



**THE SEMIOTIC ANALYSIS OF JEAN CAMMAS' SELECTED  
INSTAGRAM PHOTOGRAPHS**

**Presented as a partial fulfillment of the requirement for the Undergraduate  
Program**

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**TANGERANG  
2021**



## FINAL PROJECT PROPOSAL

Final Project Title:

The Semiotic Analysis of Jean Cammas' Selected Instagram Photographs.

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The Final Project Proposal has been approved.

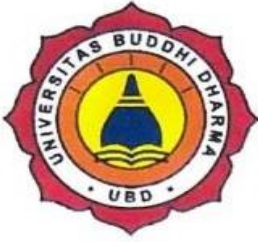
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Instagram Photographs.

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I honestly declare that this thesis is my own writing, and it is true that I do not take any scholarly ideas or work from others. Those all-cited works are quoted in accordance with the ethical code of academic writing.

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## ACKNOWLEDGEMENTS

Through this pandemic time, the writer would like to thank Lord Buddha because of his blessing the writer can be able to complete this final project on time without any obstacles. The writer would also like to deliver her thankful to everyone around her which always give the support and pray when this final project arranged. In this precious time, the writer would like to express her gratefully to the following persons:

1. In Memoriam Dr. Sofian Sugioko, MM, CPMA., Rector of Buddhi Dharma University.
2. Dr. Lilie Suratminto, M.A., Dean of the Faculty of Social Sciences and Humanties Buddhi Dharma University.
3. Iwan, S.Pd., M.M., M.Pd., Vice Dean of the Faculty of Social Sciences and Humanties Buddhi Dharma University and also the writer thesis advisor who has guided and advised the writer patiently, so that she can finish this thesis properly.
4. Riris Mutiara Paulina Simamora, S.Pd., M.Hum., as a Head of English Department in Buddhi Dharma University.
5. Hot Saut Halomoan, S.Pd., M. Hum., the writer's Academic Advisor who always gives useful advice and suggestions.
6. All the lecturers of Buddhi Dharma University who give their knowledge and suggestions.
7. The writer's beloved parents who always support her, pray for her, and always by her side every time.

8. Saputri as her niece which always give her motivation to finish this final project.
9. Mudita Dharma as her workmate which always give her spirit to finish this final project on time.
10. Alessandra, Esther, Nicola, Ananda Jan, Liberyo, and all friends who always give her support, suggestions, jokes, moments, and everything during in university life.

