused not only on the toilet but also on the other activity. How someone forgot the time when he or she had the gadget. Meanwhile, Sy was also able to get the idea of the meme even though it was only consisted of picture and number. She got that this meme discussed about the difference duration that someone needed when he or she was on the toilet with and without a gadget. When someone went to a toilet and just did a bowl movement, it only took five minutes, but when someone had a gadget, it took extra time because he or she would operated his or her gadget, played the game or something, it became worse when the toilet provided wifi and a plug in, it would spend hours and hours inside the toilet. Ar was the one who could relate this meme with nowadays phenomenon. He understood that such a kind of this activity was happen in the real life. He got the idea of this meme right after he saw this meme. It was a simple meme to understand for him. People who brought their gadget into the toilet and spend a lot of time there was the idea he got, more over when the toilet had a wifi connection and a plug in, it was timeless for them, means he could spend very long time. Actually, they did not spend much time to do the bowl movement but they focused on operated their cell phone. The last was Sb, he argued that the context of this meme was so clear then he could get the idea easily. When someone brought his or her smart phone, it was getting longer to be there. It was even longer when in the bathroom there was a wifi connection and a plug in.

The comprehension of the text

The number in the meme discussed about the time that someone spends when someone went to bathroom with and without his or her smart phone. All of the respondents had the same thought about it.

The connection between the picture and the text

She could get the idea of the meme easily and could combine the picture and number, but actually her idea was not completely same with the original. She also said that this kind of activity did not happen to her, so she was confused whether she was agree or not. It was easy for P to get the idea of the meme by the first time she saw and read it. She could directly get the relation between the picture and the number inside the meme. It also happened to Sy, the idea that she gave was completely same as the original. She did not get any difficulties in relating the picture and the number, so does Ar. It was easy for him to combine the picture and the numbers. And the last, according to Sb, it was the simple meme that he could directly relate the picture and the number easily.

5) Meme 5

The meme	The original idea
	<p>this picture tells about something that mostly happens to women who like shopping. The sentence 'I will save money for my future' means that she wants to save her money and will not go shopping. But when she hangs out and takes a walk, she sees a gorgeous shoes, then she buys it. The picture seems show the reaction of the woman when sees the shoes. Shortly, this meme tells that saving money for shopping woman is impossible.</p>

they make it? Yeah...				
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The comprehension of the picture

M could not understand what the picture was about. Finally After she read the explanation, she still could not get the idea of the meme. She said that she could not find any shopping figures inside the picture of the fish. Unlike M, P could understand the picture. From the picture, she knew that the fish which was called nemo by her, was seeing shoes outside there, but actually the character here was not nemo, it was one of the characters in nemo movie. The next was Sy, even though she already got the whole idea, but she did not give any explanation toward the picture. The same thing also happened to Ar, he did not understand what the picture was about.

The comprehension of the text

The sentence which was used to support the idea of the meme was useless. From the first picture to the last, this meme was the most difficult meme to be understood by M. In contrast with M, P was easy to understand the meme. She could easily get that this meme really spoke to a woman who usually went shopping. The sentence of the meme really supported, she argued that woman easily forgot their promises when it came to fashion or shopping. The original idea was completely same as P's idea. One of the interesting things in this meme was Sy's argument. She admitted that this kind of meme was really spoken to her. It usually happens to her. She said that when she was overseas, she kept maintaining on her head that she would keep her money, but then when she went to a mall, she directly forgot it and brought bags of bags at the end. Actually, she was not into shoes but into bags. From her statement seemed that it was the easiest meme for her to be understood. Even though Ar was a male, she could easily find the idea from read the sentence, but not the whole idea. From read the sentence he got that it happened nowadays to some people who like shopping very much. They bought the interesting thing despite they did not really need it.

The connection between the picture and the text

In this last meme seemed that M got difficulties in finding the idea of the meme. She could not make a connection between the picture and the meme. The next was P, according to P, it was easy for her to relate the picture and the sentence. According to Sy, she could get the connection between the picture and the sentence easily. The idea that she got was completely same as the original. Meanwhile, Ar could not combine the picture

Respondents' idea				
M	P	Sy	Ar	Sb
<p>I don't know. How to get the meaning means that I have to make it connect between the statement and the picture. I try to find the connection between the statement and the picture. I have to save money for my future... I don't know. (after reading the explanation) I don't know the connection is related to shopping. I don't see there is a shopping figures inside of the picture. That's why I'm questioning myself, future? Save money for future? Shoes? I just see that is it anyone who wants to make shoes from the leather of the fish? I don't think so. How could</p>	<p>Alright, I will save money for my future. hoey, look shoes! Uh, so, the shoes are not here, but nemo is seeing shoes there. I think this really speaks to women. It's really easy for women to forget their promise, especially if it comes to fashion. I think we do this all the time.</p>	<p>I will save my money, when I was overseas, I keep on maintaining in my head like I'll keep my dollars because use anyway I'm going back to Indonesia and then things gonna be different. So every time, I always have this in my head like, I will save my money for my future. But at the time I went to a mall, and then like I have facial there or something to do there. I have several outlets with a very good deal on their bags, I will go home with bags of bags.</p>	<p>in my opinion, if I see the sentences here, I will save my money to my future, they look shoes. It seems that it tells about nowadays people happening that some people like shopping very much, though they do not need the thing, actually. But if they see the things very interesting and also perhaps, especially discount or whatever, they will buy it, though they don't need it. Otherwise, they have to save their money for their future, and their plan to save the money for the future then break because of that. But honestly, I do not see the relationship between the phrase here and the sentence here, also the picture.</p>	<p>That's... girls can't save money, there is always something interesting outside there to buy, especially for shoes, clothes, so I think it's also clear, the character of the fish is girl.</p>

and the sentence to get the whole idea, but his general idea about someone who like shopping was right.

