

## A SEMIOTIC ANALYSIS AT INSTAGRAM FILTER

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### Abstract

Semiotics has an expression related to sign as a part of human life. In this study, researcher chose the Ferdinand de Saussure Theory to understand the meaning of the signs. Where, in this study, the researcher examined all the signs that appeared in the Instagram filter starting from the image, sound-imagery, or acoustic imagery, the objects used as signs in this Instagram video filter. The main aim of this research is to understand the meaning signs conveyed by the creator in the Instagram filter. This research uses a Qualitative research, The researcher analyzed data into 3 stages that are data reduction stage, Interpretation stage, and conclusion stage. The finding shows if the most common or commonly found are signifiers in the concept section, while in the dimensions section they are semantic and pragmatic. It can be said that semiotics can be applied and found in various parts of life show personality in representing their emotions and memories. So, it can be conclude if humans use signs in their daily lives to show what they feel and their emotions towards life, both the social environment and so on. One of which is through this Instagram filter.

*Keywords: semiotics, visual sign, instagram filter.*

### INTRODUCTION

A language is a system of symbols through which people communicate. The symbols may be spoken, written, or signed with the hands.<sup>1</sup> Language is a complex sign or symbol that they used to share with their community.<sup>2</sup> Language (written or spoken word (speech) is a collection of vocabulary. The combination of vocabulary makes some speech. Language is connected to everyone through written or spoken words. From the exposure of the experts above we can conclude that language is one way of interaction that humans do to understand others either in the form of visual or verbal signs.

Semiotics can be defined as the science of signs.<sup>3</sup> The definition of semiotics is concerned with everything that can be taken as a sign.<sup>4</sup> Semiotics is a science that studies the role of signs as part of social life.<sup>5</sup> From the explanation above we can know that the semiotic has an expression related to sign as a part of human life. In this study, researcher chose the Ferdinand de Saussure Theory to understand the meaning of the signs. Where, in this study, the researcher examined all the signs that appeared in the Instagram filter starting from the image, sound-imagery, or acoustic imagery, the objects used as signs in this Instagram video filter.

Generally, Ferdinand de Saussure classified signs into three concepts. Three of them are identified as things in semiotics. The three concepts are 1) Langue and parole 2) Syntagmatic and paradigmatic 3) Signifier and signified.

<sup>1</sup> Kreidler, Charles W. (2002) . *Introducing English Semantic*. New York. P 19.

<sup>2</sup> Kreidler, Charles W. (2002) . *Introducing English Semantic*. New York. P 20

<sup>3</sup> Morris, Charles W," Foundations of the Theory of Signs," dalam Daniel Chandler (ed.), *Semiotics The Basic* . Second edition ( London, 2007), hal 04.

<sup>4</sup> Eco, Umberto," "Towards a semiotic enquiry into the television message," dalam Daniel Chandler (ed.), *Semiotics The Basic* . Second edition ( London, 2007), hal 02.

<sup>5</sup> Saussure, Ferdinand de," *Cours de linguistique générale*," dalam Daniel Chandler (ed.), *Semiotics The Basic* . Second edition ( London, 2007), hal 16.

### 1. Langue and parole

A langue is an object that does not depend on the sign matter that makes it up.<sup>6</sup> Langue is language as a purely social object.<sup>7</sup> Langue is a language in its form as a system.<sup>8</sup> From the above exposure, researcher can conclude that the langue is a stand-alone autonomous social institution that is independent of sign-forming matter.

Parole is a living language or a language as seen in its use.<sup>9</sup> Parole is the actual use of language as an act of individuals.<sup>10</sup> Parole is composed of identical signs and is constantly repeating.<sup>11</sup> From the above exposure the researcher can take the conclusion that parole is the language of the individual that becomes the action of the individual which is composed of identical sign marks and done repeatedly.

The researcher can conclude that langue and parole have an attachment to each other. Where every element of the langue that is done continuously or repeatedly will become parole in the form of individual actions. No longer as a creation.

### 2. Syntagmatic and paradigmatic

Syntagmatic is a collection of logically sequenced signs.<sup>12</sup> Syntagmatic relationships are referred to as linear relationships.<sup>13</sup> Syntagmatic refers to the relationship in presential between one word and another, or between one grammatical unit and another, in a particular speech or speech act.<sup>14</sup> It can be concluded that Syntagmatic is a word that has its meaning that when combined will have a wider meaning because it consists of a series of verbal signs in the dimension of time.

Paradigmatic are relationships that replace each other.<sup>15</sup> Paradigmatic is a system in absentia that associates the sign with other signs, whether based on similarities or differences, before it appears in speech.<sup>16</sup> Paradigmatic is a particular word potentially associated with each other in a series of memories, in the mind, as part of the inner storehouse that makes up the language of each speaker.<sup>17</sup> So it can be pointed out that paradigmatic is similar or almost the same words but have different meanings.

From the above exposure, researcher can conclude that language has a relationship. Where the relationship is divided into two, namely syntagmatic and paradigmatic. Syntagmatic has linear relationships whereas paradigmatic opposites.

### 3. Signifier and Signified

A signifier is a meaningful sound or scribble.<sup>18</sup> Signifier is material aspects of signs that are sensory or can be driven (sensible) in spoken language taking form as sound-imagery or acoustic imagery related to a concept (signified).<sup>19</sup> The substance of Signifier is always material, whether in the form of the sounds of objects, images and so on.<sup>20</sup> So, the researcher can conclude that signifiers are material aspects of signs that can be sensory.