Best Regards,

The writer,



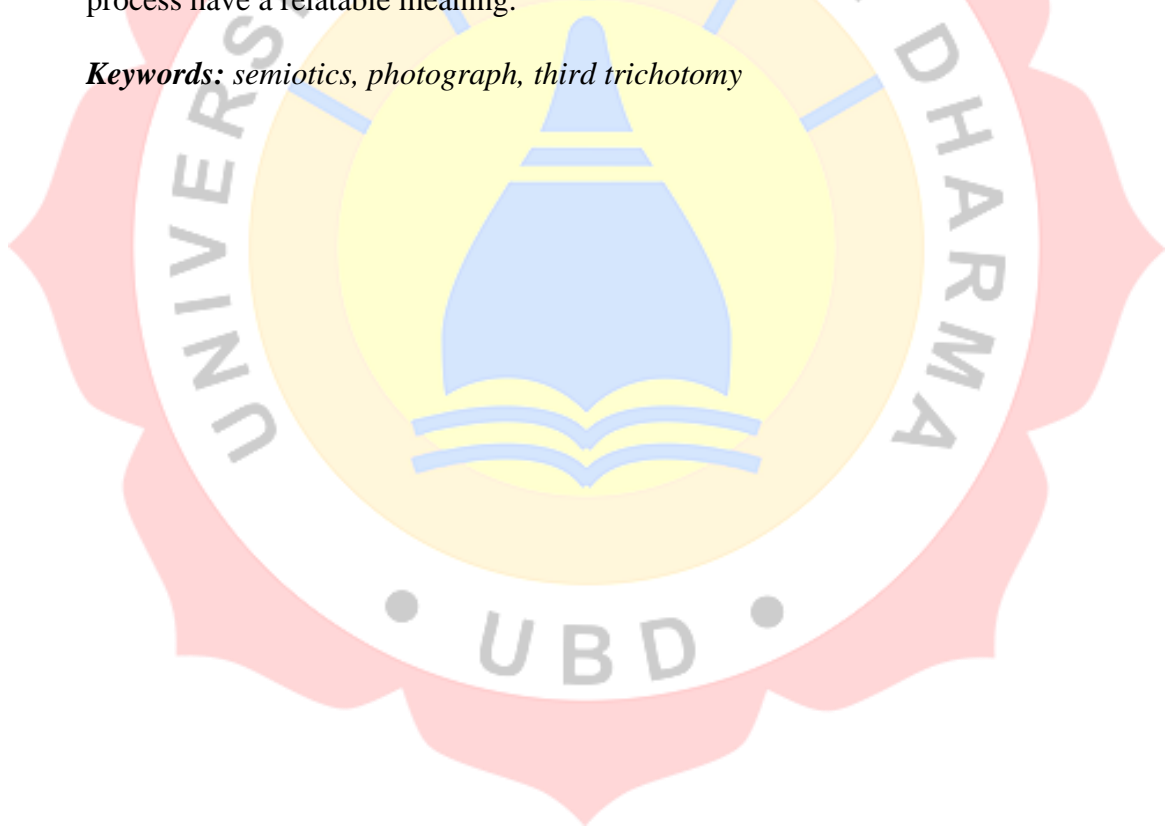
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## ABSTRACT

The topic of this research will be focused on Semiotics. This research aims to understand the process that Peirce's Theory reveals the meaning and the relation between the interpretant and the semiosis process meanings that concern investigating whether the said relation synchronized or not. This research applies a qualitative approach to explain the data. The photographs of Jean Cammas' Instagram account were the source for this research. But, only ten photographs that the writer chooses to do this research. Based on the writer's analysis, the ten photographs of Jean Cammas' are selected because it is memorable and has a unique meaning. After researching with Charles Sanders Peirce's Theory the interpretant and the semiosis process, the writer found there are 11 photographs, 6 rhemes, 11 dicent signs and 5 arguments. There are also 7 signs made up of 3 rhemes, 7 dicent signs, and 6 arguments. From 10 photographs, 9 are synchronized with Semiosis Process and Interpretant and 1 photograph is not synchronized. In conclusion, Peirce's Theory especially the third trichotomy (the interpretant) and the semiosis process have a relatable meaning.

**Keywords:** *semiotics, photograph, third trichotomy*



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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Communication is the way that every human even animals express their feeling. The function of doing communication is to do social interaction between every human in the world. With communication every human can live and help each other. A social interaction can happen because in general, a human is a social creature which cannot live alone. Equal with social interaction, communication also has functions, one of which is to make a new relationship to each human. In this regard, a relationship is like someone who gets a new-friend or a new family since they feel comfortable when doing communication. Another function of communication is to get information. Communication is the important thing in a human's life. Without it, the knowledge and the information cannot be transferred well. In general, people communicate through two ways that are verbal and written.

Mostly, the communication happens verbally through language that people use because it is the easier way to express the idea or opinion of each person. According to Harappa (2020) verbal communication consists of getting your message across using sounds, words, and languages. The statement above explains that verbal communication uses a language as a means of communication because a human gives his or her opinion through sounds and by speech without exception. That means that verbal communication emphasizes on oral speech than body movement. Through verbal communication people can easily understand the

meaning of the object or the topic that they discuss since the messages are well revealed.

People establish verbal communication but also non-verbal communication in their interactions. Harappa, 2020 state that nonverbal communication involves unsaid things like eye movement, body language, and tones. The statement above explains that non-verbal communication mostly used body language as a means of communication. Non-verbal communication mainly covers body language, gesture, and facial expression. When someone can handle their body language, it means they can deliver their messages well through non-verbal communication. According to Yule (2010:147), in the Cooperative Principle he speaks of four maxims, one of which is the maxim of relation i.e., be relevant. It means when people communicate each other, they need to understand the meaning of the topic being discussed to make the communication go smoothly and the messages can be well delivered.

