ABSTRACT

SEMIOTIC ANALYSIS OF THE CHATING ACTIVITY SIGNS (EMOTICON) ON THE YAHOO! MESSENGER FOR THEIR USER.

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This research to find out how semiotic analysis of the chating activity signs (emoticon) on the Yahoo! Messenger for their user. This research explained about the meaning of sign, in the form of emoticon.

This research used qualitatie approach with descriptive method. Sign analysis which used on this reasearch is semiotic anaysis, a part of qulitative data analysis method. Reference theory of this research is Triangle Meaning Theory from C.S. Pierce. Subject of this research are users of Yahoo! Messenger. Reseracher took 4 informants, those are 2 informants from student and 2 informants from society. Purposive sampling used as sampling technique, it is to take a sample who has special character.

The results of this research showed that semiotic analysis of the chating activity signs (emoticon) on the Yahoo! Messenger for their user are definition about the meaning that consist in the visual form from the emotion of Yahoo! Messenger's users, it was depicted by the insertion of emoticon on their message. Semiotically, those emoticon signs consist of immesurable and meaning extention, also consist of depth and hidden meaning on the visualization.

Conclusion of this research told that on the visualization sign consist of real and ureal meaning, just like emoticon has depicted, and the meaning that was formed from those emoticons constituted to the delivered message content. Semiotically, those emoticons consist of immesurable and depth meaning.

Reseacher suggested, it will be better if Yahoo! Messenger's user become selective when choosing and using emoticon, according to the delivered message content so it will not consist of be different meaning in the emoticon definition.