Sb was the one who gave the shortest and simplest argument compare with the other respondents. He could get the whole idea of the meme as same as the original. It was because he knew the character in the picture was girl. He said that woman could not save her money for her future, there was always something interesting out there to buy, especially shoes and clothes. It was easy for him to get the connection between the sentence and the picture.

The result of this study was From five memes that had been analyzed in group 1, there were four meme which was completely founded the idea by the respondents after it compared to the original idea. There were meme 2, 3, 4, and 5. It means that the respondents accepted the those four memes because they get the same idea as the original. In meme 1, the respondents could not get the idea of the meme, some of them could not understand what the picture talked about so they could not combine the text and the picture. In order to get the fully idea of the meme, there were three main points that the respondents had to get, they were the comprehension of the picture, the comprehension of the text, and the connection between the picture and the text. Besides, from five memes that had been read by the respondents, they could get the same idea at least two memes.

DISCUSSION

Based on the results which had been analyzed in the previous section, the idea that respondents got was compared to the original idea which was given by the creator. This study found various responses from the respondent in process of understanding the idea of the memes. Some of them accepted the idea of the creator, while some of them rejected it. Acceptance when the respondents have the same perception as the creator in every detail of the meme. Specifically, they got the meaning of the sentence which was displayed in the meme, found why the picture in the meme was given in that situation, what the correlation was between the picture and sentence, and she was able to understand the context of the meme completely. One of acceptance that was already explored in this study was experienced by Ar. In comprehending meme 4, Ar could relate this meme with nowadays phenomenon. He understood that such a kind of this activity was happen in the real life. He got the idea of this meme right after he saw this meme. It was a simple meme to understand for him. People who brought their gadget into the toilet and spend a lot of time there was the idea he got, more over when the toilet had a wifi connection and a plug in, it was timeless for them, means he could spend very long time. Actually, they did

not spend much time to do the bowl movement but they focused on operated their cell phone. It was easy for him to combine the picture and the numbers. Thus, he accepted the original idea which was given by the creator perfectly.

Meanwhile, the rejection happened when the respondents could not get the idea what the creator tried to deliver. They had their own perception toward the memes, even they already read the explanation of the meme, which contained the creator's idea. They also could not find the connection between the picture and the sentence which displayed in the meme. Moreover, the respondents could not understand the context of the memes well. In this study, the rejection also happened to some respondents, one of the rejections happened to M. it was happened when she tried to understand meme 3. This meme consisted of two parts, but M only focused on the first part of the meme. She did not even mention any idea of the second part. She argued that the first part was talked about Bill Gates who did not need a clever person, because she thought that if it was a clever or smart person, he or she could not obey the order that had been given by Bill Gates. That's why Bill Gates needs an ordinary man, she thought. This idea based on the understanding of M was right but not completely same. Actually, it was not talked about someone who could not obey the order from Bill Gates, but it was more focus on how someone solved a difficult job. By focused only on the first part, it means that M was difficult to combine between the first and the second part. Therefore she could not get the whole idea of the meme and the rejection happened.

Following those results, this study agreed that reception theory puts the public of readers in the center of the interactive relation between the literary text and its audience. Readers are responsible for determining the meaning of the text, its value and its acceptance or rejection, theory which said by Hans Robert Jauss (1980). This theory was appropriate to use in this study for analyzing the respondent's interpretation toward the idea of the meme, which basically already had the idea in term of the creator's background knowledge. How the respondent response after read and saw the meme contained either a rejection or an acceptance toward the creator's idea.

CONCLUSION AND SUGGESTION

Conclusion

At the beginning, meme was created in order to entertain the readers by expressing their creativity in the form of joke. Nowadays, that basic purpose was developed wider. It was not only to entertain people but also it was used to deliver some moral values in

enjoyable way, so people would easy to understand and get the message. Usually, they had an inspiration to make the meme from recent phenomena which were happened around the world. For instance was the phenomenon of people's addiction toward gadget.

In understanding the meme, people will have a different perception from the creator. Usually, the creator created the meme based on the recent phenomena and his or her own background knowledge, however the readers do not have equal background knowledge and they do not familiar with the phenomena that the creator mean. That is why the reader could not get the same idea as the creator want.

Since every respondent has different interpretation in understanding the meme. The creator's idea which is known as the original idea was become the parameter in deciding whether the respondents get the idea or not. The decision was taken by analyzing their acceptance or rejection toward the idea that the creator made, by comparing their own idea to the original idea. When the respondent accept the original idea, it means that he or she already get the whole idea of the meme, on the contrary, the rejection means that she or he missed some parts from the idea.

Suggestion

The results of this study are expected to assist the next researchers who are about to have topic about receptive skill. The suggestion includes the theory which is used in the study, the proper method and recommendation of subjects.

There should be more theories that can be used in resulting the more accurate analysis which also focus on people reception, such as semantic and pragmatic. Semantic will help the new researcher to analyze the data in the form of the text, while pragmatic will analyze the respondent reception toward the data. The new researchers was suggested to do the field study by using interview, because it is the only way to conduct the perfect result which analyzed deeper the people reception toward some literary works. If the next researcher wants to analyze the accuracy of the respondent, it is better for making the rubric in quantitative method; therefore the result will be more accurate. Mix method is the proper method for the next study which use the rubric in quantitative.

Any constructive criticism or suggestion will gladly be welcomed from the readers. Hopefully this study would be sufficient in making contribution for study of receptive skill, primarily on literary work.

In the end, it is hoped that this study analysis about reader's response upon 9gag's meme by lecturer's in english department will be helpful to enlighten the

readers about the factors which make people find or do not find the funny stuff of a humor and improve their understanding about reception theory.

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