

Representation Of Dark Memes In 9gag Site: Systemic Functional Linguistics Approach

Widya Tri Krisna Ayu

English Literature, Faculty of Languages and Arts, State University of Surabaya
widya.17020154005@mhs.unesa.ac.id

Abstrak

Penelitian ini bertujuan untuk berkontribusi pada kajian linguistik pada topik sistemik fungsional linguistic. Rumusan masalah yang dibahas adalah (1) Transitivitas dan metafungsi yang terdapat pada *dark meme* di 9GAG, dan (2) Representasi transitivitas dan metafungsi dark meme 9GAG. Penelitian ini menggunakan teori tiga metafungsi Kress & Leeuwen dan sistemik fungsional linguistik (SFL) transitivitas Halliday. Penelitian ini menggunakan metode deskriptif kualitatif dengan menggunakan pendekatan studi kasus dan dilengkapi dengan deskripsi data dan informasi yang diperoleh. Penulis menggunakan buku dan jurnal ilmiah, sumber data diunduh dari 9GAG, dan tahap terakhir menyimpulkan hasil analisis. Dalam penelitian ini pengumpulan data menggunakan metode observasi dan dokumentasi. Berdasarkan hasil penelitian ini ditemukan proses ideasional, interpersonal, tekstual, dan beberapa proses transitivitas. Dan juga, *dark meme* sebuah platform komunikasi hiburan yang memiliki representasi negatif. Moda visual dan verbal dapat memudahkan pembaca untuk menangkap representasi yang disampaikan oleh pembuat *dark meme*. Saran dari penelitian ini adalah agar pengamat lebih memahami representasi dark meme menggunakan teori sistemik fungsional linguistik, sehingga pembaca bisa lebih mengetahui informasi yang akan diterima.

Kata Kunci: meme, metafungsi bahasa, sistemik fungsional linguistic, transitivitas.

Abstract

This study intends to contribute to linguistics studies in systemic functional linguistics topic. The problem formulations discussed are (1) The transitivity and metafunctions found in dark memes on the 9GAG site, and (2) The transitivity and metafunctions representation in 9GAG dark memes. This study uses Kress & Leeuwen's theory of three metafunctions and Haliday's transitivity systemic functional linguistics (SFL). This study uses a qualitative descriptive method using a case study approach, and it is completed by describing the data and information obtained. The writer uses books and scientific journals, data sources are downloaded from the 9GAG website, and the final stage will conclude the analysis results. In this study, the data collection are using the observation and documentation method. Based on this study's results, ideational, interpersonal, textual, and several transitivity processes are found. Also, dark memes are entertainment communication platforms that have negative representations. Visual and verbal modes can make it easier for viewers (those who see dark memes) to capture the representation conveyed by the writer. This study suggests that readers understand the more in-depth representation of a dark meme by using systemic functional linguistics theory. Therefore, readers can know more about the information to be received.

Keywords: meme, metafunction language, systemic functional linguistic, transitivity.

1. INTRODUCTION

Dark memes have emerged as influential memes through online communities and social networking sites. It contains humour based on taboos and negative issues that occur in society, in which there are elements of satire and sarcasm. The dark meme is derived from dark jokes in which something taboo seems funny but contains absurdity or even dark truths (Bloom & Hobby, 2010). Understanding and interpreting this kind of humour is not an easy thing to do; somehow, it is the same as understanding the human mind's ambiguity. The dark meme is not created by the elements of the ethical propriety of human morality. This type of meme is not for everyone.

There are many ways to distribute dark humour, especially in this technological era. Since the rise of the technological age, many people can spread their dark humour creation through memes on the internet. For example, 9GAG (<https://9gag.com>) is a meme center site that is well known to many people.

Based on Alexa (<https://alexa.com>), a website traffic statistics website, the 9GAG site is ranked 419 on the global internet. The rank is calculated using a combination of average daily visitors to this site and pageviews on this site over the past three months. This chart shows the Alexa Rank trend for this site over a trailing 90 day period. Not only that, but 9GAG also has millions of followers on platform accounts other than websites. Having 42 million followers on Facebook, 56.5 million followers, and 16.8 million followers on Twitter, proves that 9gag is famous on any platforms.

"Meme" can be one of the media to deliver humour using only text and images (Dawkins, 2006). There are many kinds of memes, such as dark, dank, funny, satire, sarcasm. It is a basic form, a conduit to merge symbols, cultural ideas, messages, and beliefs. The memes' structure could be the only picture like a cartoon, illustration, or other visual types, specifically the majority of the form consisting of an image spiced with a short and brief caption explaining specific events or incidents. What makes dark memes different from the other is poking straight into the points or the punch line.

