THESIS

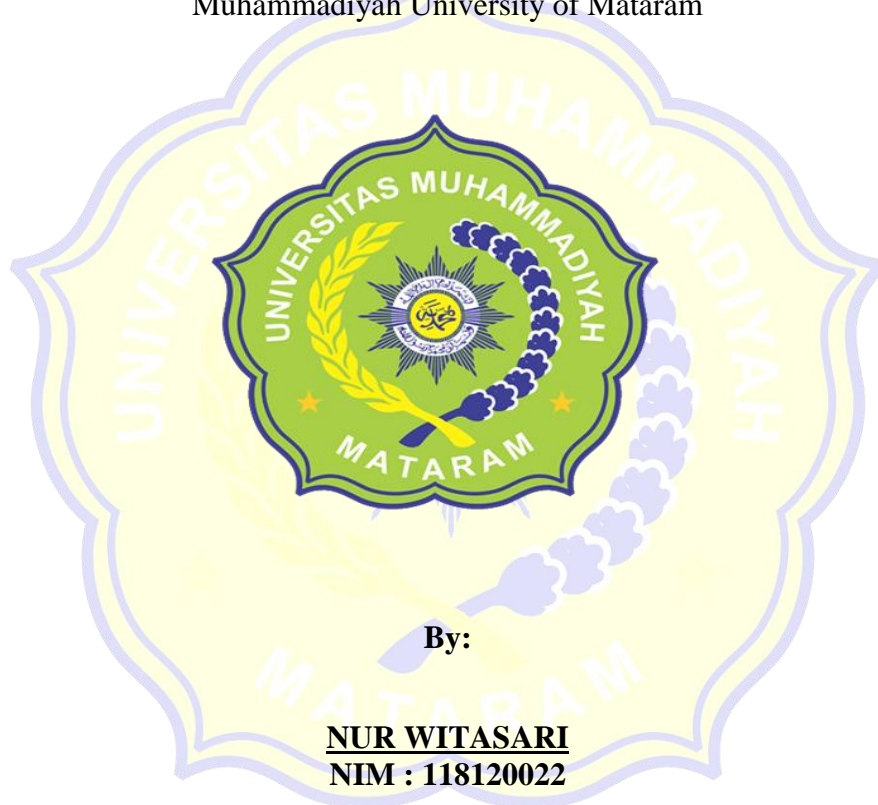**A SEMIOTIC ANALYSIS OF SELF-PRESENTATION IN INSTAGRAM
STORIES BY ENGLISH STUDENT AT FACULTY OF TEACHER TRAINING
AND EDUCATION, MUHAMMADIYAH UNIVERSITY OF MATARAM**

Presented as A Partial Fulfillment of The Requirement for The Bechelor Degree
in English Language Teacing Facuty of Teacher Training and Education
Muhammadiyah University of Mataram

By:

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NIM : 118120022

**ENGLISH EDUCATION PROGRAM
FACULTY OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF MATARAM
2022**

APPROVAL SHEET

A SEMIOTIC ANALYSIS OF SELF-PRESENTATION IN INSTAGRAM STORIES BY ENGLISH STUDENT AT FACULTY OF TEACHER TRAINING AND EDUCATION, MUHAMMADIYAH UNIVERSITY OF MATARAM

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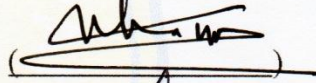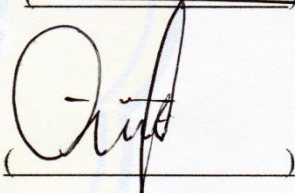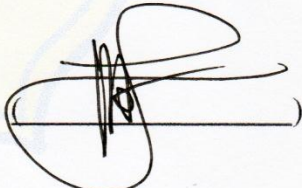**Hidayati, M.Hum**
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ACCEPTANCE

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MOTTO

"*The power of pray*"

"No matter how weak we are, no matter how difficult we are,

believe that Allah SWT will continuously be with his servants.

Allah SWT says: Pray to me, I will surely allow it to you

(Ghafir:60)

"That's Allah SWT Promise""

DEDACATION

- Dedicate This Research Specially For:

1. First of all, I would like to thanks my God, my savior, who helped me throughout my life, blessed me, who always listened to my prayers, complained and never let me down,once again thanks God.

2. My beloved parents: my father (Sulaiman Yacub) and my mother (MinaraAyob) who always support me both materially, and affectionately, who always pray for me, my inspiration, my support, and my everything without your support I don't nothing. thank you, my love.

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7. All my best FKI Family (Forum Komunikasi Internal Wadukopa) which I cannot say one by one by name.

8. My best advisors (Mrs. HumairahM.Pd and Moh. Fauzi BafadalM.Pd) continuously direct me in completing this Thesis.

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AlhamdulillahiRobbil'alamin,first of all the the researcher would like to express deepest praise and gratitude to allah SWT who has given blessing and merciful to complete this thesis entitled "A Semiotic Analysis of Self - Presentation in Instagram Stories by English Student at Faculty of Teacher Training and Education, Muhammadiyah University of Mataram". This thesis was complied as one of the requremennts in completing the bachelor degree (S-1) of the English Language Teaching Program Faculty of Teacher Traing and Education Muhammadiyah University of Mataram.

The researcher could not complate this thesis without support, cooperation, help and encouragement from many people. Therefore, the researcher would like to extend the appreciation to all of them, especially to:

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Finally, the researcher realizes that this thesis is still far from being perfect. Therefore, any suggestion and criticism for better of this thesis. The researcher prays that all who helped get blessing from Allah SWT.