Verbal and non-verbal communication also can be found in a picture. According to Michael Newall (2011: 1) a picture is a representation which can generate the viewer's thought. Picture is made because the painter puts his or her imagination into the works. The works are in forms of drawing, painting, and making a sketch. Mostly, the result of their work seems like a comic, a caricature, a beautiful painting, and many more which could be displayed in a gallery and on website. Hence, such above types of pictures are purely handmade ones from a person because they are drawn by his or her hands which called by painter. After seeing the picture that the painter made, people will get an opinion about the story inside. As usual, the works of the painter has a unique meaning because the author really expresses his or her feeling through the painting, drawing, or the sketch.

Drawing, painting, and sketching are the categories of a picture. In addition, other forms of picture, one of which is photo or photograph.

According to Kriebel (2007:3) as Roland Barthes has called, photograph is a thing that we often see through in order to get information about the world. It is to describe a series of historically contingent processes that, at one time or another, comprised a photograph and the practice of photography. Photograph has a main focus in a story of the photo itself than a picture. Generally, photograph taken by a photographer with camera digital. A photographer is a person who like to take a unique condition of the photo, take an emotional expression of human around them through the photo, and take every little thing which in their opinion, everyone needs to know about the story of photo, said Iversen (2007: 96). There are some reasons why a photograph is taken. First, the photo itself has an unforgettable memory for some people. Second, the photograph has a deep meaning which people who take it would like to convey. Third, they take a photograph to give an information about an accident and share the photograph with others on social media.

Basically, the things which make the form of picture and photograph different is the tool that the author used. Most of the painter use their hands to draw without any technology. However, if a photographer uses the technology to make a good photo like digital camera. In addition, both of them has their own meaning to tell. The painter mostly tells a viewer the meaning of their feeling, but a photographer will make viewers think more about the photo that he or she has taken. It is because what the viewers see is not the same as they mean. This paper will have more focus in a photograph.

In order to understand the meaning of photograph, Segers (2014) said that photograph has some benefits for a human's such as it can be a stress release. When someone take a picture and focus along 30 minutes to the photograph, it can make someone realize how beautiful it is. The photograph also can document the journey life. Photography captures personal communication that would otherwise be lost forever. Through photograph, every human could see they growth from kids to adult. Photograph affords immortality, which everyone could see they grandmother, grandfather, and their great-grandparent.

In addition, there is a relation between photos that people see and the communication through which a message is conveyed by a photographer. Everyone has a different opinion about the object of photograph that they see. It is related to the way the brain works which could give a conception and the communication behavior which means by the actual opinion habit that everyone does every day. According to Littlejohn (2017: 55), the relationship between communication behaviors and the brain: all mental processes involved in social interaction can be reduced to brain activity, different communicator traits are a function of differences in neurobiological functioning, these individual differences in the neurobiological systems are inherited, and situational factors have little impact on traits and temperaments. As the statement above, especially the second relationship "different communicator traits are a function of differences in neurobiological functioning" it means by everyone has a different opinion about the object that they see.

A photograph has many signs of both verbal and non-verbal communication to identify. Verbal communication is in the linguistic forms such as word, phrase, and sentence. According to Jappy (2013: 35) there are six forms of non-verbal



communication as follows: (a) bodily contact is like someone touch the other person wherever they are and in every situation, (b) proximity or interpersonal spacing is how far the space between one and another, (c) facial expression is about someone emotion when doing the speech, (d) gestures is the body movement with meaning and some gestures are culturally distributed, (e) posture is interpersonal attitude and can be an indication of one's emotional state along a tense-relaxed dimension, (f) appearance is a self-representation that the people saw, like personality and mood. Hence, it is not easy for a person to analyze a photograph to get its meaning or message since it often does not use any linguistic forms; it contains a sign in the form of image.