In doing this study, the writer found some previous researches related to this study. First, in the previous study, an Indonesian article was written by Gumilang and Juanda. This qualitative article uses the descriptive-analysis method and discusses the interpretation of memes' meaning in the 9GAG official *Instagram* account using multimodality (Gumilang & Juanda, 2018). In addition, they used theories of language errors by Kress and Leeuwen, also the data source from the 9GAG *Instagram* account. The second is an international article written by

Li. This qualitative article also uses multimodal theory and systemic functional linguistics to look at various modes of interpersonal meaning (Li, 2016). Besides, this article aims to find out the interpersonal meaning of TV advertisements with hilltop jingles of Coca-Cola.

What distinguishes it from the previous study is that this study uses dark memes as the object of this study. It focuses on verbal (text) and visual descriptions through three metafunctions by Kress and van Leeuwen. They adopt the theory from Halliday (Kress & Leeuwen, 2006). Based on the explanation above, the writer took data containing text and images in the form of a meme taken from the 9GAG site. Because users from that site also see memes as representing a thing and communicating with other users.

In this study, the writer uses systemic functional linguistics to analyze more than one mode, primarily visual and verbal modes. Reveal refers to the way people communicate using different modes simultaneously. Systemic functional linguistics can be understood as an analytical procedure that combines two analytical tools: (1) Verbal analysis uses *systemic functional linguistic* (SFL): Transitivity and (2) Visual analysis use three metafunctions: ideational, interpersonal, and textual (by Kress and van Leeuwen) to know what representation can be found in the dark meme.

This study focused limits the data research of dark memes found in the 9GAG site; it is the famous platform site that provides memes. Many kinds of dark memes can be found on that site. It will be used in the form of a pictured meme with an English caption. The study aims to answer: (1) The transitivity and metafunctions found in the 9GAG dark memes, and (2) The transitivity and metafunctions representation in 9GAG dark memes.

LITERATURE REVIEW

Meme

By suggesting a different approach in defining memes, based on two rather principles (a) seeing at scattered units as combining several memetic dimensions which are some aspects that people might imitate, and (b) understanding memes as single entities that spread well, but also as groups as unit contents with common characteristics (Shifman, 2014). The transfer of a meme may be from one brain to another, from a brain to a medium such as books, recordings, and digital media (Leigh, 2012). Based on Dawkin's original idea that memes are imitation units (Dawkin's, 2006), there are three dimensions of cultural items that can be imitated: content, form, and stance (Shifman, 2014). The first dimension is related to a specific text or caption's content regarding the ideas and ideologies conveyed. The second dimension relates to the *form* with the characteristic of the message

physically can be perceived with our senses. It includes visual or audio for specific text and patterns related to a more complex genre set, such as lip-sync or animation. At the same time, the third dimension relates to conveying information of meme's communication. The word "stance" here is used in which the addressers position themselves relating the text, the addresser, linguistic codes, and other potential speakers. As the form and content, potential memetic is stance; for example when re-creating text, the users can decide to mimic certain positions they find exciting or using a completely different discursive orientation.

The Concept of Dark Meme

All humour involves negation, absurdity, and dark truths about life, including the way people fight against the darkest of all dark reality (Bloom & Hobby, 2010). Dark Meme was not created with politeness following human moral ethics; dark memes are also derived from dark jokes. The emergence of dark jokes to designate a subgenre of comedy and satire, where laughter arises from cynicism and scepticism, often relies on death topics (Breton, 1997). However, the real initiator of "savage" humour and "gallows" humour is Jonathan Swift, including 45 other writers. The term black comedy is often associated with Breton in black humour and dark memes, where taboo seems to be somehow funny. Still, it contains seriousness in it, so some readers feel uncomfortable with this humour.

Systemic Functional Language

Systemic functional language, better known as functional grammar, is a theory of language use that focuses on language analysis on delivering information, both oral and written. It is linguistics that questions how to choose language forms using language as text (Wiratno, 2018). It is a system that interprets all language units, clauses, phrases, and other language units as an organic configuration of functions (Halliday & Mstthiessen, 2014). A systemic approach is a semantic-functional approach to language (Eggins, 2004). This is based on the four main aspects of language use in social life: functional, semantic, contextual, and semiotic.

