

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents conclusions of the study that has been conducted. This chapter summarizes the results of analyses that might be useful for those who searching information about the myths of Americanization in the Internet memes. This chapter ends with suggestion for further research.

5.1 Conclusions

Derived from the results of analysis, this study concludes that the popular Internet memes taken from 9GAG “Hot page” contains ideological cultural values which represent the current norms of people in today's life. These ideologies and values embody the motivating elements that influence the ways people conduct their activities. By discovering these U.S. Americans values, this study is expected to help people to discover what the ideologies and values represented in the Internet memes.

The ten Internet memes which were analyzed in this study are *Barack Obama*, *Yao Ming*, *Successful Black Man*, *McKayla Not Impressed*, *Shut up and take my money!*, *Success Kid*, *Bad Luck Brian*, *Barney Stinson*, *Zeddie Little*, and *Ned Stark*

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Internet meme. Those Internet memes were taken from the 9GAG “Hot page” which is filled with popular Internet memes.

Each Internet meme has at least an index which has a correlation with the USA. POTUS Barack Obama, NBA player Yao Ming, Colored man in a suit, the U.S. gymnast athlete McKayla Maroney, Fry from U.S. TV series *Futurama*, the “smug” face child, Brian, Barney Stinson from TV sitcom *How I Met Your Mother*, Zeddie Little, and Ned Stark from U.S. TV series *Game of Thrones* are the symbol of the USA.

Those facts were followed by the myths which were found in the Internet memes by using Barthes’ (1991) order of signification. The myths are informality, freedom, equality, achievement, materialism, glorification of physically attractive person, directness and assertiveness, and individualism. Those myths were examined by using the U.S. values and assumptions mentioned by Althen and Bennett (2011).

Those myths of the U.S. American values somehow are not proper to be collided with other values from different cultures. Those U.S. American values are being introduced through Internet meme in 9GAG. The fact that people can see those Internet memes in the 9GAG “Hot page” shows that many people around the world, especially the members and the visitors of 9GAG, accept the U.S. ideological values.

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5.2 Suggestions

After being analyzed using Barthes' (1991) orders of signification, this study is hoped to help the readers to discover the ideologies and values represented in the memes, especially the U.S. American values. Even though the questions of this study have been answered and the conclusions have been drawn, this study is still open for further analysis.

Further studies are needed because Internet memes can evolve and spread extremely rapidly, sometimes reaching world-wide popularity within a few days. The 9GAG members, which are millions, make Internet memes over and over again, forming it from some social interaction, pop culture reference, or situations they often find themselves in. Those ten Internet memes in this study are merely a small part of the Internet memes which exist. It will be interesting to conduct similar research on the Internet memes available in local comedy websites such as *Icak* (<http://1cak.com/>) or YeahMahasiswa (<http://yeahmahasiswa.com/>).