

CHAPTER I

INTRODUCTION

This chapter is the beginning point of this paper. It covers the background of study, statements of problem, aims of study, scope of study, research design, and organization of paper.

1.1 Background of the study

The process of delivering meaning of signs can be done by stating the meaning directly and literally or representing the meaning indirectly and figuratively. Stating meaning literally is easy to do because the sign creator does not have to put something metaphorically. On the other hand, representing meaning is quite difficult because the sign creator needs to think of something out of human commonsense. In fact, the study of representation underneath the field of semiotics becomes interesting because researchers do not know beforehand whether a group of sign in a media consists of hidden meaning or not.

When meaning is represented, it means that somehow there is information that needs to be discovered using particular efforts. Representation is not only about what is represented (Gu, 2005 & Rosunee, 2012) but also how it is represented (Eppley, 2010 & Garcia-Cardona, 2002). Some scholars have proved that representation deals with what is represented as in Gu (2005) that if people talk about an object then that object is not a real object. Rosunee (2012) explores the idea that representation looks into ‘the backstage’ of ideas, perspectives, experiences, and perceptions. Bell (2000) in Eppley (2010) states that defining representation improves comprehending the way people construct the world and how people are constructed by the others. Meanwhile, Garcia-Cardona (2002) proves that representation is “telling us about how we are, what we believe, and what we want to be” (Tyner & Kolkin 1991). Those explanations imply that in the process of representing meaning, there are not only

what meaning is represented and how meaning is represented but also the one who represents the meaning.

Most studies are conducted in the field of representation as one of the tools of semiotic analysis. Representation occurs in all media or texts which produce signs. Media communication like advertisements, movies, images/pictures, or songs consists of signs that represent plenty of meaningful things.

Images/pictures and printed advertisements represent the signs through the position or certain shapes of signs in pictures and somehow, the meaning is affected by the culture or context surrounding the signs (Kress, 2006). Furthermore, Kress (2006) gives an illustration that a group of horizontally straight lines defines something. For some cultures, the meaning of 'straight' is related to men's attractiveness. The straight men are those who love women. On the other hand, pictures or non-linguistic signs are not enough to gain interpretation and meaning. Linguistic messages in the form of spoken or written utterances can be involved into the pictures to gain more comprehensive interpretation. In addition, a research in representation involving linguistic and non-linguistic signs has been conducted by Achadiat (2013) which concerned the representation of *Americanization* myths on the internet meme. The research engaged the theory of orders of signification containing denotation, connotation, and myth by Barthes (1972).

In terms of studies of motivation, there are some studies of song lyrics that emphasize the meaning and interpretation of lyrics on the motivational values. Songs contain lyrics as the linguistic signs which make the listeners understand the meaning of songs. For instance, Lingga (2011) has conducted a research on representation of motivational values. It yields seven motivational messages. In a line with Lingga (2011), a research on representation of moral value from rap song lyrics has been done by Wardhana (2011). Both of them uses the Saussure's *signified* and *signifier* (1965) and pays attention to the use of the construction of linguistic features as the signs which produce motivational values.

The previous studies have shown that the study of representation appears in the texts with their own issues and interpretation. The issues are general but they can be observed by a single tool. None of them, however, have investigated the representation of motivational values in pictures. There are two main factors that convince the writer in conducting this research. First, there has not been research focusing on the motivational values in pictures. Secondly, the topic of representation of motivational values in pictures is interesting because it puts psychological theories on human's behavior especially motives and motivation proposed by Murray (2009) which intend to give a clear point of view that reaching goals, however, is pushed by motives and motivation of the dreamers themselves.

By combining two different approaches, semiotics and psychology, this research offers a new insight that motivated behaviors can be observed by understanding the representation of texts. In this research, the texts are pictures involving both non-linguistic and linguistic signs taken from one of social media named *Pinterest*. It is one of social media that has a concept of picture-sharing. The study of signs or semiotics reveals the way people define texts. The representation as the result of defining texts disentangles motives and motivation in reaching goals.

1.2 Statement of problems

This study aims to answer the following research questions:

1. What are the representation of motivational values from pictures containing the issue of motivation on *Pinterest* website?
2. What are the myths underlying the representation of motivational values in pictures in the issue of motivation on *Pinterest* website?

1.3 Aims of the study

There are two main aims in conducting this research:

- 1) This study is intended to discover motivational values represented in pictures in the issue of motivation from social media; that is *Pinterest*.
- 2) This study aims at investigating the myth underlying the representation of motivational values in pictures in the issue of motivation on *Pinterest* website.

1.4 Scope of the study

This research is limited to the analysis of representation of motivational values from pictures in social media named *Pinterest*. This research employs psychological theories proposed by Murray (2009) in motives and motivation to support the understanding about human's behavior.

1.5 Research design

This is a qualitative research that employs textual analysis method framed in Barthes' orders of signification (1972). A qualitative research attempts to construct reality and obtain the meaning. It concerns processes, events, and authenticity (Somantri, 2005). Textual analysis is used to conduct a research in cultural, communication, and media studies covered in a few or many features of texts. (Fairclough, 2003 & McKee, 2003). Meanwhile, Barthes' orders of signification (1972) as the tool for analysis engages denotation as the first order, connotation as the second order, and myth as the third order. This method leads to a research on texts containing the issue of culture, communication, or media.

The data of this study are the pictures collected from *Pinterest*. The pictures are available on <http://www.pinterest.com/> which is a site of social media that has a concept of picture-sharing. The writer randomly chooses only ten motivational pictures with the criteria containing texts, both non-linguistic and linguistic signs. Specifically, the non-linguistic signs of the pictures have to visualize the linguistic signs. Afterwards, the data are analyzed their denotative and connotative meaning.

From that process, the writer interprets the representation and determines the myth. Finally the writer concludes them into a comprehensive conclusion.

1.6 Organization of the paper

This paper is organized into five chapters.

Chapter I

This chapter introduces the background of study, statements of problem, aims of study, scope of study, research design, and organization of paper.

Chapter II

This chapter explains the theoretical frameworks, consisting of basic theories of the study.

Chapter III

This chapter elaborates the methods of study. It contains research design, data collection, and data analysis.

Chapter IV

This chapter provides the data analysis using theoretical framework and its discussion.

Chapter V

This chapter concludes what has been analyzed and discussed from chapter IV. It also provides suggestion for further study.