To do so, an appropriate theory of sign in semiotics is needed. Semiotics, one of the branches of linguistics is concerned with everything that can be taken as a sign (Eco 1976: 7). In semiotics, there are many theories of sign. Roland Barthes (1915-1980) used two steps to identify a sign that are from denotation and connotation. Ferdinand de Saussure (1857–1913) used two parts model of sign, that are signifier and signified. Charles Sanders Peirce (1839-1914) used three steps to identify a sign which called by triadic models. Charles Morris (1901-1979) explains that language may be governed by syntactic, semantic, and pragmatic rules (Charles Morris: 1971:25). In this paper, the writer will focus on Charles Sanders Peirce Theory.

Charles Sanders Peirce theory mainly talks about the sign itself and his theory is the complex Semiotics theory. Peirce explains there are three foundational categories. They are firstness, secondness, and thirdness. Firstness is the quality or possibility. Secondness is the category of existence. Thirdness is the category of

mediation are possible illustrations rather than descriptions (Gerard Deledalle, 2000:49). There are also three trichotomies as a further subdivided following the three categories above.

The first trichotomy is the representamen. The representamen divides into three categories, that are qualisign, sinsign, and legisign. The second trichotomy is the object. The object divided into three categories, that are icon, index, and symbol. The third trichotomy is the interpretant. The interpretant also divided into three categories, that are rheme, dicent sign, and argument. A rheme is a sign which is understood to represent its object in its characters merely. A dicent is a sign to describe the fact of interpretant. An argument is a logical reasoning of interpretant or sign of law (Sobur, 2009:41-42). In order to understand the sign, Peirce used a triadic model as the way to analyze the meaning of sign in detail., i.e., the *representamen* is the form which the sign takes (not necessarily material, though usually interpreted as such) – called by some theorists the ‘sign vehicle’. An *interpretant* is not an interpreter but rather the sense made of the sign. An *object* is something beyond the sign to which it refers – a referent (Chandler, 2007: 29).

This research investigates the sign meanings, in particular, non-verbal communication that are in the photographs that were taken by Jean Cammas. Jean is a photographer from Germany, he is really interested in art, especially music and photograph. He thinks that through photography, he can see the strong connection between photography and music. His subject of photography are people and their connection with their environment. His portraits and street photography talk about the relation between the subjects and how they are defined by their surroundings. He took the picture of his best friends which is the great musicians and the activities

of people in Germany. In his photo, the writer will analyze the third trichotomy depending on the interpretant, non-verbal communication, and the relation between the meanings of the third trichotomy and the semiosis process. In this regard, the writer focuses on investigating whether the said relation is synchronized or not.

Related to the theory of sign the writer found the previous study that is about an analysis of John Wick I film (Pauzan, Alfian Asyraq, 2018. *A Semiotic Analysis of the John Wick I Film using Charles Sanders Peirce's Semiotic Theory*, Makassar). Hence, the writer discussed the meaning of every sign in the advertisement. He used Peirce's theory especially the second trichotomy, the object. The object divided into three categories, that are icon, index, and symbol. The writer tries to identify what are the icon, index, and symbol of John Wick I film. The result of his identification is he found a lot of understandable symbols. As such, the writer has decided on conducting this research on the semiotics analysis of photographs as image signs and choosing photographs to become her research object because it is hard for people to understand the meanings of the photographs and also the topic of discussion is interesting to discuss.

Trying to understand the meaning of a photograph can make people have assumptions. For example, when shown a photograph of a woman holding a bag, a person might say or assume that is only a photo of a woman holding the bag. Actually, the photograph does not have only the meaning; it also has another meaning which people assume. The first assumption is the photographer would like to show that the woman has a new bag. The second one is that she brings a lot of things inside the bag. The third one, she brings the bag only to take a picture after that she will put it again in another place. Therefore, not only the photo is an object

to see but it is also a memory that everyone needs to understand. A photograph has a deep meaning if people understand it exactly even though there are many perceptions. Therefore, this research discusses the meanings of photographs as image signs. In this regard, Peirce's theory is used to make the analysis.