<sup>6</sup> Thalib, Abdulloh A. (2018) . *Filsafat Hermeneutika dan Semiotika*. Palu : LPP-Mitra Edukasi. Hal 24

<sup>7</sup> Budiman, Kris. (2011). *Semiotika visual*. Yokyakarta: Jalasutra. Hal 24

<sup>8</sup> Saussure, Ferdinand de," Cours de linguistique générale," dalam Daniel Chandler (ed.), *Semiotics The Basic* . Second edition ( London, 2007), hal 09

<sup>9</sup> Thalib, Abdulloh A. (2018) . *Filsafat Hermeneutika dan Semiotika*. Palu : LPP-Mitra Edukasi. Hal 24

<sup>10</sup> Barthes, Roland "Element of semiology," dalam Budiman (ed) , Kris, Budiman . *Semiotika visual*. (yokyakarta , 2011). Hal 25

<sup>11</sup> Budiman, Kris. (2011). *Semiotika visual*. Yokyakarta: Jalasutra. Hal 25

<sup>12</sup> Thalib, Abdulloh A. (2018) . *Filsafat Hermeneutika dan Semiotika*. Palu : LPP-Mitra Edukasi. Hal 25

<sup>13</sup> Budiman, Kris. (2011). *Semiotika visual*. Yokyakarta: Jalasutra. Hal 27

<sup>14</sup> Budiman, Kris. (2011). *Semiotika visual*. Yokyakarta: Jalasutra. Hal 192

<sup>15</sup> Thalib, Abdulloh A. (2018) . *Filsafat Hermeneutika dan Semiotika*. Palu : LPP-Mitra Edukasi. Hal 25

<sup>16</sup> Budiman, Kris. (2011). *Semiotika visual*. Yokyakarta: Jalasutra. Hal 27

<sup>17</sup> Saussure, Ferdinand de" Course in General Linguistics," dalam Budiman, kris (ed) . *Semiotika visual*. (yokyakarta , 2011). Hal 28

<sup>18</sup> Bertens, K. "Panorama Filsafat Modern" dalam Thalib, Abdulloh A. (ed) , *Filsafat Hermeneutika dan Semiotika*. (Palu , 2018). Hal 23

<sup>19</sup> Budiman, Kris. (2011). *Semiotika visual*. Yokyakarta: Jalasutra. Hal 30

<sup>20</sup> Barthes, Roland, "Elements of Semiology". dalam Budiman, kris (ed) . *Semiotika visual*. (Yokyakarta , 2011). Hal 30

Therefore, the signifier depends on the speaker as a result of unmotivated selection.

A signified is a mental image, thought or concept.<sup>21</sup> Signified is the mental aspect of the signs.<sup>22</sup> A signified is simply a mental representation of what is being referred to.<sup>23</sup> So that researcher can conclude that the signified is the meaning or mental representation of the sign referred to.

From the above exposure can be concluded that signifier and signified are two elements that are fused and dependent on each other. Although the two have differences, they cannot be separated. Without a signifier, there would be no signified and vice versa. Thus, it is the combination of these two elements that produce the sign.

The definition of semiotics is a science that studies the life of signs within society.<sup>24</sup> From the above explanation the researcher can be known that semiotics has a relationship that cannot be separated in the surrounding environment because semiotics focuses on extracting values and meanings through a system of signs contained in human life such as understanding language, works, and others. For example, the researcher uses syntagmatic to research this research. Syntagmatic analysis can be applied not only to verbal texts but also to audio-visual ones. In film and television, a syntagmatic analysis would involve an analysis of how each frame, shot, scene, or sequence related to the others.<sup>25</sup> This analysis is related to this study because the researcher wants Instagram filter analysis, which is a digital sign such as frames, scenes, etc.

A sign is something physical, perceivable by our senses that refer to something other than itself and it depends upon recognition by a user that it is a sign.<sup>26</sup> The semiotics is that it is the study of signs.<sup>27</sup> In that, language is a matter organized and formed to serve as a semiotic instrument.<sup>28</sup> In a semiotic sense, signs take the form of words, images, sounds, gestures, and objects. They study how meanings are made and how reality is represented.<sup>29</sup> Signs have an important part in language because signs can be a tool for understanding what the language itself means. However, not everyone can interpret the meaning of the sign of the language. Therefore, we study the meaning of the signs we call semiotic. This is to help people understand signs as a way of communication in daily activity. Thus, we can conclude that semiotics is a study to understand the signs that we find around us in the form of words, images, videos, etc.

Human uses the sign or symbol to communicate to other people who have the same feeling, idea, and desire where the communicator agreed about a sign system.<sup>30</sup> Sign can be an icon, a symbol, and an index, or any combination.<sup>31</sup> Signs being direct substitutes for physical things in the world around us.<sup>32</sup> Humans will be surrounded by signs around them. Every step people take in their daily activities is always related to the sign. For example, signs that distinguish hot water and cold water in the bathroom, how to open a laptop, signs on social media that if there is a mistake using the sign will have a big effect for users because Social Media becomes important in human life.

<sup>21</sup> Bertens, K. "Panorama Filsafat Modern" dalam Thalib, Abdulloh A. (ed) , *Filsafat Hermeneutika dan Semiotika*. (Palu , 2018). Hal 23

<sup>22</sup> Budiman, Kris. (2011). *Semiotika visual*. Yogyakarta: Jalasutra. Hal 30

<sup>23</sup> Barthes, Roland, "Elements of Semiology". dalam Budiman, kris (ed) . *Semiotika visual*. (Yogyakarta , 2011). Hal 30

<sup>24</sup> Saussure, Ferdinand de. 1966. *Course in General Linguistics*. New York : McGraw Hill

<sup>25</sup> Chandler, Daniel. (2007). *Semiotics The Basics* . second edition. New York:Routledge taylor and francis group. P. 04

<sup>26</sup> Sillars, dalam Indriani Oktavyanthi & Muh Kholiq *et.al* (ed.), A Semiotic Analysis In Music Video Of Blank Space By Taylor Swift . English Department, Faculty of Letters and Culture (Universitas Gunadarma, 2018), hal 29.