Transitivity

Transitivity is not just a verbal group component but an entire clause. The concept is more like 'one of to which the process is extended.' It means 'transitivity' is from the classic terminology of 'transitive' and 'intransitive' (Halliday, 1994). Also, a clause affects the verb serving as a process, participants, and circumstances (Halliday & Matthiessen, 2004). There are six types of processes: (1) Material process, (2) Mental process, (3) Relational process, (4) Behavioral process, (5) Verbal process, (6) Existential process (Halliday, 1994).

Table 1. Six Types of Processes by Halliday

No	Processes	Meanings	Participants
1.	Material	Doing, happening	Actor-Goal
2.	Mental	Feeling, thinking	Senser-Phenomenon
3.	Relational	Classifying, identifying	Carrier-Attribute Token-Value
4.	Behavioural	Behaving	Behaver- Behaviour
5.	Verbal	Saying	Sayer-Verbiage- Receiver
6.	Existential	Being	Existent

(1) Material process is a process of doing or happening, and it has two participants, which are Actor (the one acting/key participant) and Goal (affected by the action). (2) Mental process is a process that deals with affection, cognition, and perception. Usually using simple/past tense but not usually in progressive aspect. It has two participants; Senser (the one who feels emotionally and think) and Phenomenon (felt emotional and thought about). (3) Relational process always requires two participants. In a finite clause, the Relational process is concerned with being, possessing, or becoming. There are two kinds of Relational process; Identifying ("a" is the identity of "X") and Attributive ("a" is an attribute of "X"). If the process is identifying, the participants are Token and Value. However, if the process is attributive, the participants are Carrier and Attribute. (4) Behavioural process is a hybrid process between the material and mental process. The main participant in the Behavioural process is Behaver, but sometimes it involves a Behaviour. The Behavioural process is typically intransitive, involving only the Behaver as a participant. If there are two participants, the second participant is Behaviour. (5) Verbal process includes all modes of expressing and indicating. The content of what is said or indicated can be realized as an entire projected clause, a participant (verbiage), or a circumstance (matter). There are two participants: Sayer (the addresser), receiver (the addressee, or the entity targetted by the saying). Also, the process is called Verbiage (the content of what is said or indicated). (6) The Existential process is simply that which is construed existentially. The usual verb that is used is the "be" verb. There is also only one participant in an existential process called Existent.

Metafunction Language

Metafunction language is a term that refers to the function of language in the use of language by speakers. The metafunction concept is based on the interaction between language users in exposing, exchanging, and arranging experiences that connect the internal form of language with and its use in semiotic social contexts in

communication systems. The metafunction of language consists of three functions: (1) Textual functions, namely the language function to compile experiences. It is a device to describe the experience. It is carried out in the form of processes, (2) Ideational function, which has functions to encode, express, and realize human experience, and (3) Interpersonal functions, namely to exchange human experiences using language (Halliday, 1994).

a. Textual

According to the theory of Kress and van Leeuwen (2006), the textual component of language metafunction is as follows:

"Any semiotic mode can form texts, complexes of signs which cohere both internally with each other and externally with the context in and for which they were produced. Here, too, visual grammar makes a range of resources available: different compositional arrangements to allow the realization of different textual meanings."

Based on Kress and van Leeuwen's argument, the textual component's analysis is the text or caption in the visual that can blend internally and externally with other contexts following the existing visuals. Besides that, the textual component also analyzes each object's composition settings and scope (verbal, non-verbal, situation), which is different, to enable the realization of different textual meanings.

b. Ideational

According to the theory of Kress and van Leeuwen (2006), the ideational component of language metafunction is as follows:

"Any semiotic mode has to represent aspects of the world as humans experience it. In other words, it has to be able to represent objects and their relations in a world outside the representational system. That world may, of course, be, and most frequently is, already semiotically represented."

Based on this understanding, it can be seen that the ideational component must be able to represent aspects that exist following human experience. In other words, the ideational component must represent the relationship of each object in the visual or image. So that, between one object with another can interconnect.

c. Interpersonal

According to the theory of Kress and van Leeuwen (2006), the interpersonal component of language metafunction is as follows:

"The articulation and understanding of social meanings in images derives from the visual articulation of social meanings in face-to-face interaction. The spatial positions are allocated to different social actors in interaction (whether they are seated or standing, side by side or facing each other frontally.). In this sense, the interactive

dimension of images is the 'writing' of what is usually called 'non-verbal communication,' a 'language' shared by producers and viewers alike."