Mataram, July 2022
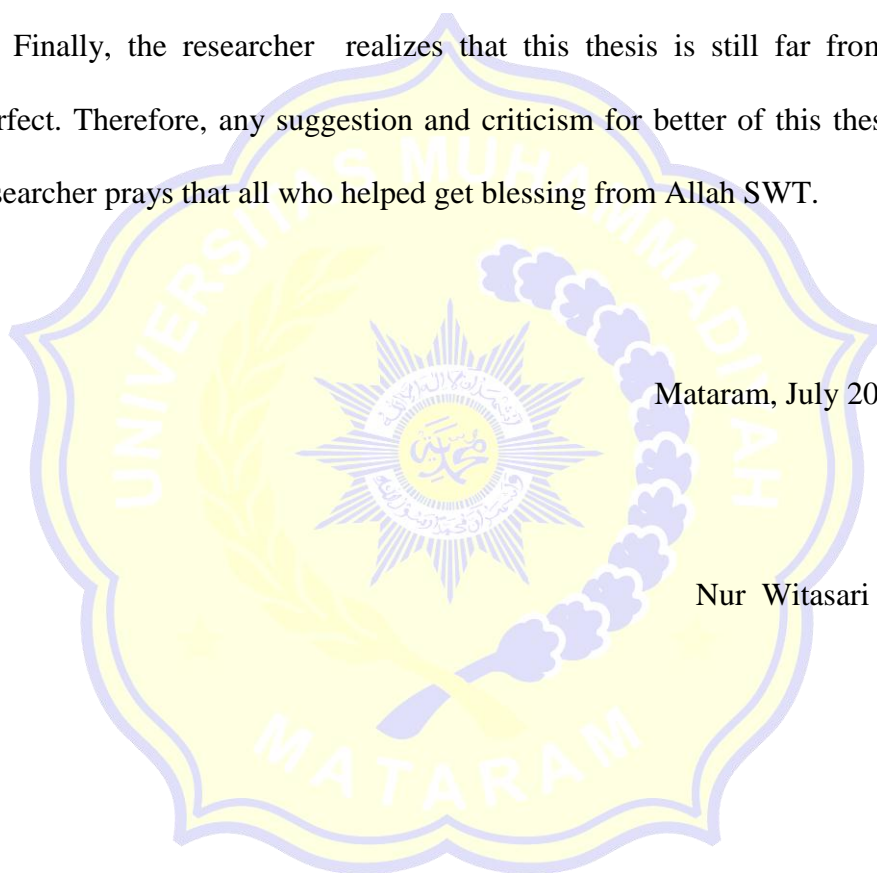
Nur Witasari

ABSTRACK

Nur Witasari, 2022: **A Semiotic Analysis of Self-Presentation in Instagram Stories by English Students at Faculty of Teacher Training and Education, Muhammadiyah University of Mataram,in Academic Year 2018/2019.**"A Thesis" Mataram: Muhammadiyah University of Mataram.

First Advisor : Humairah, M.Pd

Second Advisor   : Moh.Fauzi Bafadal, M.Pd

Instagram Story is a sign that new media is able to create new behavior for its users and private things become open to consumption. The purpose of this study is to find out the types and meanings of Semiotics which include icons, symbols, and indexes. The method utilized in this research is a descriptive qualitative strategy utilizing Discourse Analysis Method. This study, used purposive sampling, namely taking data based on reasons and considerations. So the sample in this study consisted of 8 people, from English students at the Faculty of Teacher Training and Education, the Muhammadiyah University of Mataram in the academic year 2018/2019, who were always actively sharing their Instagram stories. This study found several different types of signs in Instagram stories, including icons with 5 signs, one of which is the love icon, which represents love and likes. The symbol has 6 signs, one of which is the symbol of the Almamater Muhammadiyah University of Mataram. The index has 5 signs. One of them is the crying emoticon index, which is a representation of deep sad feelings. It can be concluded that the utilization of signs contained in Instagram stories is exceptionally high and is considered exceptionally important in representing feelings and emotions. And by analyzing these semiotics, able to provide references and high contributions to further research

Keyword:*Semiotic,Self-Presentation.*

ABSTRACK

Nur Witasari, 2022: **A Semiotic Analysis of Self-Presentation in Instagram Stories by EnglishStudents at Faculty of Teacher Training and Education, Muhammadiyah University of Mataram,in Academic Year 2018/2019.**"A Thesis" Mataram: Muhammadiyah University of Mataram.

First Advisor : Humairah, M.Pd

Second Advisor   : Moh.Fauzi Bafadal, M.Pd

Instagram Story merupakan tanda bahwa media baru mampu menciptakan perilaku baru bagi penggunanya dan hal-hal pribadi menjadi terbuka untuk dikonsumsi. Tujuan dari penelitian ini adalah untuk mengetahui jenis dan makna semiotika yang meliputi ikon, simbol, dan indeks. Metode yang digunakan dalam penelitian ini adalah strategi deskriptif kualitatif dengan menggunakan Metode Analisis Wacana. Penelitian ini menggunakan purposive sampling yaitu pengambilan data berdasarkan alasan dan pertimbangan. Jadi sampel dalam penelitian ini berjumlah 8 orang, dari mahasiswa Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Mataram Tahun Ajaran 2018/2019 yang selalu aktif membagikan Instagram Storiesnya. Penelitian ini menemukan beberapa jenis tanda yang berbeda dalam cerita Instagram, termasuk Ikon dengan 5 tanda, salah satunya adalah ikon Love, yang mewakili cinta dan suka. Symbol memiliki 6 tanda, salah satunya adalah Almamater Universitas Muhammadiyah Mataram. Dan Indeks memiliki 5 tanda. Salah satunya adalah indeks emoticon menangis, yang merupakan representasi dari perasaan sedih yang mendalam. Dapat disimpulkan bahwa pemanfaatan tanda-tanda yang terdapat dalam cerita Instagram sangat tinggi dan dianggap sangat penting dalam mewakili perasaan dan emosi. Dan dengan menganalisis semiotika tersebut, mampu memberikan referensi dan kontribusi yang tinggi untuk penelitian selanjutnya

Kata kunci: Semiotika, Presentasi Diri.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Instagram is an application that is used to share photos and videos. Instagram is still part of Facebook, allowing Facebook friends to *follow us* on Instagram's social media account. The increasing popularity of Instagram as an application used to share photos has in many users entering the business sector, such as a business account that also promotes their product through Instagram (M.Nisrima,2015:137). Instagram, which is available for a smartphone-based platformlike an android or iPhone, has an "Instagram stories" feature.

Instagram Stories is a feature on Instagram at the top of the Instagram user's timeline feed. This feature allows users to upload 15-second photos and videos to other Instagram users, which only lasts 24 hours. Besides being able to upload photos and videos, users can also add filters and stickers/emoticons available on Instagram Stories. Emoticons / Stickers contained in Instagram stories are utilized to represent feelings that emerge when posting. J. Sunaryo (2022), Citing The Journal Relevance of Emoticons in Computer-Mediated Communication Contexts: Overview 2013 Emoticons are becoming known by Computer-Mediated Communication (CMC) users. Emoticons/stickers are considered a substitute for non-verbal cues (Luor et al., 2010, pp. 894-5). It has been revealed that CMC is replacing face-to-face interactions. Emoticons are expected to replace the lost human and emotional touch as written text.