## **1.2 Statement of the Problem**

Not only can a photograph serve as a medium for someone to remember his or her past events, but it can also replace thousands of words. However, it is not always easy for people to understand the meanings of a photograph since it has other meanings. Many people might think a photograph is only a thing without a meaning. However, if they know how to understand the meanings or the message of a photo, they can get the reason why the photo is taken. Hence, in this regard, the study focuses on the semiotic analysis of photographs of Jean Cammas', a German photographer, by using Peirce's theory.

## **1.3 Research Questions**

The research questions are formulated as follows:

1. How does Peirce's Theory reveal the meanings of Jean Cammas' photographs?
2. What is the relation between the meanings of the third trichotomy and semiosis process in Jean Cammas' photographs?

## **1.4 Goals and Functions**

With this research, the writer hope that this research could improve our understanding about the three trichotomies, non-verbal communication through the semiosis process of Semiotic Charles Sanders Peirce, and the relation between the meanings of the third trichotomy and the semiosis process. In this regard, the writer focuses on investigating whether the said relation is synchronized or not.

### **1.4.1 Goals**

1. To find how does Peirce's theory reveal the meanings of Jean Cammas' photographs.
2. To get the relation between the meanings of the third trichotomy and the semiosis process in Jean Cammas' photographs.

### **1.4.2 Functions**

1. For the Students

This research can help the students of Buddhi Dharma University to elaborate on Semiotic signs that has been shown in photographs. This study also can expand the knowledge especially for those who wants to make a research about the three trichotomies, and non-verbal communication through semiosis process of Charles Sanders Peirce.

2. For the Writers

As the research questions stated, this research was conduct to aim the answer of every question which are can obtain the detailed explanation about the benefit of Charles Sanders Peirce Theory, to get an understanding about non-verbal communication in a photograph, and the relation between the meanings of the third trichotomy and semiosis

process. In this regard, investigating whether the said relation is synchronized or not.