It is known that the interpersonal component is a component that studies the articulation and understanding of a matter in the general view when engaging in direct interaction. However, if this understanding is associated with verbal language metafunction, the visual displayed appear to communicate meaning or representation. The representation is called non-verbal communication. So, the producer's language or understanding (visual creator) can line with the viewers' understanding (readers). The interpersonal component consists of:

- **Social Distance**
Social distance examines how the representation of the state of objects and the state of the scope that is in the visual (Kress & Leeuwen, 2006).
- **Contact (The Image Act and The Gaze)**
The image act and the gaze examine how to communicate with viewers visually. Visually able to communicate by staring directly at the viewers through images or staring in other directions while still giving the impression that the interaction is in the form of an imaginary relationship between participants and viewers, to show gestures (Kress & Leeuwen, 2006).
- **Attitude (The Size of Frame)**
The size of the frame examines the attitude like what placement or positioning of the human body (gestures) which will be used to explain the angle of shooting or the object and landscape used so that it will produce a point of view from the visual (Kress & Leeuwen, 2006).

METHOD

Based on the approach and type of data used, this study is included in qualitative research, and the rest is additional data such as documents and others (Creswell, 2014). The characteristic feature of qualitative research methods is "natural," which means that the writer is directly involved in the study, both in terms of data collection through interviews or observations, data analysis, and interpretation (Raco, 2010). Another characteristic of the qualitative method is inductive, which usually starts with facts, reality, and descriptive, which assumes that the data is in words (Raco, 2010). Also, this study uses a type of case study method that is part of a qualitative method that intends to explore a particular case in greater depth by collecting various sources of information. It is an interesting case to study because the case's specific

features have meaning for others, at least for the writer (Creswell, 2014). The data obtained were collected through studying written documents. This case study is suitable for answering this study's questions to find out the 9GAG dark memes representation using the transitivity and language metafunctions theory. This study uses the observation method to collect data directly from the 9GAG and documentation method, which is not limited to space and time. It provides opportunities for the writer to find out about things that have happened in the past (Raco, 2010). The source of data is taken from <https://9gag.com> from 18 February until 23 February 2021, and also, the data will be analyzed in the form of text (verbal) and images (visual). In this qualitative research, the research object is in five dark memes images that will later be transcribed into text. There are two data with one caption and three data with two caption. Also, four real-time pictures and one animation picture.

The framing of a case study procedure took place in three stages (Raco, 2010). The first stage is collecting raw data. The second step is compiling the cases obtained, and the third step is writing the final case research report in narrative form. The writer will have research procedure stages: (1) choose memes on the 9GAG site in the dark memes group menu. Then, the writer chooses the memes that have an image, and a caption, (2) Download the memes selected as data and then analyzed by the writer, (3) write the analysis in narrative form. Then, the stages of the data analysis process are: (1) Analyze the various elements in dark memes in the form of texts using transitivity and images using three metafunctions in dark memes (2) Explain the representation of what is resulted from the analysis process using transitivity and three metafunctions.

RESULTS

Data 1



Picture 1

Text Data: "Kevin, I'm dying. Please stop beatboxing."

Table 2. Transitivity Process

<i>Kevin</i>	<i>I'm</i>	<i>dying</i>
Participant	Participant	Process
-Goal -Receiver	-Actor -Sayer	-Material

Table 3. Transitivity Process

<i>Please</i>	<i>stop</i>	<i>beatboxing</i>
	Process	Participant
	-Material -Verbal	-Goal -Verbiage

There are two kinds of transitivity processes found in the image. First, the material process, which indicates that there are two participant components; "I'am" as an actor, the words "Kevin" and "beatboxing" as the goal. This can be found in both sentences in the text data. Next is the verbal process, which shows three participants; "I'am" as the sayer, "beatboxing" as Verbiage, and "Kevin" as the receiver. This proves that the two text data on the image data have two processes: material and verbal.

As the entire component in the transitivity process of the data, the caption text and the image become a text to deliver information. The caption position is at the top of the image. It makes the viewer focus only on the caption, and in that order, the viewer will naturally read from top to bottom. Depending on the situation in the image, the text provides information to the other represented participant. As in the picture, the text refers to the conversation of one of the represented participants.