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(Pages 201-202). This shows that a sign and object can provide rise to an interpretant for the user in seeing the meaning of an emoticon. Users can upload their photos and videos on Instagram Stories and view other users' stories. By clicking on the photo section of the Instagram account. Then, later in Instagram Stories, users can do Live Video, which is done right away, so other Instagram followers can find out what the user is doing. With Instagram Stories, Instagram users can upload their daily moments that are more unique and free rather than Instagram, which shows the best moments. It seems that Instagram is used to be utilized by people to present themselves on social media.

According to Erving Goffman (1956), self-presentation is an activity carried out by individuals to deliver a definition of the situation and social personality of the actors, and the definition of the circumstance influences the variety of appropriate and inappropriate interactions for the actors within the existing situation. Moreover, according to Schlenker, presentation is the efforts made by a person to realize specific objectives by controlling the information about itself that's given to others to make a specific picture and impression about oneself (Schlenker, Britt, and Pennington, 1996). The concept of authentic self-presentation is impression management, where each individual tries to create a positive impression in front of others (Zarghooni, 2007). Individuals try to convey to others that they are a specific type of person with certain characteristics by presenting themselves consciously to achieve the desired goal.

Researchers can conclude that self-presentation is when someone consciously shows or presents themselves through social media to get an impression from others. Instagram Stories are closely related to self-presentation because they show one's identity through uploads. When we interact with other people, especially in cyberspace, individual attention is only focused on how people will judge their behavior. Self-presentation is done through Instagram Stories in videos and short photos. Individuals use Instagram Stories as a medium for self-presentation.Schlenker (1981) stated that self-presentation is an attempt to influence others in imagining or actually feeling personality characteristics, abilities, intentions, behaviors, attitudes, values, physical characteristics, social characteristics, family, friends, work, and possessions, Delamater (2006:211).In other words, Instagram Stories are used to show yourself to be known and get an impression on each other. Instagram Stories are also used as a means of friendship because we need other people to live our lives as social beings. Collaboration, communication, and building connections can be a must.Construction when interacting and communicating is an effort to express themselves and other people's identities, so when we interact with our companions and then our faces appear angry, then the construction that our companion capture is something that must be avoided, of course, a different see the will to be made by our companion's. It is different if the appearance is happy, the appearance of our companions will also be different. This example is what Goffman (1959) calls Self-Presentation.

In addition to Instagram as a self-representation, it is also used to show up people their social status when someone uploads their photos and videos to describe themselves. For example, when they walk somewhere, they take pictures or videos to upload or post on their social media to capture their best moments on Instagram Stories. People who have followed them can see and know their activities. Pierce in Sobur(2020:41) defines a sign as something that stands for someone for something in some respect or capacity. These signs may include sounds, words, and anything that can guide the communication process, such as a house, a shirt, and symbols with meaning. So all the images, sounds, videos, gestures, and anything else done and featured in Instagram stories contain signs that need to be interpreted.

We can use semiotic theory to investigate and determine the meaning of photos and videos of users uploaded to Instagram Stories to interpret signs. Charles Sanders Pierce (Littlejohn, 1996:64) defines semiotics as a relationship between signs, objects, and meanings. As Lechte said (2001: 191), Semiotics is a theory of signs and signifiers. More specifically, semiotics is a discipline that investigates all forms of communication that occur using signs and is based on the sign system (code) 'sign system' (Segers, 2004:4).

What needs to be underlined from the various definitions above, researchers can conclude that experts see semiotics as a science or process related to signs. It means that everything in our lives is seen as a sign. That is something we have to give meaning to them. Everyone usually makes some signs in their Instagram stories and gives them some descriptions such as

emoticons and other filters so that the signs can give meaning. From the signs, people can understand other people's intentions, so Pierce's semiotic theory analyzes this research. Researchers used Charles Sanders Pierce Theory to analyze icons, indexes, and symbols on students' Instagram Stories to investigate and reveal the precise meaning of each icon, index, and symbol in their Instagram Stories. Researchers are interested in analyzing icons, indices, and symbols in this study because Pierce's semiotic model is also more flexible for research, such as photos and videos.

Several researchers discuss the phenomenon of Instagram and self-presentation. As YosaYunita (2018), "The relationship between Instagram use and self-presentation. Based on the research results, the relationship between Instagram and self-presentation is powerful. Damayanti, A. (2018), with the title "Self-esteem formation: analysis of high school students' self-presentation on social media. The data findings show that the self-presentation behavior of adolescents on Instagram occurs in two phases. The first phase is the formation of self-concept. Mojogedang State High School students try to build their thoughts and feelings by calling themselves objects. The perpetrator wants to show her personality in front of a wide audience regarding the theory of semiotics. Another study a conducted by Eriana (2015), who analyse "Analysis of Pierce Semiotics on Icons and Symbols in Perfume Advertisements. The results showed that each advertisement has a different sign and meaning. These differences provide different interpretations. Further more SriulfianaArif (2018), conducted a study "A semiotic analysis of self-

presentation in Instagram stories." This study to explore the types of signs expressed and analyze the meaning of the three essential elements of signs, including icons, indexes, and symbols in Instagram Stories. The researcher concluded that the uploaded portraits are iconic, meaning the participants are trying to present themselves to the general public through their photos. Mukenah is a symbol of Muslims, and eye bags indicate a lack of sleep.

Thus, this research is interesting because it shows the need for self-presentation to get an impression of yourself from a broad audience by using the sign contained in the Instagram story. It can be concluded that previous studies examined the relationship between Instagram and self-presentation. There are self-presentation analysis, sign analysis on perfume advertisements, and Instagram story analysis. Based on previous research, the researcher Assumesthat there are similarities between previous research and research conducted now, which uses semiotic analysis of self-presentation in Instagram stories. Moreover, what distinguishes this research and the previous one is the purpose and subject of the research. Therefore, the researcher decided to take *A Semiotic Analysis of Self-Presentation in Instagram Stories by English Students at Faculty of Teacher Training and Education, MuhammadiyahUniversity ofMataram,in Academic Year2018/2019.*

1.2 Research Question

Based on the above background, the researchers formulated the followingresearch questions:

1.2.1 What type of signs are represented in Instagram Stories by English Students atFaculty of Teacher Training and Education, Muhammadiyah University of Mataram, in Academic Year 2018/2019?