<sup>27</sup> Chandler, Daniel. (2007). *Semiotics The Basics* . second edition. New York. P. 02

<sup>28</sup> Chandler, Daniel. (2007). *Semiotics The Basics* . second edition. New York. P. 53

<sup>29</sup> Chandler, Daniel. (2007). *Semiotics The Basics* . second edition. New York. P.03

<sup>30</sup> Perlmutter, David M," What is sign language?" dalam Malikatin Wahyu Prasojowati, M. Natsir, Setya Ariani *et.al* (ed.), A Semiotic Analysis Found On The Cigarette Products (2019), hal 87.

<sup>31</sup> Perlmutter, David M," What is sign language?" dalam Malikatin Wahyu Prasojowati, M. Natsir, Setya Ariani *et.al* (ed.), A Semiotic Analysis Found On The Cigarette Products (2019), P. 03

<sup>32</sup> Perlmutter, David M," What is sign language?" dalam Malikatin Wahyu Prasojowati, M. Natsir, Setya Ariani *et.al* (ed.), A Semiotic Analysis Found On The Cigarette Products (2019), P 60

Semiotics deals with those general principles which underlie the structure of all signs whatever and with the character of their utilization within messages, as well as with the specifics of the various sign systems and of the diverse messages using those different kinds of signs.<sup>33</sup> A distinction is sometimes made between digital and analogical signs.<sup>34</sup> Digital signs involve discrete units such as words and whole numbers and depend on the categorization of what is signified. Analogical signs (such as visual images, gestures, textures, tastes, and smells) involve graded relationships on a continuum. They can signify infinite subtleties which seem ‘beyond words’. Emotions and feelings are analogically signified.<sup>35</sup> Researcher can know that the kinds of semiotic signs are divided into two, digital and analogical signs. Where digital signs are discrete units in the form of words and integers that are directly categorized as something signified. Analog signs are depicted as visual images, movements, textures, tastes, and smells that have an overall relationship. In this research, the researcher focused on examining the digital signs found in Instagram filters.

Verbal and visual signs are the package items found on a product.<sup>36</sup> Verbal sign is something that deals with text and words.<sup>37</sup> It can be the name or the slogan of the product or people, information about something, persuasion sentences, or anything else in text form.<sup>38</sup> From the above exposure can be known that visual signs can be found in Instagram filter videos where it is a product or result that is consciously made by people. In this study, it was important to present the concept of these visual signs. Because the study analyzed not only the semiotic sign in Instagram filter videos. This is because visual signs are package items found on the result.

Visual semiotics is one of the fields of semiotics study that specifically takes an interest in the investigation of all kinds of meanings conveyed through the means of sense of sight.<sup>39</sup> From the above understanding can be concluded that the study of semiotics is not only limited to the study of fine art such as painting, sculpture, and others. It is all sorts of visual signs that are not even considered works of art.

In visual semiotics, Charles Morris qualified it into three dimensions that are syntactic, semantic, and pragmatic.<sup>40</sup> From the explanation above we can know if the visual semiotics can be broken into three dimensions that are syntactic, semantic, and pragmatic. The explanation of them is followed:

### 1. Syntactic dimensions

Syntactic dimensions are a semiotic subsection that studies the rules that control speech and interpretation.<sup>41</sup> From the above exposure can be concluded that syntactic are more focused on formal relations such as grammar.

### 2. Semantic dimensions

Semantic dimensions are one of the central issues in the approach of visual semiotics.<sup>42</sup> Semantics examines propositions along with their reference meanings.<sup>43</sup> So it can be concluded that the semantic dimension focuses on the process of meaning and understanding of the signs referred to.

### 3. Pragmatic dimensions

Pragmatics refers to aspects of communication in the form of situational functions that carry speech, especially those concerning the relationship between the speaker

<sup>33</sup> Chandler, Daniel. (2007). *Semiotics The Basics* . second edition. New York. P. 04

<sup>34</sup> Chandler, Daniel. (2007). *Semiotics The Basics* . second edition. New York. P. 47

<sup>35</sup> Chandler, Daniel. (2007). *Semiotics The Basics* . second edition. New York. P. 48

<sup>36</sup> Prasojowati, Malikatin Wahyu & Ariani ,M. Natsir, Setya. .( Januari 2019) .”A Semiotic Analysis Found On The Cigarette Products”. *Jurnal Ilmu Budaya*. 3.

<sup>37</sup> Chandler. “Semiotics The Basics”. dalam Prasojowati, Malikatin Wahyu & Ariani ,M. Natsir, Setya (ed.), A Semiotic Analysis Found On The Cigarette Products. *Jurnal Ilmu Budaya* ( 2019), hal 88.

