AN ANALYSIS THE MEANING OF EMOJIS AS NONVERBAL COMMUNICATION SYMBOL USED BY ENGLISH LANGUAGE EDUCATION (ELE) STUDENTS IN WHATSAPP MESSENGER

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ABSTRACT

This was mixed-method research that aimed (1) to analyze the meaning of Emoji as a nonverbal communication symbol Interpreted by ELE students in WhatsApp Messenger, and (2) to investigate the relationship between verbal and visual signs applied to support the meaning of emoji used by ELE students in WhatsApp Messenger. The subject of this research were sixteen ELE students from the seventh semester, Language and Art Faculty, the Ganesha University of Education specifically from class A.

Observations, documentation, and interviews were used to gather the data. The purpose of the observation and interview with ELE students was to determine the meaning of emoji as a nonverbal communication signal as seen by ELE students. The research looked into the relationship between verbal and visual signs used to support the meaning of emoji used by ELE students, and it was backed up by Charles Pierce's Semiotic theory. According to the findings of the study, ELE students' interpretations of emoji's meaning are similar and dissimilar to others, as well as to the Emoji dictionary, which offers the true meaning of all emoji on the WhatsApp platform. Second, it was discovered that each verbal sign and visual sign (emoji) are related to one another, which supports the meaning of emoji as well as the context of the WhatsApp Messenger conversation.

Keywords: Emoji Meaning, Interpretation, WhatsApp Messenger, Visual Sign, Verbal Sign, and Semiotic Theory

ABSTRAK

Penelitian ini merupakan penelitian mixed-method yang bertujuan (1) untuk menganalisis makna emoji sebagai symbol komunikasi nonverbal yang diinterpretasikan oleh mahasiswa ELE di pesan WhatsApp, dan (2) untuk menyelidiki hubungan antara tanda verbal dan visual yang diterapkan untuk mendukung makna emoji yang digunakan oleh mahasiswa ELE. Subjek penelitian ini adalah enam belas mahasiswa ELE dari semester tujuh, Fakultas Bahasa dan Seni, Universitas Pendidikan Ganesha khususnya dari kelas A.

Observasi, dokumentasi, dan wawancara digunakan untuk mengumpulkan data. Tujuan dari observasi dan wawancara dengan mahasiswa ELE adalah untuk mengetahui arti emoji sebagai sinyal komunikasi nonverbal beserta hubungan antara tanda-tanda verbal dan visual yang digunakan untuk mendukung makna emoji yang digunakan oleh mahasiswa ELE, yang didukung oleh teori Semiotik Charles Pierce. Menurut temuan penelitian, interpretasi mahasiswa ELE tentang makna emoji serupa dan berbeda satu sama lainnya, serta dengan kamus Emoji, yang menawarkan arti sebenarnya dari semua emoji di platform WhatsApp. Kedua, ditemukan bahwa setiap tanda verbal dan tanda visual (emoji) saling berkaitan, yang mendukung makna emoji serta konteks percakapan WhatsApp Messenger.

Kata Kunci: Arti Emoji, Interpretasi, Pesan WhatsApp, Tanda Visual, Tnada Verbal, dan Teori Semiotik.