1.2.2 What is the meaning of the signs expressed in Instagram stories by English Students, at Faculty of Teacher Training and Education, Muhammadiyah University of Mataram, in Academic Year2018/2019?

1.3 Research Objectives

Based on the formulation of the problem, the research objectives include the following:

1.3.1 To classify the types of signs expressed in Instagram stories posted by English students of the Faculty of Teacher Training and Education, Muhammadiyah University ofMataram, in Academic Year2018/2019.

1.3.2 Investigating the meaning of the signs expressed in Instagramstories so that they can find English students of the Faculty of Teacher Training and Education, Muhammadiyah University ofMataram, in Academic Year 2018/2019.

1.4 Significance of the Research

1.4.1 Academically: This research is expected to be useful for English studentsofFaculty of Teacher Training and Education, Muhammadiyah University of Mataram. This research can also be used as reading material and a reference for similar research in the future.

1.4.2 Theoretically: This research is expected to contribute to knowledge related to the science of semiotic analysis in Instagram stories.

1.4.3 Practically: This research is to apply the knowledge that researchers received while being a student while at the same time providing input to anyone who wants to know the relationship between semiotics and Instagram stories.

1.5 Scope of the Research

This research focused on semiotic analysis in Instagram stories by English Students atFaculty of Teacher Training and Education, Muhammadiyah University of Mataram, in Academic Year 2018/2019. This study uses Peirce's theory, revealing the types of signs, namely Icons, Indexes, and Symbols in Instagram Stories, within about one month.

1.6 Definition of the Key Terms

To avoid mistakes and misunderstandings of terms and topic content in this study.It is necessary to define the Key-Terms used in this study:

1.6.1 Semiotics

Cobley and Janzs (1999:4) define semiotics as "the only discipline of sign analysis to study the function of sign systems."

1.6.2 Instagram

Instagramisa photo and video-sharing application that allows users to take photos by applying digital filters and share them to various social networking services (Witantiprihatiningsih, 2017)

1.6.3 Instagram Stories

Instagram Stories is a feature on Instagram at the top of an Instagram user's timeline feed. This feature allows users to upload 15-second photos and videos to other Instagram users, which only lasts 24 hours. (BramayantiKrismasaki, 2019)

1.6.4 Self Presentation

Self-presentation is an individual's effort to create a specific impression in front of others by regulating behavior so that other people interpret their identity according to what they want (YosaYunita, 2018).
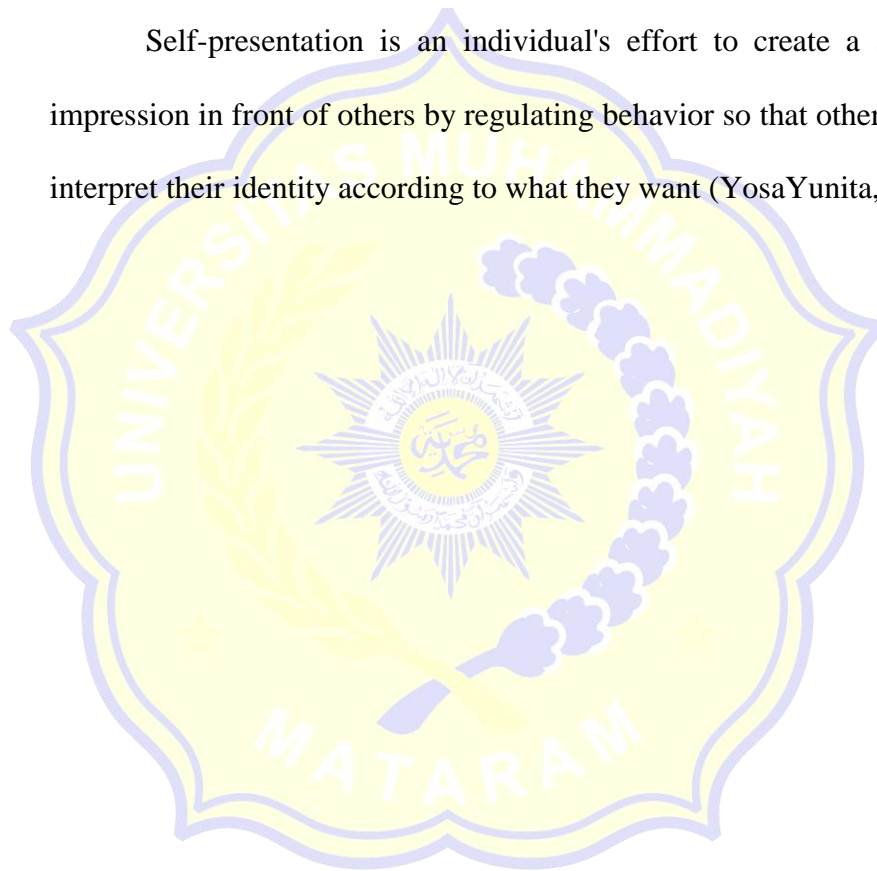
CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Previous Studies

Several studies that discuss the phenomenon of Instagram and Self-Presentation, in line with this research. Such as:

Husna (2016), with the title "Instagram and Self Presentation,"this study aimed to determine the relationship between the use of Instagram and the self-presentation of IkomUntirta students. With social media as mass media, the theory utilized as a measuring or supporting instrument is this study's theory of individual differences. The method used can be in the form of a survey, where the researcher collects data from respondents by distributing questionnaires to students of IKOM Untirta class 2015. After the regression test is carried out, a condition is created with the emergence of a coefficient of determination that indicates that IkomUntirta students' self-presentation can be affected by media. Instagram, where other components cause the rest. From testing the relationship between the Instagram social media utilization factor and the self-presentation variable, there is a solid and positive relationship.

Pangastuti (2015), in his journal, examines the phenomenon of social media about narcissism with the title "The Relationship of Narcissism with Self Presentation on the Facebook Social Network. This study aimed to determine the relationship between narcissism and self-presentation and determine the level of Facebook users. With the hypothesis, there is a positive

relationship between narcissism and self-presentation. The subjects of this study were students of the psychology faculty at a private university in Surakarta. The sampling method in this study was purposive sampling. The measuring instrument used was the narcissism scale and self-presentation scale. The data analysis method was carried out using the item moment correlation procedure. The data shows a significant positive relationship between narcissism and self-presentation among Facebook social network users.