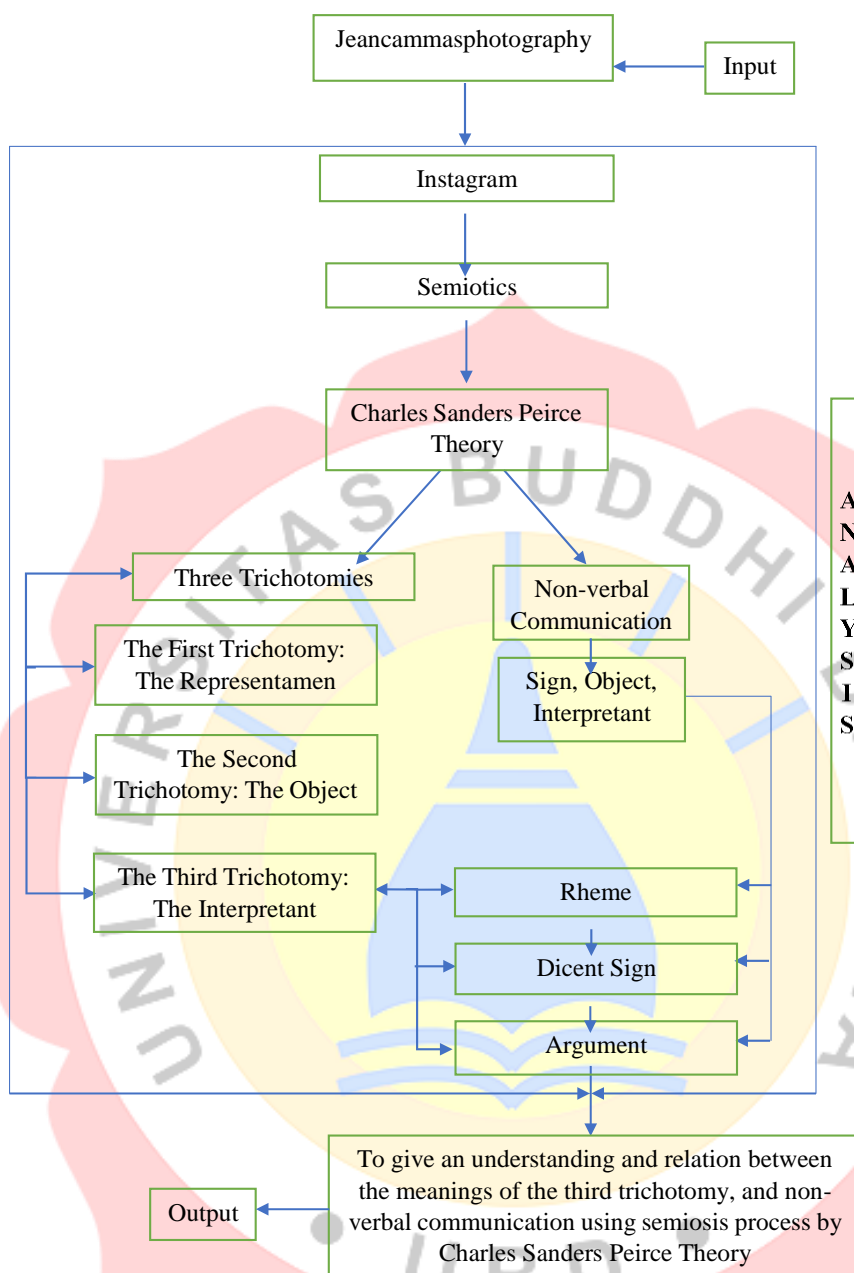
### 3. For the Readers

The function for the General Readers is to make an understanding about the actual meaning of the photographs through Charles Sanders Peirce Semiotic Theory.

#### **1.5 Scope and Limitation**

The scope of this research is discussions on area of interest in semiotics which deal with non-verbal communication – photographs. ‘Semiotics is concerned with everything that can be taken as a sign’ (Eco, 1976: 7). It means by whatever a human does and see, it could be a sign. Being same to a photograph, it is a group of signs. People can find many signs there and they will have their own argument or assumption about the photograph itself. Due to unavoidable circumstances and time, this research is limited to the semiotic analysis of the selected photographs of Jean Cammas’ posted on his Instagram account (July 2020 – February 2021). Peirce’s theory is used. In this regard, Peirce’s third trichotomy is the interpretant, and non-verbal communication.