In the picture above, there are two represented participants, namely a woman and a man. A woman is seen lying on a bed and a man who seems sad or crying in the picture. Then, there is a caption, "Kevin, I'm dying. Please stop beatboxing". Moreover, the Interpersonal analysis is written below:

a. Social Distance

The image data above shows two represented participants in a place with many windows. The female participant is lying on a bed, covered in a blanket, wearing a patient's clothes, using a breathing tube and looking at the other participant. Meanwhile, the male participant wore a blue shirt and seemed to be crying with his hand over his mouth. According to the image data above, the two participants are related to each other because their distance is very close. As in the picture, Kevin is crying, and the woman is lying on the bed as if calming the man. Likewise, the background and represented participants also looked comparable.

b. Contact (The Image Act and The Gaze)

The image data above shows represented participants staring at each other, which are the man and woman. Thus,

even there is no imaginary relationship between participants and viewers, the represented participants still giving the impression.

c. Attitude (The Size of Frame)

In the data image above, this angle looks equal as seen by the viewer. The image data shown with the angle shows the viewer's see directly to the two represented participants.

In transitivity, there are Material process which a process of doing or happening and Verbal process, which means "saying" that includes all modes of expressing and indicating related to the activities carried out by the represented objects or participants in the data above. Moreover, the data shows three metafunction: ideational component representing the relationship of each object in the dark meme, Interpersonal component associated with verbal language displayed appear to communicate meaning or representation, and Textual component blends with other contexts. So, this proves that the verbal and visual components are related and support each other.

Data 2



Picture 2

Text Data: "Maybe this will work? ..." and "Nothing's happening."

Table 4. Transitivity Processes

<i>Maybe</i>	<i>this</i>	<i>will</i>	<i>Work?</i>
	Participant	Process	Participant
	Actor	Material	Goal

Table 5. Transitivity Processes

<i>nothing's</i>	<i>happening</i>
Process	Participant
Mental	Phenomenon

There are two kinds of transitivity processes found in the image. First, the material process, which has two participants: the text data "this" as an actor and "work?" as the goal. Second, mental process should have two participants; senser and phenomenon. This will also lead to a behavioural process because there are material and mental processes in text data. However, the second

sentence in the text data has only a (mental) process and one participant that is "happening" as a phenomenon. So, it can be determined that the text data in the image data above only has one complete process, which is the Material process.

As the entire component in the transitivity process of the data, the caption text and the image become a text to deliver information. There are two caption positions in the dark meme, which are left and right. From the layout composition perspective, the caption position is to the left bottom of the image while the other captions are on the top right.

There are two image objects in the picture above: a hand cream and a hand, but it is disabled. Also, the first object shows a hand cream with the product title "Garnier Ultimate Blends Hand Restoring Cream" and a hand that has been smeared with the cream. Then, there are two captions in each picture: "Maybe this will work?" and "Nothing's happened". Moreover, the Interpersonal analysis is written below:

a. Social Distance

The image data captured against the background of the open space. There were also two represented participants, a hand restoring cream and a tattooed hand with a stump covered with white cream. It means that the represented participant wants to say something with what object to show, what the participant did and what happened.

b. Contact (The Image Act and The Gaze)

The image data above shows represented participants: the hand restoring cream and a hand directly shows the impression of what they are doing to the viewer. So, there is an imaginary relationship between participants and viewers.

c. Attitude (The Size of Frame)

The angle is higher than the object to be highlighted. The picture on the left is visible from the represented participant (Hand cream), and the other is the stump covered with the cream. It shows that the person taking the picture seems to be taking the picture randomly, resulting in an angle higher than the object. When viewed from the participant's size, which is only an object (hand cream) and the participant's hand, and in this picture, it is relatively big, so the participant and viewer has the same view.

In transitivity, there are Material process represent a process of doing or happening, and the Mental process deals with affection, cognition, and perception related to the activities carried out by the represented object or participants in the data above. Moreover, the data shows three metafunctions the data: ideational component represents the relationship of each object in the dark meme, Interpersonal component associated with verbal language displayed appear to communicate meaning or representation, and Textual component blends with other

contexts. Therefore, it can be concluded that the visual and verbal components are related to each other.

Data 3



Picture 3

Text Data: "Yo yo take this" and, "I think I'm about to collapse."

Table 6. Transitivity Processes

<i>Yo Yo</i>	<i>take</i>	<i>this</i>
	Process	Participant
	Material Behavioural	Goal Behaviour

Table 7. Transitivity Processes

<i>I</i>	<i>think</i>	<i>I'm</i>	<i>About to collapse</i>
Participant	Process	Participant	Participant
-Actor -Senser -Behaver	Mental Behavioural	-Actor -Senser -Behaver	Phenomenon Behaviour

There are three kinds of transitivity processes found in the image. First, process material with two participant components: the text data "I" and "I'am" as actor, also "this" as goal. Second, mental process with two participants: "I" and "I'am" as senser, and "about to collapse" as a phenomenon. The material and mental processes in the text data in the image data above refer to a process that is the behavioural process. Because the behavioral process is a combination of material and mental processes. This is also found in the data text: "I" and "I'm" as a behavior, then "about to collapse" as a behaviour.