<sup>38</sup> Barthes , Roland . “International Conference on Social Science and Humanities”. dalam Prasojowati, Malikatin Wahyu & Ariani ,M. Natsir, Setya (ed.), A Semiotic Analysis Found On The Cigarette Products. *Jurnal Ilmu Budaya* ( 2019), hal 88

<sup>39</sup> Budiman, Kris. (2011). *Semiotika visual*. Yogyakarta: Jalasutra. Hal 09

<sup>40</sup> Budiman, Kris. (2011). *Semiotika visual*. Yogyakarta: Jalasutra. Hal 09

<sup>41</sup> Budiman, Kris. (2011). *Semiotika visual*. Yogyakarta: Jalasutra. Hal 192

<sup>42</sup> Noth, Winfried, “Handbook of Semiotics”. dalam Budiman, kris (ed) . *Semiotika visual*. (Yogyakarta , 2011). Hal 13

<sup>43</sup> Budiman, Kris. (2011). *Semiotika visual*. Yogyakarta: Jalasutra. Hal 188



and the listener.<sup>44</sup> Pragmatics focuses on studying the relationship between signs and interpreters such as emotional or power relationships.

The Instagram filter is one of the features provided by Instagram to make it easier to take videos or photos to share their information. Instagram filter creators create Instagram filters that consist of so many signs in them. However, many of the Instagram filter users do not understand the meaning of the sign that can be found in the Instagram filter. They just like and always use Instagram filters in the Instagram application, but they do not understand the meaning and intent of the signs that the creator of the Instagram filter wants to convey. This research is very important to give its bright side that Instagram filters have so many signs that have so many messages conveyed by the signs. In the signs we find in Instagram filters we can know the lessons and values that teach us to understand language more deeply and also to help us understand the meaning of the signs that the creator of the Instagram filter wants to convey.

## METHOD

This research uses a qualitative research. Qualitative research is primarily concerned with understanding human beings' experiences in a humanistic, interpretive approach.<sup>45</sup> It is also stated Latief that qualitative research is an inquiry process at the human behavior by building the pictures of holistic and cultural settings in which behavior occurs.<sup>46</sup> Qualitative research has the natural setting as the direct source of data and the researcher is the key instrument.<sup>47</sup> Descriptive qualitative method is a method that is intended to describe everything related to the topic of the research.<sup>48</sup> It means that this research aims to describe everything in detail based on the feelings and perceptions the researcher because it is done by analyzing words, not numbers. This method was applied to analyze signs obtained from in Instagram filter.

In analyzing the Semiotics of "Happy by Skinny Fabs made by khafihn" in the Instagram filter. The researcher used a semantics approach. Semantic dimensions are one of the central issues in the approach of visual semiotics.<sup>49</sup> From this semiotic perspective. This research approach is involved in the relationship of visual signs in which each visual sign is used to represent the meaning that the filter creator wants to convey in an Instagram filter.

The data analysis technique contains an understanding of the method of the reduction stage, interpretation and conclusion systematically on the data that will be collected<sup>50</sup> by the researcher. The researcher analyzed data in 3 stages. Data reduction is the process of simplifying data so that it can be understood.<sup>51</sup> At the data reduction stage, the researcher watching 3 videos Instagram filter that selected and then separated the sign found in the Instagram filter to make it easier for the researcher to analyze the meaning in the signs.

At this stage, the researcher divided the signs that had been found in the previous step into sections. After dividing the signs, the researcher explained the meaning of each sign that had been found in the Instagram filter according to Ferdinand de Saussure's theory and the dimensions of the visual signs according to Charles Morris's theory. In the last stage, the researcher combined all the information found in the previous stage to draw

<sup>44</sup> Budiman, Kris. (2011). *Semiotika visual*. Yogyakarta: Jalasutra. Hal 182

<sup>45</sup> Jackson II, Ronald L., Drummond, Darlene K. and Camara, Sakile(2007) 'What Is Qualitative Research?', *Qualitative Research Reports in Communication*, 8: 1, 21 — 28. (Accessed on April 19, 2021). [https://www.researchgate.net/publication/233325570\\_What\\_Is\\_Qualitative\\_Research](https://www.researchgate.net/publication/233325570_What_Is_Qualitative_Research)

<sup>46</sup> Latief, Mohammad Adnan. *Research Methods on Language Learning an Introduction 7<sup>th</sup> Edition*. (Malang: Universitas Negeri Malang, 2019). P.77

<sup>47</sup>Belch, George E. & Belch, Michael A "Advertising and promotion". dalam Malikatin Wahyu Prasojowati, M. Natsir, Setya Ariani (ed.), *A SEMIOTIC ANALYSIS FOUND ON THE CIGARETTE PRODUCTS*. Second edition (Mulawarman University, 2019), hal 89.

<sup>48</sup> Kurniawan. *Interpretation of The assosiative Meaning in The Lyric of Maher Zain's Seected Song*. (Makassar: University of Makassar, English an Literature Department, 2017). P 22. (Accessed on April 27, 2021). <http://repositori.uin-alauddin.ac.id/798/1/urmiawan.pdf>

<sup>49</sup> Noth, Winfried, "Handbook of Semiotics". dalam Budiman, kris (ed) . *Semiotika visual*. (Yogyakarta , 2011). Hal 13

<sup>50</sup> Tim Penyusun, Pedomam Penulisan Karya Ilmiah, Fakultas Tarbiyah dan Syariah (IAI A Qolam Malang) 2019, Page 22

<sup>51</sup> Muhammad Zainul Islam, *An Analysis of Social Values In Maher Zains Songs* (thesis). English Department Tarbiyah Faculty Islam Institut of Al Qolam Malang. 2021

conclusions about the data obtained about the meaning of the signs according to the Ferdinand de Saussure theory and the dimensions of the visual signs according to Charles Morris's theory that Instagram filter creators wanted to convey.

