

Teens Mass Media as a Semiotics Technology: Sociolinguistics Approach

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Abstract

This research is to find out how social media as a digital platform, in this case the twitter media account in its representation as semiotic technology. The form of research used is qualitative research. The data source of this research is data obtained directly from direct observation and tracing of what is trending topic for one week from August 23 to August 29, 2021. The results of this study indicate that the denotation meaning contained in the topic of DPR Members concludes that many Indonesian people's views about DPR Members are considered as extensions or representatives of the community in Indonesian politics. The connotative meaning contained in the topic of DPR Members is political motives where the topic discusses the pros and cons of the community regarding the existence of DPR Members. Based on the data above, it can be concluded that social media, especially Twitter, which has often received negative views can be used as semiotic technology.

Keywords: Trending Topic, Semiotic Technology.

1. Introduction

Because this globalization technology is becoming more advanced, it cannot be overlooked that the availability of the internet is becoming increasingly important in daily life, such as in socialization, education, and business activities. It is difficult to comprehend that social media has such a large impact on people's lives. Anyone who starts small can grow large through social media or other methods. Social media has been enslaving to the community, particularly teens, as a result of which users can no longer function without opening social media.

During the development of a teenager's identity, he or she will try to find it by using peers. The goal of this study is to determine the impact of social media. Investigate the effects of social media on adolescents during their development, in order to determine the impact of current social media on teenage behavior.

The researcher's qualitative research methods have been used in these studies of family living on the other side of the continent. The rapid development of communication technology allows access to the development of news and information that occurs on other islands or countries. So, according to McLuhan, with the rapid advancement of technology, this guy want to live in a global

community, where he has unrestricted access to more and more information, as well as the latest news in the second. More development and information from other countries will be easier to obtain.

With the advancement of technology and communication, several social reactions have emerged to make it easier to keep up with various bits of information and news via social media. A social network is a website where people may communicate with friends they know both in the real world and in the virtual world (Zarella 2010:51).

It's easier to share information with the social network, and it's a win-win situation.

Today's media feel active and play in picture schemes thanks to colorful visualisations. There are also vulgar language and negative or abusive values used in the development of language and word. Even in informatics studies, they conducted research to determine which languages were used as authoritative languages on social media and which languages were identified as an impediment to establishing this system in Indonesia.

Twitter (C)

Twitter has a rapid growth rate and is rapidly gaining popularity around the world. In January 2013, there were more than 500 million registered Twitter users, with 200 million active users. The trends in Twitter usage are centered on the use of the platform as a whole during popular events. Beginning in 2013, Twitter users sent more than 500 million tweets per day and Twitter processed more than 1.6 billion searches each day. This resulted in Twitter being shut down.

Search. The techniques of data collection are triangulated (combined), the analysis of data is inductively qualitative, and the results of qualitative research emphasizes the state of a natural object (as opposed to an experiment) where Qualitative research is a study that is used to investigate a scientific object, in which researchers act as key instruments, technologies for combining data are developed, data-analysts are inductive, and qualitative research results are more emphasizing the meaning of generalization (III & Research, 2015)

While the method used in this investigation is semiotic analysis. Semiotics is a branch of knowledge concerned with the study of words, the proper functioning of businesses, and the production of knowledge. A sign is something that means something different to each individual. Everything that can be made into a discernible or a discernible can be made into a discernible.

a. Language

Language may be a communication tool between community members within the sort of sound symbols created by human beings, language is additionally a tool of style yet as a tool purpose out[to indicate] self-identity. Through language, we will demonstrate our point of view, our understanding of a matter, the origins of our nation and country, our education, and even our natures. Language becomes a mirror of ourselves, each as a nation or as a self. For the communication to be done smoothly, the recipient and sender of the language should be fluent in languages. in step with Gorys Keraf (1997:1), language may be a means that of communication between members of the community within the sort of a sound symbol created by human instruments. There is also an associate objection to speech communication that language isn't the sole tool for conducting communication. They indicate that 2 persons or parties who conduct communication exploitation bound ways in which are united together. Paintings, smoke, fire, drum or barrel, and so on however they ought to admit that in comparison with the language, all communication tools contain several weak terms. Basically, language has certain functions that are used supported the wants of a person, particularly as a tool to express themselves, as a method to communicate, as a tool to conduct social integration and adaptableness in an exceedingly explicit setting or situation, and as a means to try to group action (Keraf, 1997:3). the utilization of language as a means of communication includes a specific purpose that's to be understood by others. So, during this case, the response of listeners or opponents of the communities is our main concern. Language as a means of communication has the most perform of language is that communication is that the delivery of message or that means by somebody to others. The attachment and link of human language cause the language to stay unchanged and alter as kinsmen change