As the entire component in the transitivity process of the data, the caption text and the image become a text to deliver information. Therefore, there are caption positions at the top and bottom in the image from the layout composition perspective. As in the image above, it can be seen that the text refers to the conversation of one of the represented participants, so it means providing information.

On the dark meme above, there are two participants. The first participant is the tower on the right, and the second participant is in the tower on the left. Then, there are two captions in the picture, "Yo yo take this" and "I think I'm about to collapse". Moreover, the Interpersonal analysis is written below:

a. Social Distance

There is thick smoke from the tower on the right, and it gives a cigarette to the left tower. In contrast, the other represented participant smiling and receive the cigarette. Their background is the WTC building in America which seems to have been hit by an airplane. Also, it seems that two represented participants are communicating.

b. Contact (The Image Act and The Gaze)

The image data above shows the two-tower building as represented participants, but they are not staring at each other. Thus, even there is no imaginary relationship between participants and viewers, the represented participants still giving the impression.

c. Attitude (The Size of Frame)

In the data image above, the angle seems equal so that the image looks parallel as seen by the viewer. The size of the represented participant is also the same as the viewer. In the picture, two twin towers are parallel to the viewer's view.

In transitivity, there are material process represent a process of doing or happening, mental process deals with affection, cognition, and perception; and behavioural process which the hybrid process between material and mental process that are related to the activities carried out by the represented object or participants in the data above. Moreover, in three metafunctions, the data shows: ideational component represents the relationship of each object in the dark meme, Interpersonal component associated with verbal language displayed appear to communicate meaning or representation, and Textual component blend with other contexts. So, the verbal and visual component in the dark meme above are related to each other, and their representation corresponds to the actual event.

Data 4



Picture 4

Text Data: "I can't breathe."

Table 8. Transitivity Processes

<i>I</i>	<i>can't</i>	<i>breathe</i>
Participant	Process	Participant
-Actor	-Material	Goal
-Senser	-Mental	Phenomenon
-Behaver	-Behavioural	Behaviour

There are three kinds of transitivity processes found in the image. It can be seen in the text data above; it is divided into three components: two participants and one process. It is divided evenly and entirely for the three components of the process, namely material, mental, and Behavioral processes. The material process has two participants: actors and goals. The mental process has two participants: sensor and phenomenon, then behavioral process (a combination of material and mental processes) with two participants: Behaver and Behavior.

As the entire component in the transitivity process of the data, the caption text and the image become a text to deliver information. Moreover, there is also a caption, which is "I can't breathe". Besides, based on the dark meme above, the caption's position in the middle of the image can be analysed. In that position, the viewer or those who see the image directly will be focused on the caption.

There are several birds as participants in the picture. However, the participant points in this picture are one white bird stepping on a blackbird and one white bird that sees a blackbird being stepped on. Moreover, the Interpersonal analysis is written below:

a. Social Distance

With trees, roads, and water, it can be analyzed that the background is located outdoor. There are two represented participants: the blackbird and the white birds. The background and represented participants also looked comparable.

b. Contact (The Image Act and The Gaze)

There are three represented participants; two white birds make eye contact with a blackbird. However, on the contrary, the blackbird does not make eye contact with the

two white birds but in the other direction. Thus, even there is no imaginary relationship between participants and viewers, the represented participants still giving the impression.

c. Attitude (The Size of Frame)

It can be seen in the image data above with an angle almost touching the ground or other, so the angle of taking is the same as the object or lower. The size of represented participants, the blackbird looks smaller than the white birds.

In transitivity, there are material process represent a process of doing or happening, mental process deals with affection, cognition, and perception, and behavioural process which the hybrid process between material and mental process which are related to the activities carried out by the represented object or participants in the data above. Moreover, in three metafunctions, the data shows: ideational component represents the relationship of each object in the dark meme, Interpersonal component associated with verbal language displayed appear to communicate meaning or representation, and Textual component blend with other contexts. This proves that the verbal and visual processes are related and support each other.

