

ABSTRACT

Umamiyah, Iva. 2021. *Pragmatic Analysis of Meme and Rage Comic on Instagram Social Networking*. Thesis. English Department Faculty of Letters and Philosophy of Panca Marga University of Probolinggo. The advisors are (1) Sri Andayani, S.S., M.Hum. and (2) Hosnol Wafa, S.S., M.Hum.

Meme and Rage Comic are phenomena which is growing in society. Meme is a unit of cultural information that form certain cultural pattern. Meanwhile, Rage Comic is a simple comic whose characters have their own expression. The emergence of Memes and Rage Comics have now become an interesting phenomenon that occurs insociety and is increasingly entrenched. The Meme and Rage Comic become a tool used by social media users to convey their ideas using unique language, bringing up new words which then have their own meanings. In the development of Meme and Rage Comic, social media is very influential especially Instagram. Quoted from Katadata (an online research company), Indonesia is the 4th country with the largest Instagram users. According to this, a deeper understanding of the meaning of Meme and Rage Comic are needed.

This study formulated this research with some questions, first, What is the pragmatic interpretation used by Meme in “Meme and Rage Comic Indonesia” on Instagram social networking?, second, What is the pragmatic interpretation used by Rage Comic in “Meme and Rage Comic Indonesia” on Instagram social networking?. Therefore, the objective of this research are the pragmatic interpretation of Meme and the pragmatic interpretation of Rage Comic used by “Meme and Rage Comic Indonesia” on Instagram.

In this research, the researcher used descriptive qualitative method. This research uses Grice Theory. It shows 32 data including 30 Memes and 2 Rage Comics. The result of the analysis shows that there are 19 Memes that contain conventional implicature and there are 13 data including Memes and Rage Comics contain conversational implicature which are violating the maxims of cooperative principle.

Key Words : Pragmatics, Implicature, Meme and Rage Comic