In another study related to semiotic theory, Hermawan (2010) also studied semiotics in poetry in his journal entitled "A Semiotics of Kim Addonizio's Poetry Based on CS Pierce's Theory," The objective of this study is to find out using symbols in Kim Addonizio's poetry. This study applied a research library, and the compiled data were analyzed through the descriptive analysis method. This method was tried to describe, explain, and analyze the use of symbols using semiotic theory by Charles Sanders Pierce. The unit of analysis of this research is the three poems of Kim Addonizio. They were chosen because they contain symbols. The writer marks the data for semiotic analysis by selecting the literary work it contains from symbols. All literary works are Kim Addonizio's three Poems, reading literary works intensely, classifying data containing symbols, and categorizing it as symbols so that we can understand each other. The writer categorizes all data and puts it into the table by synchronizing each symbol in each poem and interpreting its meaning. After analyzing the symbols, it can be concluded that each poem

contains different symbols with different meanings and functions. Moreover, this difference has given different ideas.

The researcher concludes that many previous studies have examined Instagram, Self Presentation, the relationship between Instagram and Self Presentation, and the adaptation of semiotic theory used to find signs contained in poetry. Contrary to this research, the researcher combined these concepts and began to research self-presentation. Researchers continue to use social media. However, the researcher decided to focus on Instagram Stories in this case. The researcher believes that Instagram Stories is a social phenomenon enjoyed by teenagers today, so the researcher examines the Semiotic Analysis of Self Presentation on Instagram Stories.

The similarities and differences between previous research and this research are that this and past researchers both utilized qualitative descriptive analysis and sampling based on purposive sampling, namely based on reasons and considerations. So, the difference is that this study uses a qualitative descriptive approach utilizing discourse analysis methods to uncover and interpret data about signs collected from Instagram Stories by referring to Pierce's semiotic theory as a theoretical framework. and the method utilized to collect data from respondents, namely by monitoring and documenting and then conducting interviews to get responses that will strengthen the results of the analysis.

Therefore, the researcher decided to take the*ASemioticAnalysis of Self-Presentation in Instagram Stories by English Students at Faculty of Teacher*

Training and Education, Muhammadiyah University of Mataram, in Academic Year 2018/2019, by analyzing the icons, symbols, and indexes in Instagram stories to investigate and determine the meaning of each of these signs.

2.2 Theoretical Frameworks

In this study, the framework of thinking utilizedby researchers is to use the semiotic theory of Piece as follows:

2.2.1 Theoretical Frameworks Chart

2.1 Flow Chart

Semiotic

Ferdinan De Saussures		Charles Sanders Pierce

Self-Presentation

1. Symbols 2. Icons 3. Index
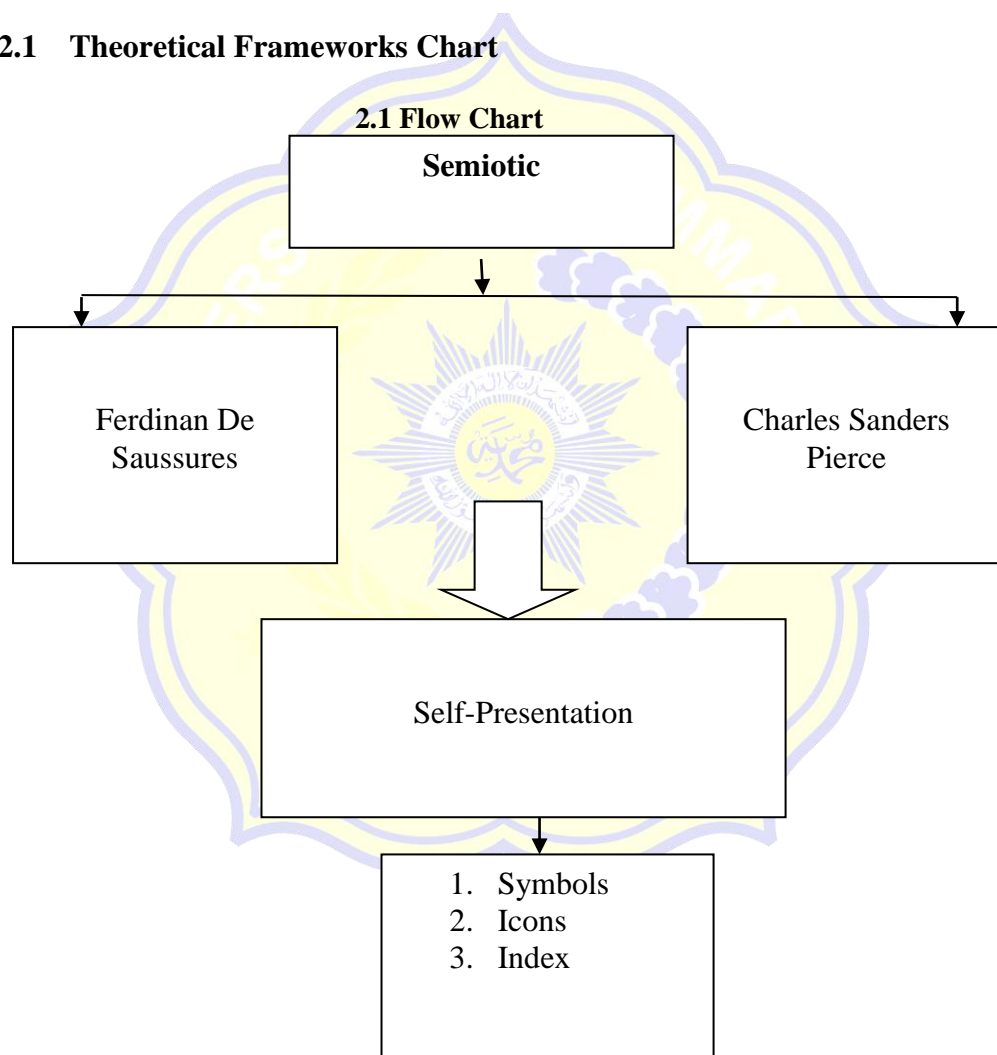
There are two popular semiotic models: Ferdinan De Saussure's dyadic model and Charles Sanders Pierce's triadic model. However,in this research, Researchers just focused on the theory of pierce's

2.2.2 Definition of Semantics

The word semantics comes from the Greek *sema*, sign, or symbol. The verbal form of semantics is *semaino*which means to mark or symbolize. What is meant by a sign or symbol in semantics is a linguistic sign. According to Saussure, the linguistic sign consists of a marker component in sound and a signified component in a concept or meaning (Chaer, 2002). The word semantics was first used by a French philologist named Breal in 1883. Semantics is a term used in linguistics, which studies linguistic signs with the things they signify. Semantics, referred to as linguistics, studies the relationship between the linguistic sign and the things it signifies. In other words, semantics is a field of study in linguistics that studies the meanings contained in language units. Thus, semantics can be a science that studies meaning. Chair asserts that semantics has the same position as phonology, grammar, and syntax in a linguistic study (Chaer, 2002).