## FINDING

There were five signs in the Instagram filter. All the signs found in the Instagram filter will be explained. So that all the data were read, detected correctly. The researcher describes the five signs into five datums, where each datum will be explained in detail by the researcher. So, the meaning conveyed by Instagram filter creator can be well understood as well. The five signs that fall into three concepts i.e Langue and parole, Syntagmatic and paradigmatic, and signifier and signified as well as the sign found in Instagram filters can be seen as visual semiotics that fall into three dimensions such as syntactic dimension, semantic dimension, and pragmatic dimension. The following are the data found :

### DATUM 1



Gambar 1.1

The image above shows the roof of the house with brown color interspersed with bulkheads in some parts as a barrier to each other as in a resting place with the glare of lights that are nearby and wrapped by an iconic photo frame provided by Instagram filters. From this image, researcher found a sign in the Instagram filter, namely the photo frame. In the semiotics investigation, researcher uses pragmatics in looking at the relationship of the signs used by the filter creator, namely frame photos with interpreter. Where, this has a situational function that wants to be conveyed is a context message through a contact code in the form of a frame photo. In the Instagram filter there is form of frame photo that is included in three concepts, namely 1) langue, 2) syntagmatic and 3) signifier and two dimensions, namely semantic and pragmatic dimensions.

The premier is langue. This framed photo is included in the langue concept because this frame photo is independent of the sign formation. This sign will appear in Instagram filter videos from the beginning to the end of the video. Which, this sign can be independent without other signs. This proves that the framed photo included in the langue has the meaning that this photo frame cannot be designed and created that can be instantly changed personally such as life or experiences that have occurred that cannot be changed even yourself. Because in fact the past symbolized by this photo frame will always be exposed.

Next to the premier in concept is syntagmatic. This framed photo has its meaning that when combined with other signs in Instagram filters have a wider meaning because this framed photo will complement each other with other signs and make the meaning wider. So the meaning of this photo frame sign when combined with other signs will have a wider meaning.

The third concept is the signifier. This framed photo is included as a signifier because it is included in images that can be sensory as a result of unmotivated selection but has their meaning. In this photo frame, we can take meaning if memories can be seen sensorial although for now will not look real but the memories will always be in a person's heart and mind.

This framed photo belongs to the semantic dimensions and pragmatic dimensions. Semantic dimensions, this photo frame means that everything is an important moment as a part of life that cannot be forgotten or discarded even though the event is not something fun.

Pragmatic dimension. The researcher can find out if the creator of the Instagram filter wants to convey a message by using this photo frame in the Instagram filter. This photo frame is a social institution with meaning if every moment in life is precious. And the creator wants to convey that capturing every important moment in life with a photo frame sign. From this frame photo researcher can feel the emotional connection that the creator of the Instagram filter wants to convey.

## DATUM 2



Gambar 1.2

The image above shows the roof of the house with brown color interspersed with bulkheads in some parts as a barrier to each other as in a resting place with the glare of lights that are nearby and wrapped by an iconic photo frame provided by Instagram filters. This image is the same as the previous image but the difference is that in this datum the researcher focused on the brown color on the frame photo. Where the color brown is the second datum. The color brown has a situational function that wants to be conveyed through a code that will connect either physical or psychological between the filter creator and the user of filter Instagram. The color Brown is included in three concepts, namely 1) langue, 2) syntagmatic and 3) signifier and two dimensions, namely semantic and pragmatic dimensions.

The earliest is langue. The brown color is included in the langue concept because the brown color is independent of the formation of a sign. Which, this sign can be independent without other signs. Brown color included langue that has a meaning. Brown color has its meaning even without any other signs. The meaning of brown color is something sweet and sad that shows that the moment that has happened is something beautiful that has gone through some difficult things before.

Another alternative is syntagmatic. Brown color has its meaning that when combined with other signs in Instagram filter has a wider meaning because the brown color will complement each other with other signs and make the meaning wider. It shows that the brown color when combined with other signs will have a wider meaning.

The ranking next after is the signifier. This brown color is included as a signifier because it is included in the sign that can be viewed sensorially because of unmotivated selection but has its meaning. The brown color can be viewed directly by the eye and stores deep meaning in the color. The meaning of the color brown itself is a symbol to show something beautiful but it takes more effort to make it happen.

This brown color falls into semantic and pragmatic dimensions. In semantic dimensions brown color has a meaning that Instagram filter wants to convey if every moment is a memorable moment. Something cannot be forgotten. This can be a sweet moment that will be remembered as something beautiful and warm.

Pragmatic dimension. The researcher can tell if the creator of the Instagram filter wants to convey the message that the color Brown is a social institution with meaning if every moment in life is a sweet or warm moment like chocolate (chocolate) but sometimes it can be a moment that does not want to be remembered because of something dark in the past. And the creator wants to convey the meaning behind the color Brown where there is a perceived ambiguity between a sweet moment or a scary moment. From Brown color, the researcher can feel the emotional connection that the creator of the Instagram filter wants to convey.

### DATUM 3



Gambar 1.3

In the picture above it was found several people including children in the family event. This can be seen from some food and drink in the middle of the person, in addition there are some blur effects (irregular blurry white lines) that adorn the picture and are wrapped by a photo frame provided by Instagram filter. In this image, researcher found the next datum, the Blur effect (irregular blurry white lines) in Instagram filters. The blur effect has a situational function in the form of meaning that wants to be conveyed through code that will connect the filter creator and the user filter Instagram. Blur effect (irregular blurred white lines) is included in three concepts namely 1) parole, 2) paradigmatic, and 3) signifier and two dimensions that are semantic and pragmatic dimensions.