within their lives in the community. b. Language Development in Social Media A language may be a tool wont to communicate, languages comparable to tools used each orally and non-orally. the utilization of social media such as the language used conjointly tends to evolve and adapt the "platform " used. Some previous studies have shown that each mass media and new media has its own language criteria which is able to be convenient for its own use. This development takes place in an exceedingly whereas when the start of the magazine began to be allotted to specific Segementasi language can regulate its segmentations (if the teenager magazine will use the language sixty relaxed and a few prokem). Slang language may be a password, worn and likable by bound teenagers. The means that of communication is needed by the youth to convey things deemed closed to other age teams more or less that the opposite party can't apprehend what's being used. Slang language grows and develops in step with the social background of wearer' culture. Similarly, the utilization of language on social media tends to vary. In chat platforms, For example, we tend to are aware of exploitation abbreviations that are ultimately taken and used as tools to facilitate the communication process. Likewise, with the social media Twitter, Facebook, and Instagram, every of the on top of media platforms have a difference. Twitter with straightforward significance includes using solely a hundred and forty characters. though Facebook feels sophisticated and covers the complete platform, users will post word status, EMOJI, photos, and videos even within the sort of weblog text, with links and locations. whereas Instagram is enclosed in the media that focuses entirely on visualization. Users can focus their posts through photos or video feeds with further captions and also options of Instagram Story and Instagram TV. In communication media technology, the existence of the on top of platforms clearly demonstrates a really clear progression. Today' Media feel a lot of active and play in image schemes through colorful visualizations. Even within the development of language and word used not solely positive values even there are vulgar language and negative or abusive value. Even in applied science studies, for example, they did analysis to see that language was detected as an abusive language on social media as a challenge to create this technique in Indonesia. c. Twitter Twitter is experiencing rise and quickly gaining quality round the world. As of Jan 2013, there have been over five hundred million registered users on Twitter, and two hundred million were active users. Twitter usage spikes are usually in progress throughout in-style events. At the start of 2013, Twitter users sent over 500 million tweets a day, and Twitter handled over 1.6 billion search requests per day. This led to the position of Twitter ascending second place because the most visited social networking web site within the world, from the antecedently graded twenty-second. Twitter is an internet social networking and microblogging service that permits its users to send and skim text-based messages up to a hundred and forty characters, however on November 07, 2017, up to 280 characters are called Twitter (tweet). Twitter was based in March 2006 by Jack Dorsey, and its social networking site was launched in July. Since its launch, Twitter has been one amongst the 10 most visited sites on the Internet, and it's dubbed "a short message from the Internet." On Twitter, unregistered users will read solely

tweets, whereas registered users can write tweets through the web site interface, short messages (SMS), or through varied applications for mobile devices. Twitter' high quality causes the service to be utilized for varied functions in various aspects, comparable to the means that of protest, political campaigns, learning facilities, and as a medium of emergency communication. Twitter is additionally two-faced with problems and controversies such as user security and privacy concerns, lawsuits, and censorship. Twitter is in hand and operated by Twitter, Inc., primarily based in San Francisco, with offices and extra servers set in ny City, Boston, and San Antonio. As of could 2015, Twitter has had over five hundred million users, 302 million of them are active users. By default, users ' tweets are publically visible, however, users will limit the delivery of tweets solely to their followers. Users can "twitter " via Twitter' website, compatible external applications (such as for smartphones), or through a text message service offered inbound countries. These services are free, aside from SMS services, that are charged by mobile service providers. Users can purchase the Twitter of alternative users by following the user in question, and therefore the following users are followers for the users they're concerned in. alternative designations are tweeps, stands for Twitter and peeps. Users can check unfollowing folks through a third-party service. In addition, users may also block alternative users who have followed them. Twitter permits its users to "Twitter " via mobile phone, short electronic communication service, or through apps free surely tablets and smartphones. Twitter is usually compared to a web-based net Relay Chat (IRC) client. In 2008, in an essay in Time magazine, technology author Steven Johnson declared that the essential mechanism of Twitter is "very straightforward ". He wrote: "As a social network, Twitter prioritizes follower principles. If you decide on to follow alternative users on Twitter, your users ' tweets will seem chronologically on your main page. If you follow twenty people, you'll see varied tweets that scroll down the page: Tweet the breakfast cereals, attention-grabbing new links, music recommendations, even reflections about the long run of education." d. Trending Topic Hot Trend or ordinarily called a trending topic may be an in style and renowned issue since the existence of newspapers, radio, television, and social media on mobile phones to date. a subject are a trending topic once many folks observe it. Usually, it's a warm topic that's being packed into discussions in cyberspace, whether or not it's on Facebook, Google and or Twitter. On Twitter, itself conjointly includes a trending topic page. however, the trending topic may be a very little totally different after we compare with the opposite trending social media topic. The Trending topic in terms of Twitter is that a lot of folks use identical hashtag in an exceedingly shared tweet. The Trending topic itself is popularized by Twitter, this can be one amongst the options that create Twitter explode. as a result of at the start of the primary time, there aren't any social media that has the feature. In fact, the recent Facebook conjointly be a part of created the trending options of this topic. So, it are often aforesaid the trending topic is that the work of Twitter, additionally to the trending topics Twitter also popularized hashtags that became the most indicator of a subject being a topic trending. 2. methodology 2.1 analysis sort in step with Sugiono (2005) during this study, the approach