Moreover, semantics study the meaning of language and its relationship to each other and its influence on humansociety. Therefore, semantics includes word meanings, developments, and changes (Tarigan, 1995). Based on this statement, semantics is studying the meaning and the development and change of meaning from time to time.

Here are some definitions of semantics, according to experts.

1. Semantic is the science of meaning (Lyons, 1968).

2. Semantic is the study of meaning (Aminudin, 2003).

3. Semantic has two components: the interpreting component, which is in the form and sound of language, and the interpreted component, or the meaning of the first component.

4. Semantics is the science of meaning or about meaning. Semantics is one of the 3 (three) levels of language analysis (phonology, grammatical and semantic) (Chaer, 2002).

5. Semantics is a sub-discipline of linguistics that discusses meaning (Pateda, 2010).

6. Semantics examines the theory of meaning or meaning, namely the branch of linguistics that investigates meaning or meaning (Verhaar, 1981).

7. Semantics examines the relationships of signs with objects that are the container for applying these signs (Morrist, 1938).

8. Based on these theories, all experts have the same concept of semantics. That semantics is the study of the meaning of language.

2.2.3 Definition of Semiotic

Semiotics is one of the sciences or analytical methods to consider signs. The word "semiotics" itself comes from the Greek dialect, sameion, which means "sign" (Sudjiman and van Zoest, 1999: vii), or seme, which means "interpreter of signs" (Cobley and Janzs, 1999: 4). Semiotics is

rooted in classical studies and education about the expression of thought, rhetoric, and poetry (Kurniawan, 2001:49). With semiotics, we are dealing with signs. Lechte (2001: 191) says that semiotics can hypothesize signs and meanings. More specifically, semiotics can be a teacher who examines all forms of communication that occur by implying 'signs' and based on the framework (code) of signed 'sign systems' (Segers, 2000: 4). Hjelmslev (in Christomy,2001: 7) characterizes the sign as "an association between the arrangement of expression and the arrangement of substance.

In terms of semiotics, there are two outstanding modern models of what a sign should be, created by Swiss Phonetics Ferdinand De Saussure and American Philosopher Charles Sanders Pierce. According to Daniel Chandler (2007:33), Saussure defines a sign as an existence consisting of "significant" and "signified." Modern commentators describe the signifier as the concept it alludes to. For Saussure, both signifier (sound design) and signified (concept) are purely "psychological." In Sobur (2009:41), Penetrate characterizes semiotics as a science or sign of an analytical method.Based on some of the definitions above, the researcher can conclude that semiotics studies signs and methods for analyzing signs to get meaning for the interpretation of signs.

Of course, the discussion of the sign also discusses emoticons because emoticons are symbols that are usually used to describe facial expressions both in emotional states and feelings of joy and sorrow in the form of writing or messages. So the emoticon contained in the

Instagramstory is a form of sign that will be given meaning and used as material for analysis in this study. So,the semiotic investigation of emoticons is due to the formation of an understanding of the meaning of emoticon images inserted in Instagram stories by Instagram users as a shape of feeling for Instagram users who embed emoticons in them. Signs are characterized as something that can represent something else. In this case, a sign can be considered to discover the true meaning contained within the sign.

Based on C.S Pierce's semiotic triangle theory, it appears that the emoticon image may be a sign that's directly related to the object, specifically the feelings that emerge when posting Instagram stories. Feelings of Instagram story users by inserting emoticons that grant rise to interpretants from Instagram story users as a frame of feeling that speaks to their feelings when posting on Instagramstories.The emoticons contained in Instagram stories are utilized to represent the feelings that emerge when posting Instagram stories. This shows that a sign and object can give rise to an interpretant for the user in interpreting the meaning of an emoticon. The meanings of a form of emoticon are based on the substance of the message passed on and the emoticon that's interpreted. Each emoticon that shows up there's continuously a message substance that gives birth to a meaning.

2.2.4 Figures of Semiotic Theory

a. Charles Sanders Pierce's Semiotic Theory

In this chapter, the researcher uses the philosopher theory, Charles Sanders Peirce, to find answers to the research questions. Pierce was born in 1839. He is a more original and multidimensional American philosopher. One of the most popular is because of the sign theory. In semiotics, Pierce often says that generally, signs have replaced something for someone. For Pierce, the sign "is something that stands for someone for something in some respect or capacity. It is shown to a person, i.e., creates an equal sign or a more developed sign in their minds.

Pierce formulated a signed model "semiotics," his model taxonomy of signs in a triadic model (three parts) and can be visualized in the form of a triangle:

2.2 Chart of Semiotic Model
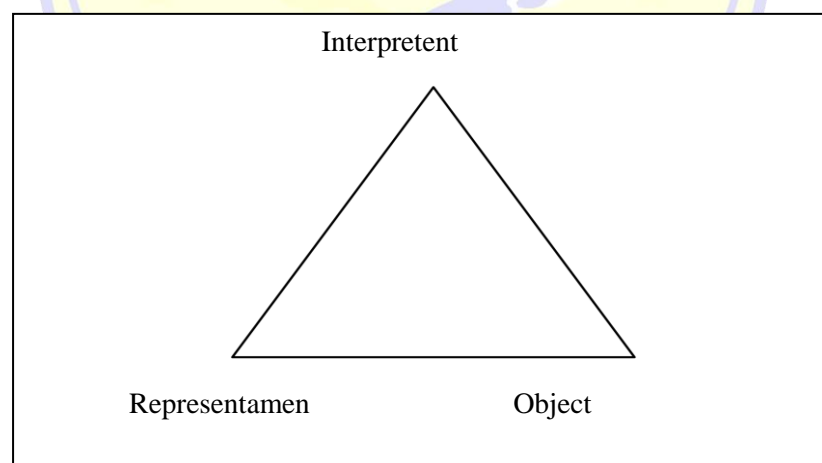
1. Representamen: the form taken from the (sign).

2. An interpreted: not an interpreter but an understanding made of (signs).

3. Object: referenced by the (sign).

b. Ferdinand De Saussure's Semiotic Theory

"If there is someone who deserves to be called the founder of modern linguistics, it is the Swiss scholar and great figure: Ferdinand De Saussure's," said John Lyons (1995:38). He was born in Geneva in 1857 into a family very famous in that city for their success inscience. Ferdinand De Saussureis best known for his theory of signs (Dyadic Model). He never actually printed his thoughts into a book. His students collected his notes into an *outline*.