The supreme is parole. The blur effect (irregular blurry white lines) include in the parole concept because this Blur effect (irregular blurry white lines) is an element that is done repeatedly. Which, this sign is done repeatedly with irregular blurry white lines. The blur effect has meaning is there is something that happened that cannot forget but cannot remember clearly.

The ranking next below the supreme of a concept is paradigmatic. This blur effect (irregular blurred white lines) is different in size but has the same meaning. Which, these irregular blurry white lines are mostly related to each other in a series of lines in Instagram filters. It means that some events can happen to everyone. People have the same dream but they have other ways to make their dream come true.

The last concept is the signifier. This Blur effect (irregular blurred white lines) is included as a signifier because these signs are included in lines in images that can be viewed sensorially as a result of unmotivated selection but have their meaning. This blur effect can be seen sensory but due to its insanity or blur it cannot be seen. This indicates that something will still be seen and exposed in one's heart and mind but will not be visible or blurred in any past events.

The Blur effect (irregular blurry white lines) is a semantic and pragmatic dimension. The semantic, the Blur effect (irregular blurry white lines) means that the creators of Instagram filters want to convey the meaning that many events that appear suddenly (unexpectedly) whether it is something happy or vice versa.

Pragmatic dimension. The researcher can find out if the creators of Instagram filters want to convey the message if the Blur effect (irregular blurry white lines) is a social institution with meaning if every moment in life can happen according to the flow. And the creator wants to convey



meaning through the Blur effect (irregular blurry white lines) that there is a something can happen at any time and just like that without us knowing, the researcher can feel the emotional connection that the creator of Instagram filter wants to convey.

#### DATUM 4



Gambar 1.4

The next datum is a lot of brown love forms. In the picture above we can see the faces of women with many forms of brown love on the head, blur effects, and framed photos provided by Instagram filters. A lot of brown love forms have a situational function in the form of meaning that is autonomous from outside itself delivered through code that will connect the filter creator and the user of Instagram filter. This form of love chocolate forms a circle in the head including two concepts namely 1) parole and 2) signifier, and two dimensions that are semantic and pragmatic dimensions.

The first item of a concept is parole. The sign of the concept of parole is the form of love chocolate forming a circle in the head because this form of love chocolate forms a circle on the head is an element that is done repeatedly. Which, this sign appears when there is a face. It will detect automatically and will appear in the user's head of the Instagram filter. The meaning of chocolate love forming a circle in the head is that in life there are some events in the past that happened that will always be remembered by the subconscious. This series of events is symbolized by a form of brown love that is widely headed.

Next to the first in concept is signifier. This form of love chocolate forming a circle on the head is a signifier because it is included in the form of an image that can be viewed sensorially because of unmotivated selection but has its meaning. this form of love chocolate forming a circle on the head can be seen sensory and has meaning where the meaning is some events happened that remembered in the head.

The above mentioned sign is a concept that has been found. The brown form of love forms a circle in the head including two dimensions, namely semantic dimensions and pragmatic dimensions. First, the semantic dimensions of the love chocolate shape that form a circle in the head mean that in the video in the Instagram filter is something special that is indicated by the form of love. This form of love chocolate is made with so much quantity that shows so much warm love for the moment.

The next dimension is pragmatics. From this form of love chocolate forming a circle in the head, researcher can tell if the creator of the Instagram filter wants to convey a message if this sign is a social institution with meaning. If every moment of life is a sweet moment. Although, the love form is brown and not red or pink. Even though this brown color shows that this moment has a warm and sweet love like chocolate (brown). The researcher found the meaning of this sign that the creator of the Instagram filter wants to convey is that whatever moment happens in your life it can be a happy situation or vice versa. If a happy moment happens to you, you will show it. However, it is different if there is a sad moment that happens to you. You have to look at it from a happy point of view. Because everything that happens to your life must have a

beautiful reason behind it. So, researcher can feel the emotional connection that the creator of the Instagram filter wants to convey.

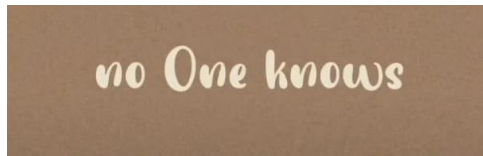
**DATUM 5**



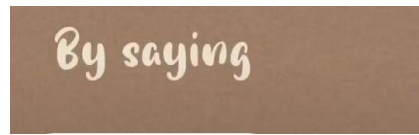
Gambar 1.5



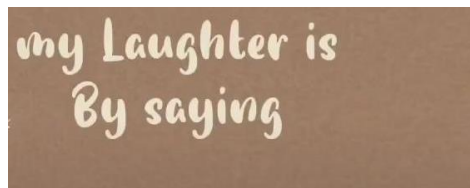
Gambar 1.6



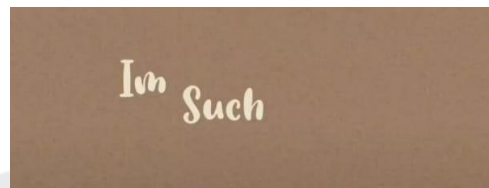
Gambar 1.7



Gambar 1.8



Gambar 1.9



Gambar 1. 10

The last datum is the lyrics of the happy song by Skinny Fabs an Instagram filter. The picture above shows some part of the lyrics of the happy song by Skinny Fabs in filter Instagram for the whole lyric (see appendice 4) .The lyrics of the song Happy by Skinny Fabs have a situational function in the form of meaning that wants to be conveyed through songs that connect and complement the signs in the Instagram filter. The lyrics of the song happy with Skinny Fabs add nuance or meaning to the sign that the creator of the Instagram filter wants to convey through this sign. The lyrics of this song happy by Skinny Fabs are included in two concepts namely 1) syntagmatic and 2) signifier and three dimensions that are syntactic, semantic, and pragmatic dimensions.