used is qualitative research. Qualitative research is employed to look at the condition of a physical object (as critical associate experiment) wherever the scientist is as a key instrument, the info collection techniques are done triangulated (combined), the analysis of information is inductive qualitative, and therefore the results of qualitative analysis emphasizes the that means of generalization. Qualitative research may be a study wont to examine on a scientific object wherever researchers are as key instruments, data assortment techniques are performed in combination, data analysts are inductive, and qualitative research results a lot of emphasize the meaning of generalization (III & Research, 2015) whereas the strategy employed in this research is semiotical analysis. philosophical theory is a science that learns concerning signs, the correct functioning of the mark, and the production of meaning. a symbol is something that for somebody means that one thing else. In Zoest' view, everything that may be ascertained or created noticeable are often referred to as a mark. Therefore, the mark isn't restricted to objects. The existence of events, the absence of events, structures found in something, or a habit, of these can be called signs (Zoest in Roland, 1998:18). The semiotical methodology was developed by Roland Barthes. In its method, Barthes introduces a 2-stage marking system. In two marking phases, Barthes explains the that means of the denotations and connotations. The meaning of denotations may be a meaning that can be seen like a shot after we observe a sign. whereas the that means of connotations is that the implicit meaning obtained from a sign. once related to this study, a marker and a mark can first be seen forming a denotative meaning. during this import process, the scientist first determines the markers and signs to seek out the meaning of the denotation. The meaning of the denotations is enclosed within the marking of the primary stage. Then, the meaning of the ensuing denotation becomes an implicational marker.

2.1 Source of Data

Data can be defined as a collection of information or values obtained through object observation. Good data is reliable data; Provide and include a description of the issue through and relevant.

The Data is retrieved directly from the object learned. The Data must be most accurate, as this data comes from the results of observations in the field, as well as data obtained from the informant that provides all the information and ideas of what is being investigated. In this case, regarding the phenomenon of trending topics on Twitter, how to get the necessary information going directly to the source object, and then do some way or technique to get the necessary data. On the other hand, secondary data is all data obtained from the literature; It is obtained by reading books, journals, papers, theses, and others related to the research object.

Based on the explanation above, the researchers collected key data from a fence sign or hashtag that became an endless topic of a number of accounts on social media Twitter plus interviews. As for secondary data, researchers conducted literary studies by searching for references through good literature books, journal documents, and other related sources and relevant to this study, in terms of

generating good scientific writing, authors using secondary data to support his writings.

2.2 Technique of Collecting Data

In this study, researchers collected primary data. Primary Data is obtained from a fence or hashtag on social media Twitter. This Data includes themes, schemes, word meanings, opinions, and word suppression in the studied Twit-twit. Once the data is categorized according to Barthes's theory, the data is then analyzed in a descriptive order to answer the question of this research. After that, researchers conduct literary studies by searching for references through the literature from either books, document journals, and other related sources as well as other topics relevant to this study.

2.3 Technique of Analysis Data

This research uses a semiotic analysis that examines the relationship between sign in text and myth analysis. Semiotics is a field of study that sees the world with understanding as a system of relations with the basic unit is a sign. Existing assumptions see that media messages are composed of a set of signs to produce certain meanings. In analyzing the trending topic text on Twitter, the author refers to the three stages of analysis used in the approach :

- a. **Description of denotative meaning;** It outlines and understands the denotative meaning displayed by something that appears tangible or material from the mark.
- b. **Identify the system of signs and patterns of cultural symptoms** generated by each of these signs. The form of relationship is analyzed symbolically, paradigmatic, and syntagmatic.