At least several views of Saussure's later became the foundation of Levi-Strauss' structuralism, namely the view of the signifier (signifier) and the signified (signified).*Signifier and Signified.* What is quite important in trying to capture the main point of Saussure's theory is the principle that language is a sign system, and each sign is composed of two parts, namely:

❖ *Signifier*

❖ *Signified*

According to Saussure, language is a sign system. Whether human, animal, or sound, sounds can only be said as language or function as language when the sound or sound expresses, expresses, or conveys certain ideas and meanings. For this reason, these voices must

be part of a convention system, an agreement system, and part of a sign system.

Based on the opinion of the Semiotic figure, the researcher can conclude that there are two popular semiotic models: the dyadic model of Ferdinand De Saussure and the triadic model of Charles Sanders Pierce. Saussure's dyadic sign model defines the sign as consisting of a signifier and a signified, and the relationship between the signifier and the signified is called signification. While pierce is Pierce's Theory Thoracotomy. Thoracotomy can be visualized in a triangle, namely representamen, object, and interpreter.

2.2.5 Type of Sign

According to Pierce in Sobur (2020:158) state, three modes appear in (and because of) the Pierce triadic sign model:

SIGN

Icons

Index (indices)
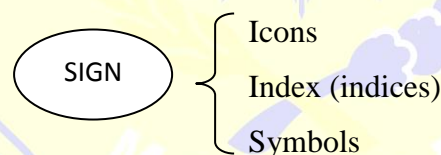
Symbols

Gambar: Ikons,Index,And Symbols.
Source: Charles Sanders Pierce'. 1982. "Logic As Semiotic. The TheoryAs A Signs" In Semiotic, An IntroductoryAnthology, Robert E. Innis (Ed) Bloomington: Indiana University Press.

1. The icon is a sign that is similar to the object it represents. Icons are also signs that have the same characteristics as what is meant. An icon is not just a simplified image but any image representingthe object it represents. Icons do not require agreement (convention) in interpreting it.

Example:

❖ Face image is an icon of self

❖ The picture of smoking cigarettes is crossed out with a diagonal line. Weunderstand it as a smoking ban around the location.

❖ Words that can become iconic, for example, in comics, often use words to express an event's sound effects. For example, the explosion effect, "Dhuarrr."

2. The index is a sign that shows a natural relationship between a sign and a sign that is casual or a causal relationship, or a sign that directly refers to reality.

Example :

☐ ☐Smoke and fire: smoke indicates the presence of fire.

❖ Footprints on the ground: is an index sign of people passing through the place.

❖ Signature: an index of the presence of a person who has the signature. Or the ant index, which means there is also sugar

❖ Dialect in language can signify that someone comes from a certain area (Bima dialect, Javanese, Lombok,etc.

3. Symbols are signs that show the natural relationship between the signifier and the signified. The relationship between them is arbitrary or arbitrary. The symbol is a sign based on (conventions), agreements, and mutually agreed rules.

Example :

❖ Languages in general (specifically language, letters of the alphabet,punctuation marks, words, phrases, and sentences), numbers, morse code, traffic lights, country flags.

2.2.6 Instagram Stories and Self-Presentation

In this discussion, the researcher will explain the relationship between Instagram stories and self-presentation. As we know that Instagram stories is one of the mainstay features of Instagram social media which is designed to provide a lot of comfort in sharing stories, in other words, namely showing themselves or presenting themselves to get the impression of others. Pay attention to the explanation below:

2.2.6.1 Instagram Stories

In August 2016, Instagram launched a new feature called Instagram Stories. Instagram story is a feature that allows users to take photos, add effects and layers and add them to their Instagram stories feed. Thus, Instagram is an application accessible via a website where users can view their feed and profile and comment on their posts or the posts of others. The app still offers its original purpose, but now the 'story' function is at the top of the feed. Users can access videos and photos from the last 24 hours and add unique symbols called emoji, temperature and time to stories.

Instagram stories are very similar to Snapchat. Even Instagram CEO Kevin Systrom confirms it. When interviewed by the Verge, the

Instagram CEO explained that Instagram stories were created to "*If Instagram is built around highlights, we are flinging in the space between – and becoming more visual expression in general. We capture all the world's moments, not just the best ones.*

With Instagram stories, Instagram users can share or upload their daily activities that are more unique and show their best moments. Mahardika and Farida (2019, p. 102), argue that Instagram stories are a communication medium in this case Instagram can access exceptionally private parts "in the sense that self-disclosure occurs through Instagram and its features. These features are exceptionally interesting for users in sharing moments, such as daily activities, hobbies, favorite foods, drinks, and many others. Moreover, Instagram users can upload their photos and videos more than once a day without burdening other people's feeds. Instagram stories are also used to support the goal of wanting to exist on social media. Wants to show who he is with the potential he has. People who know that he has the ability or potential will actualize themselves because self-actualization is one of the basic human needs. After a person can actualize himself, he will gain self-existence in his social environment. Because the existence of oneself now has a very big impact on life today, because the more we are seen by many people, admired by many people, it means that the information we provide or share is important in the eyes of them or society

So Instagram stories are a place where you can present yourself to get the impression of others.

2.2.6.2 Self-Presentation

Self-presentation through social media, especially on Instagram, is one of teenagers' most popular social media. According to Brandon Branscombe (2012), most individuals want to "look good" in front of others, so they need to make a strong impression on others. Impression management from social psychology is often known as self-presentation, an attempt to give a good impression to others.