The earliest is syntagmatic. The lyrics of the song happy by Skinny Fabs are a form of several words that make sentences that have meaning. Which, these words when combined into one. It will have a broader meaning. The meaning of this lyric is do not be easy to judge someone's cover. From these lyrics, the researcher can take the point if do not think that someone is the happiest person from the way they laugh. Some people hide their sadness more from others and always smile and laugh to hide their true feelings.

The next concept below the earliest is the signifier. The lyrics of the song happy by Skinny Fabs are included in the signifier because the lyrics of the song happy by Skinny Fabs are included in the sound of objects that can be viewed sensorially because of unmotivated selection but have their own meaning. These lyrics can be viewed sensory. Which lyrics have meanings such as the lyrics in the Instagram filter that is not easy to judge others because we do not know what they have passed to make them happy at this moment.

Those are all concepts of happy Song lyrics by skinny fabs. Song happy lyrics by Skinny Fabs fall into two dimensions: semantic and pragmatic dimensions. First is the Semantic dimension. The lyrics of the song happy by Skinny Fabs mean if someone looks happy it does not mean if they are the happiest person because the laughter is louder than the others. From the lyrics of this song the creator of the Instagram filter is more pressing or stigmatizing Instagram filter users if people do not have to keep talking. And judge other people's lives because they actually do not know the real life that has been done and felt. So, happy song lyrics with Skinny Fabs make the meaning of the sign that Instagram filters want

to convey clear because the lyrics of the song are happy with Skinny Fabs related to another sign in the Instagram filter.

The other is pragmatic dimension. The researcher can find out if the creators of Instagram filters want to convey a message if the lyrics of happy songs by Skinny Fabs are social institutions with meaning to be conveyed. The researcher want to convey that people in social environments like to comment to others without deep thought. They like to judge and think others are happier than themselves without thinking about real life and the things they have to deal with in everyday activities. They only see if they laugh harder than they do not mean they are happier than themselves. And the creator wanted to convey a message signifier by the lyrics of happy songs with Skinny Fabs that there are habits of people in the social environment. From the lyrics of happy songs from Skinny Fabs researcher can feel the emotional connection that the creator of the Instagram filter wants to convey.

## DISCUSSION

From the finding above it shows if the most common or commonly found are signifiers in the concept section, while in the dimensions section they are semantic and pragmatic. The five existing data have the concept of a signifier and two dimensions that are semantic and pragmatic. This is because the signifier is the most basic thing to convey meaning through signs in human life. While semantics and pragmatics are basic human needs that need to be well known because with these two dimensions humans can convey and receive the meaning of language well where this will help humans in conveying and receiving the meaning of signs used by human.

The researcher can conclude that Ferdinand de Saussure's theory is the first theory that has undergone development and expansion by his students after that. However, researcher can find if Ferdinand de Saussure's theory is still related to this modern era. This is proven by discoveries and analyses conducted by the researcher in modern times full of new technologies such as Instagram filters. In this Instagram filter, the researcher found signs that are still related and following the concept of Ferdinand de Saussure's theory. This shows that Ferdinand de Saussure's theory is still feasible, can be applied and found in modern times. Although this theory is regarded as the earliest and oldest theory among other theories.

From the description above, the researcher can find that semiotics can be applied and found in various parts of life, for example, Language use reflects the social context in the sense that how one talks are affected by who one is (class, ethnicity, personality, etc.) as well as the context that one is in (e.g., formal vs. informal).<sup>52</sup> Person perception can vary cross-culturally, as a function of the differing trait terms that languages provide their users.<sup>53</sup> From these, the researcher can conclude if the use of language which is a collection of signs can show personality. Where this is influenced by where he comes from (class, ethnicity, etc.) and with whom he talks. This will also affect one's perception because of cross-cultural variations. With this, the choice of signs also influence in the context of their use.

Psychoanalytic theory is a theory that seeks to explain the nature and development of personality.<sup>54</sup> Psychoanalysis is a type of therapy that aims to release pent-up or repressed emotions and memories in or to lead the client to catharsis, or healing.<sup>55</sup> From the Psychoanalysis of this theory, the researcher can find that people use language to show personality in representing their emotions and memories. Coupled with this, the researcher found the habits of

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<sup>52</sup> Holtgraves, Thomas. *Language As Social Action: Social Psychology And Language Use*. (London, 2002 ) P. 188

<sup>53</sup> Holtgraves, Thomas. *Language As Social Action: Social Psychology And Language Use*. (London, 2002 ) P. 190

<sup>54</sup> Helaluddin, Helaluddin. (2019). *Psikoanalisis Sigmund Freud dan Implikasinya dalam Pendidikan* .10.31219/osf.io/582tk. P. 01

<sup>55</sup> Imtiaz, ahmad. *The psychoanalytic criticism*. (Ghazi university, 2021)

Instagram users who like to show the emotions that are being experienced in Instagram filters.