Data 5



Picture 5

Text Data: "Choke me harder daddy"

Table 9. Transitivity Processes

<i>Choke</i>	<i>me</i>	<i>harder</i>	<i>daddy</i>
Process	Participant	Participant	Participant
-Material	Actor	Goal	
-Mental	Senser	Phenomenon	
-Verbal	Sayer	Verbiage	Receiver
Behavioural	Behaver	Behaviour	

There are four kinds of transitivity processes found in the image. Those transitivity processes have the same component pattern, which are two participants and

one process. However, what distinguishes it is the verbal process, with the participant "me" as sayer, "harder" as the Verbiage, "Daddy" as the receiver, and "choke" as the process. Also, there are material and mental processes in the text data where the behavioural process also exists because it combines material and mental processes.

As the entire component in the transitivity process of the data, the caption text and the image become a text to deliver information. When viewed from the layout perspective, the placement of the caption position shows that the placement and tilt are random. However, the caption's placement in the head of one of the represented participants creates the impression that it represents the participant's information. Also, there is only a caption, which causes viewers to focus solely on the text.

There are two men as participants in the picture. The participant point in this picture is a white policeman on the neck of a black man. Also, there is a caption, "Choke me harder daddy". Moreover, the Interpersonal analysis is written below:

a. Social Distance

In the image data above, two represented participants are men in a policeman suit and a black man lying down on the road with his neck trampled on his knees by another represented participant. With images of cars and roads that can be analyzed, the background is located on the road.

b. Contact (The Image Act and The Gaze)

There are two represented participants; the police officer and the black man. The represented participant's gaze is directed towards the viewer, means directly shows the impression of what they are doing. So, there is an imaginary relationship between participants and viewers.

c. Attitude (The Size of Frame)

The data image above the angle seems equal so that the image looks parallel as seen by the viewer. It illustrates the represented participants as if a viewer sees something in front of their eyes.

In transitivity, there are material process represent a process of doing or happening, mental process deals with affection, cognition, and perception, Behavioural process which the hybrid process between a material and mental processes, and also a verbal process that includes all modes of expressing and indicating which the content of what is said or indicated can be realized as an entire projected clause related to the activities carried out by the represented object or participants in the data above. Moreover, in three metafunctions, the data shows: Ideational component represents the relationship of each object in the dark meme, Interpersonal component associated with verbal language displayed appear to communicate meaning or representation, and Textual component blends with other contexts. This proves that the

verbal and visual processes are related and support each other.

DISCUSSIONS

Data 1

The visual and verbal aspects in the image are related and support each other. At first glance, the woman in the picture is depicted as a dying person; it is very unnatural for the man to do inappropriate activities in front of the woman. If it is not understood deeply, it will result in a misunderstanding by the viewer. Because the main point in the picture shows another representation of crying that is implicitly being "beatboxing".

Data 2

In the picture above, the viewer can see a representation of someone who wants to prove whether the hand cream can return his hand to its fullness. Hand cream is highlighted by "Hand restoring cream" and someone whose hands are smeared with the hand cream from a visual perspective. However, when combined with verbal views, the viewer will capture the representation conveyed by the image. Two captions are written in each photo, "Maybe this will work?" which shows that the person thinks the hand cream can restore his hand to be whole, followed by the caption "Nothing's happening" which means the hand cream cannot return his hand.

Data 3

One of the towers is depicted with a dying expression and emitting thick black smoke in the "head" area of the tower. It is known by the surrounding community that the tower was hit by an airplane. It is also evident visually in the faintly visible image to the left of the tower is an airplane. The main highlight is the smoking tower's image and the relaxed tower expression but dying while giving a cigarette to his friend. It is also supported by the captions available in the image. When viewed from a verbal view, the depiction of the word "collapse" relates to the depiction of a tower that is dying due to being hit by an airplane and the fact that the tower will collapse at that time.

Data 4

The dark meme above represents the oppression of white people against black people, and generally, this racist thing often happens in the United States. It is evidenced visually, white birds are represented as white people, and blackbirds are represented as black people. Also, in the dark meme above, a depiction is given where whites often oppress black people physically and mentally. For example, the depiction of a white bird on the right stepping on a blackbird and the white bird makes fun of the blackbird. Another aspect is verbal, with the caption "I can't breathe"

refers to the blackbird. It was as if a blackbird said that the blackbird could not breathe because a white bird was stepping on him.

Data 5

The dark meme above is a factual representation of the oppression of white people against black people. If the viewer looks at the visual analysis, the image is an actual event of the death of a black man named George Floyd, who was bullied by a police officer from the United States. However, if it is associated with verbal analysis such as the caption "Choke me harder daddy", the word "choke" here is an explicit and implicit depiction if adjusted to the visual in the image. It is explicitly true that the policeman was strangling George Floyd with his leg, and implicitly the policeman was killing the man. However, because dark memes aim to entertain, the image is given a detailed caption, "Choke me harder daddy."