The desire to make a perfect and appropriate impression on others by doing your best to look perfect is what is referred to as impression management or can be known as self-presentation.Most theorists agree that the main purpose of self-presentation is related to social influence, where individual self-presentation is aimed at influencing how others perceive them and behave towards them. This perspective is consistent with the see of Leary (2002), who describes the public self as an observable behavior that the target uses to make an impression and make views about the characteristics, attitudes, motives, and attributions of individuals that arise. Self-presentation on Instagram stories can also be seen as testing his identity. A person will present himself verbally and non-verbally to other people interacting with him. When interacting with other people, especially in cyberspace, individual attention is often focused on how people will judge their behavior. Both in uploading photos and

videos and how to comment that is good and does not offend others. Efforts to control how other people think according to individual thoughts so that individuals need to make self-presentations, namely efforts to regulate the impression that other people catch about themselves both consciously and unconsciously.

CHAPTER III

RESEARCH METHOD

3.1 Research Design

The researcher used a qualitative descriptive research approach using the Discourse Analysis Method in this study. Discourse Analysis is a method for the analysis of connected speech or writing, for continuing descriptive linguistics beyond the limit of a simple sentence (Harris 1952).

According to Sugiyono (2014), Qualitative Research Method is research used to examine natural objects where the researcher is the key instrument.Data collection techniques are combined, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization.

Qualitative research aims to maintain the form and content of human behavior and analyze its qualities instead of turning them into quantitative entities (Mulyana, 2008: 150). This descriptive research aims to make a systematic, factual, and accurate description of the picture or painting and symbols regarding the facts, characteristics, and relationships between the investigated phenomena. So in this study, the researcher uses a qualitative descriptive approach by using the discourse analysis method to reveal and interpret the data about signs collected from Instagram stories by referring to Pierce's semiotic theory as a theoretical framework.

The researcher applied the Purposive Sampling Technique to determine the information in this study. The purposive sampling technique is a way to determine informants based on several reasons and considerations by

choosing the criteria and needs of the authors in this study. Some research data in Instagram Stories chooses several considerations. He uploads Instagram Stories every day and posts something to present himself to the public on his Instagram Stories, which contains icons, indexes, and symbols that need to be interpreted.

3.2 Research ofSetting

Based on the initial observation data, all students were very active in using their Instagram accounts by posting and sharing their Instagram stories. In this study, researchers collected data from Instagram stories posted by English students of the Faculty of Teacher Training and Education, Muhammadiyah University of Mataram, in Academic Year 2018/2019 for one Month. On June/13/2022, researchers start to conduct an investigation on the 8th-semester students, including: NadyaArdila, Zaskia Zainul Akbar, Maul Aenu, Rifkil Martayadi, Nianda Rahayu Putri, Eka Anggraini, TitinMuliyati, Moh.Erwiansyah. Doing research at Jl.Kyai H. Ahmad Dahlan, Pagesangan Indah, Housing no. 34 in front of the Faculty of Law.

3.3 Method of Collecting Data

The data collection technique in this qualitative research is to use the following steps:

3.3.1 Within the specified time, researchers monitor Instagram stories posted by English students at Faculty of Teacher Training and Education, Muhammadiyah University of Mataram, in Academic Year 2018/2019.

3.3.2   The researcher mark or underline the signs in this monitoring: the icons, symbols, and indexes found in Instagram stories.

3.3.3   Then, the researcher document or Screenshoot the Instagram stories that have been marked.

3.3.4   Moreover finally, the researcher conduct interviews with English students to strengtheningand validate this research.

3.4 Data Collection Instruments

In identifying the study, the researcher needs some instruments to support it. It is used for collecting the data. The instruments will make it the researcher easier to finish the research. The instruments are divided into the main instrument and supporting instrument. The first is the researcher herself, who is the main point of the instrument because the researcher uses qualitative research. Meleong(2004:163) states that for qualitativeresearch characteristics "it uses the researcher or by helping the data analysis to other people as the research instrument" he also states that in qualitative research, the researcher is a planner, collector, and analyst of the data. Finally, the researcher has reported the result of the analysis.

Besides, there are some supportinginstruments to collect the data, which make it the researchereasier to analyze and finish the data as follows:

3.4.1   Interview (Structured Interview)

In this study, researchers utilized a structured interview instrument as a data collection method, and researchers know beyond any doubt the data gotten. Therefore, researchers prepare research

instruments within the frame of written questions as alternative answers have been prepared in conducting interviews. Each respondent inquired the same question in this structured interview, and the researcher took notes. Moreover, structured interviews can be done face-to-face or by Telephone/Google form.Moreover, the number of the interview will be 5 questions.

3.4.2   Documentation

Documentation could be a strategy for collecting data gotten from non-book documents. The nature of data cannot be separated from space and time to allow researchers to do things that have existed in the past.

3.5 Data Analysis Method

In this study, the researchers analyzed the data in several steps:

3.5.1   In this study, researchers classify the types of signs contained in Instagram stories by English students of the Faculty of Teacher Training and Education, Muhammadiyah University of Mataram in Academic Year 2018/2019, into several parts: icons, symbols, and indexes. Use the theory of semiotics by Pierce (1905). There is what is best known as the Pierce Theory trichotomy. The thoracotomy can be visualized in this triangle:

2.3Chart of Semiotic Model

Interpretent

Representamen   Object
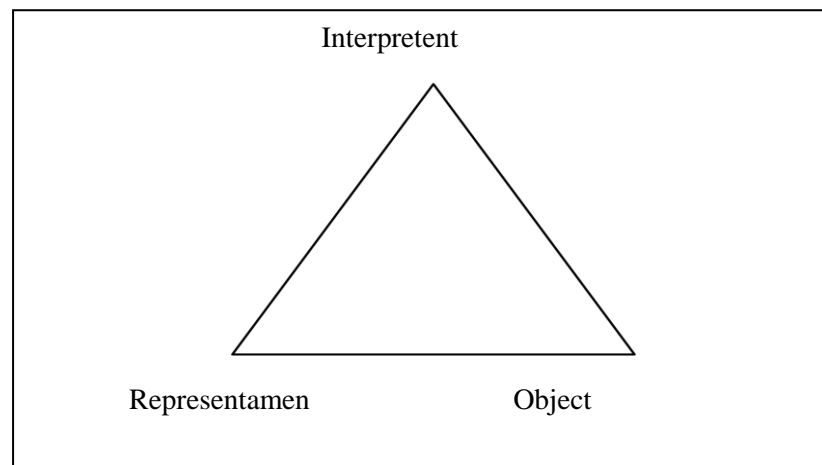
3.5.2   Researchers interpret the meaning of signs expressed in Instagram
        stories by English Language Students, Faculty of Teacher Training and
        Education, Muhammadiyah University of Mataram,in Academic
        Year2018/2019based on Pierce's Sign Theory.