Excessive use of social media is the emotion expressed through social media that can be transmitted without realizing it by social media users when reading or viewing content from other users.<sup>56</sup> Wise use of social media requires good emotional regulation. Emotion regulation is an individual's ability to process, regulate and select emotions in response to every event to achieve individual well-being.<sup>57</sup> Oversharing on social media is for entertainment and learning.<sup>58</sup> From this statement, indirectly social media users can imitate and follow content or feel the emotions of other social media users when they see it. This is following what is made by Instagram filter creator who conveys their emotions in the form of Instagram filter and is followed or used by other Instagram filter users who are unconsciously able to feel the emotions and messages conveyed. However, as an Instagram filter user, you must be wise and smart in using it. Instagram users are expected to be able to manage and select emotions and not oversharing on social media. Because social media is a page that is easily accessed by other people. Thus, users should be careful and not pour out all emotions in social media to maintain personal privacy. Sometimes some things are shown differently from the actual reality. This disclosure indirectly shows the dimensions of the user's personality. In addition, it would be better if use social media as a page for sharing information, learning something new, or as entertainment.

## CONCLUSION AND SUGGESTIONS

In the Instagram filter there are several sign concepts, following the semiotic concept conveyed by Ferdinand de Saussure. In which, every visual sign becomes the dimension conveyed by Charles Morris. The researcher can see that the signs shown and used by Instagram filter creator and Instagram filter users, shows that they use the signs contained in Instagram filters to represent the delivery of emotions and feelings they are feeling. Which, in this case, past experiences have a major influence on the life being lived now. The researcher can see if the selection of signs used in Instagram filters cannot be separated from the unconscious impulse of the filter creator as a result of bad or traumatic experiences that have been experienced before. This also applies to Instagram filter users can accept the meaning of the signs that have been used in the Instagram filter. Instagram filter users use these signs to convey their emotions and feelings too. Where this relates to the Psychoanalysis presented by Sigmund Freud.

The signifier is the concept of the sign contained in the five existing data because the signifier is the human basis used to indicate a meaning to be conveyed. In everyday life, humans use signifiers to convey what they want to convey to others, such as colors, images that show a sign with a certain meaning. In the Instagram filter, signs are used to show the meaning that the Instagram filter creator wants to convey, such as brown color, happy lyrics by skinny fabs, and others. Where these signs can be accepted by Instagram filter users. Instagram filter users use Instagram filters to show their feelings and emotions through the signs contained in the Instagram filter.

In addition, the results of the study also show that in the dimensions section there are semantics and pragmatics. Where the five existing data have these two dimensions, namely semantics and pragmatic. Semantics and pragmatics are basic human needs that need to be known properly because with these two dimensions humans can convey and receive the intent or meaning that is conveyed properly and correctly. Where, this is very helpful for humans in conveying and receiving the meaning of the signs used by humans themselves. As is the case with Instagram filters, if Instagram filter creator uses signs in their creations to convey messages that

<sup>56</sup> Handayani, Shinta Sri. (2018). *Regulasi emosi pada pengguna media sosial*. P. 03

<sup>57</sup> Handayani, Shinta Sri. (2018). *Regulasi emosi pada pengguna media sosial*. P. 01

<sup>58</sup> Akhtar, Hanif, "Perilaku Oversharing di Media Sosial: Ancaman atau peluang?" *Jurnal Pemikiran dan Penelitian Psikologi*, vol 25 no 25, Juli 2020:Hal 263



can be well received by Instagram filter users, finally Instagram users use the Instagram filter.

However, Instagram filter creator use signs in their Instagram filters due to the subconscious impulse of Instagram filter creator as a result of bad or traumatic experiences in the past. Instagram filter creator select signs that show behavior, thoughts, and social habits in their environment. If, in their social circle, many people or society judge the cover without knowing the real lives of other people who have passed. They just think that those who have a louder laugh are the happiest people. But, it is not like that. Some people prefer to keep their sadness and not show it to the public. The message conveyed by this Instagram filter creator can be received by Instagram filter users. Because Instagram filter users who use Instagram filters also feel what the Instagram filter creator wants to convey. Instagram filter users also show their feelings and emotions which indirectly show the same thoughts, behavior, and social environment. In the end, the researcher can find out if humans use signs in their daily lives to show what they feel and their emotions towards life, both the social environment and so on. One of which is through this Instagram filter.

In addition, as users of social media like Instagram, we must be wiser and smarter in using it. Instagram is a medium for sharing information, learning, or entertainment and not as a page to show various things such as emotions, personality dimensions, and others. Avoid oversharing on social media, especially on Instagram. So as not to create opportunities for crime, bullying, and other negative impacts.

It is recommended for the future researcher who is interested in research using Ferdinand de Saussure semiotic theory. First, the further researcher who is interested in conducting research using Ferdinand de Saussure semiotic theory is expected to be able to understand the concept of a sign in which the concept of a sign cannot be separated because it complements each other. However, these concepts have significant differences. So with this, the researcher hopes for the further researcher to enrich references and information about signs which will greatly facilitate the researcher in the data analysis process.

Furthermore, the Instagram filter is one of the research subjects that are very interesting to study because currently, social media is one of the phenomena that are often used by the public in general. So many people use social media like Instagram filters to show their feelings or emotions. In addition, the selection of Instagram filters as research subjects can reduce the pressure and stress experienced during the research process because researchers will feel entertained with the features of the Instagram application. So that researcher can feel happy about it.

Finally, the researcher suggests for future researchers who want to research social media. This greatly affects the data collection process, because it will be new research that is still rarely done by other researchers. With the development of research technology in the field of social media, it will be more concrete and flexible than having to go directly to the real world. In addition, social media will always develop every year which will become a new phenomenon or trend and will always be updated. this will make the results of the research into something that has a real contribution to social media users such as Instagram. this is done as a form of social media which is a second world (virtual world) for humans because social media is always used by humans to help or carry out their activities.

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