CONCLUSIONS

In this study, there are five data in the form of images and text about dark memes. The data is taken based on the 9GAG. In the previous chapter, the data is analyzed using systemic functional linguistics using transitivity by Halliday for verbal analysis and three metafunctions of language for visuals by Kress & Leeuwen. Based on the analysis, a meme can be found in one or more types of processes. However, the representation found from the five data in the previous chapter has negative representation because the dark meme is taken from 9GAG site in the topic category, a particular tab option for dark jokes.

Visual and verbal roles are significant when representing images to convey a meaning; both support each other in conveying meaning. Visual has a meaning that shows to people who see it or viewers, and verbal becomes a complement in conveying a meaning depicted in an image. The dark meme is one of the media to use in representing something to be conveyed to everyone. Looking at the analysis results, as a viewer (people who see), they must be more careful in responding to the information contained in dark memes. Mainly dark memes use two modes: verbal mode and visual mode, to easily understand what is being conveyed or represented on dark memes. However, with this study, the viewers can better understand visual and verbal in a dark meme.

SUGGESTIONS

This study does not fully cover everything in the verbal and visual analysis. Future researchers may explore more about the representation of dark memes in existed media or other mass media. Since this study only uses dark memes as data, further study can use other data that

supports multimodality or systemic functional linguistics studies such as; magazines, newspapers, and posters.

REFERENCES

- Bloom, H. (2010). Bloom's Literary Themes: Dark Humor. In *Dark humour*. New York: Blooms Literary Criticism.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Method Approaches* (p. 285). p. 285. London: SAGE Publications.
- Dawkins, R. (2006). The Selfish Gene. In *New Scientist* (30th anniv, Vol. 214). [https://doi.org/10.1016/S0262-4079\(12\)61286-X](https://doi.org/10.1016/S0262-4079(12)61286-X)
- Eggs, Suzanne. 2004. 2nd Ed. *An Introduction Systemic Functional Linguistics*. London & NY: Continuum. <https://books.google.co.id/books?id=sS7UXugIIg8C&printsec=frontcover#v=onepage&q&f=false>
- Gumilang, L., & Juanda, M. (2018). Interpretation of Meme Conversations Using Multimodality Analysis. *Advances in Social Science, Education and Humanities Research*, 228(Klua), 135–144. <https://doi.org/10.2991/klua-18.2018.20>
- Halliday, M. A. K. (1994). *An Introduction to Functional Grammar* (p. 497). p. 497. New York: Routledge, Chapman and Hall.
- Halliday, M. A. K., & Matthiessen, C. M. I. M. (2014). *Introduction to Functional Grammar*. In *Materials Science* (4th ed.). <https://doi.org/10.1023/A:1021717531970>
- <https://9gag.com>
- <https://9gag.com/gag/aWj8Xr6>
- <https://9gag.com/gag/aRXKbdG>
- <https://9gag.com/gag/aRXmWdq>
- <https://9gag.com/gag/aLw9Qxz>
- <https://9gag.com/gag/a0Nj9rQ>
- <https://alexa.com/siteinfo/9gag.com>
- Kress, G., & Leeuwen, T. Van. (2006). *Reading Images: The Grammar of Visual Design (Second Edition)*. 321.
- Leigh, H. (2012). Genes, Memes, Culture. and Mental Illness. In *Psychology Applied to Work: An Introduction to Industrial and Organizational*

Psychology, Tenth Edition Paul (Vol. 53).
<https://doi.org/10.1017/CBO9781107415324.004>

Li, D. (2016). Multimodal Discourse Analysis of the Interpersonal Meaning of TV Advertisements. *International Journal of Social Science and Humanity*, 6(12), 934–938.
<https://doi.org/10.18178/ijssh.2016.v6.776>

Raco, J. (2010). *Metode Penelitian Kualitatif: Jenis, Karakteristik dan Keunggulannya*.
<https://doi.org/10.31219/osf.io/mfzuj>

Shifman, L. (2014). *Memes in Digital Culture (The MIT Press Essential Knowledge series): In Digital Culture (MIT Press Essential Knowledge)*. MIT Press.

Wiratno, T. (2018). *Pengantar Ringkas Linguistik Sistemik* (1st ed.). Yogyakarta: Pustaka Pelajar.