1. Findings and Discussion

This research has the main data in the form of recording or capture results of a trending topic. Capturing or recording lasted for a week, from 23 August to 29 August 2021. To find out how the people in Indonesia use Twitter, the description of the answer will parse the status of the trending topic. As we know that, every day there are political issues that are trending on Indonesian Twitter. Last week, one of the topics discussed on Twitter was members of the DPR. Where more than 2000 tweets that appeared on Twitter made the topic trending on Twitter for several hours on August 29, 2021, at around 10 am.



From the exposure above the topic **Anggota DPR** then discussed through the semiotic theory of Roland Barthes. Barthes will take us researching two-stage marking systems. In two marking phases, Barthes explains the meaning of denotations and connotations, as well as myths. The meaning of denotations is a meaning that can be seen immediately when we observe a sign. While the meaning of connotations is the implicit meaning obtained from a sign. The connotative meaning is a second-level significance in the Barthes two-stage marking system. In the significance of the second stage, the sign works through myth, as a social grade product that already has domination.

From this study, the meaning of denotations can be seen from the twit of **Anggota DPR** topic on social media Twitter. While the connotations is the meaning of words, opinions, and words emphasis in the tweet **Anggota DPR** researched. To investigate this, the researcher will analyze data which is a port of multiple accounts on Twitter with the topic **Anggota DPR**.



Denotation: The Muslim Cyber Army account expresses that members of the DPR said that in the release of Habib Rizieq there was intervention from influential parties.

Connotation: The release of Habib Rizieq is not pure from the release that should be. There are influential parties behind the release.

Myth: Punishment should be given properly regardless of who and what the position of the person is.



Denotation: In a tweet from the @FahriHamzah account, he called on all members of political parties to activate their members so that they can listen to the people's voice.

Connotation: From these tweets, it can be concluded that so far members of the DPR have only been silent when the people have raised their voices. Many executive members conspired with members of the DPR who claimed to be community representatives.

Myth: The responsibility that was held from the start should make the members of the DPR prioritize the interests of the people above their personal interests.



Denotation: @panca66 account post criticizing Fahri Hamzah talking about a mural made by the community which went viral a few days ago. Where in this case, the members of the DPR are silent. In fact, according to the account @panca66 the government has spoken about this.

Connotation: The post stated that Fahri Hamzah did not read the news first and immediately criticized it.

Myth: Understand something before commenting.



Denotation: The @RamliRizal account reveals the reasons why members of the DPR have been paralyzed. In his story, @RamliRizal account says two reasons.

Connotation: In his post, the @RamliRizal account expresses his opinion on the reasons why DPR members have been paralyzed or in the sense that DPR members have not been carrying out their duties properly.

Myth: Responsibilities that have been mandated from the start should be used as an excuse to carry out tasks that should be done.

2. Conclusion and Suggestion

a. Conclusion

Based on the results of the research through the approach the semiotics of Roland Barthes in this last chapter the author will provide answers based on the problems that have been described above, then the author will draw some conclusions as follows.

Trending topics are one thing that is being warmly talked about at certain moments. Trending topics appear if one of the same things continues to be shortlisted (tweet) by many users, one on Twitter's social media. As the author exposed above is a topic **Anggota DPR**. **Anggota DPR** topics are targeted by some users of Twitter account, when the photo of a moment's declaration of **Anggota DPR** which is a post on Twitter account.

After doing the analysis, the writer can understand that the topic of **Anggota DPR** has denotative, connotative, and myth meanings. The meaning of denotation contained in the topic of **Anggota DPR** concludes that many views from the Indonesian people regarding **Anggota DPR** are considered as extensions or representatives of the community in the Indonesian political world. The connotation meaning contained in the topic of **Anggota DPR** is political motives where the topic discusses the pros and cons of the community regarding the existence of **Anggota DPR**.

b. Suggestion

The preparation of this thesis is part of the discussion of signs and meanings. Because there is a high level of interpretation, the researchers suggest that those who want to explore aspects related to semiotics further should be able to study using other theories in line. This is necessary for addition to the scope of semiotic studies is very broad, also because there are many kinds of literature similar to this which are different.

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