## 1.6 Conceptual Framework

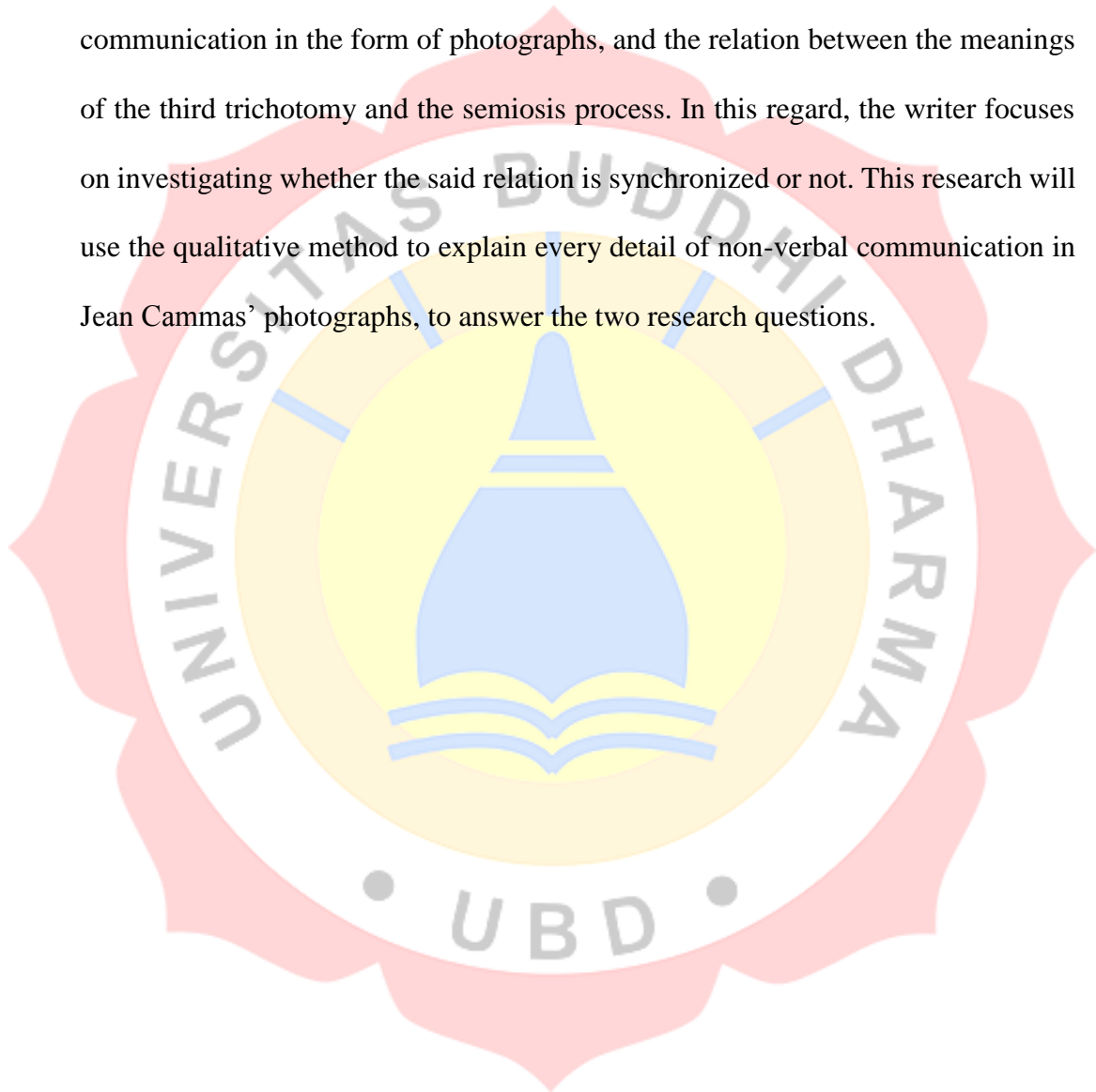


**Figure 1. Conceptual Framework**

As the conceptual framework showed, the writer used an Instagram of Jeancammas's photographs to conduct the research data. It means the source of her thesis is from Instagram. After that, the writer is interested in doing research in the photographs. She employs a relevant theory of semiotics, the branch of linguistics. In this regard, Peirce's theory of semiotics is employed. The theory has three

trichotomies. The first trichotomy is the representamen. The second one is the object, and the third one is the interpretant. In addition, Peirce's theory also has a semiosis process as known as a triadic model.

The writer will focus on the third trichotomy that has rheme, dicent sign, argument, the writer also uses a semiosis process to analyze non-verbal communication in the form of photographs, and the relation between the meanings of the third trichotomy and the semiosis process. In this regard, the writer focuses on investigating whether the said relation is synchronized or not. This research will use the qualitative method to explain every detail of non-verbal communication in Jean Cammas' photographs, to answer the two research questions.





## CHAPTER II

### THEORETICAL BACKGROUND

#### 2.1 Review of Previous Studies

The first previous research is from Alfan Asyraq Pauzan (2018). He was a graduate student of English and Literature Department Adab and Humanities Faculty of Alauddin State Islamic University of Makassar. The title of his thesis is *A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotic Theory*. The researcher used a John Wick 1 film to conduct his research and use Charles Sander Peirce Theory to give more information about the meaning of John Wick 1 film. He found sixteen icons, twelve indexes, and nine symbols in John Wick 1 film, but the researcher only took five icons, three indexes, and three symbols to conduct his research. Icon, index, and symbols that the researcher explained completely support the object explanation.

The second research is from Grace Martheana Dewi (2017). She was a graduate student from Buddhi Dharma University, Tangerang. The title of her thesis is *Appeals and Imperatives Verbal and Nonverbal Signs in the Commuter Line of Jabodetabek through Semiosis Process*. The second researcher used rules and prohibition signs in the commuter line to conduct her thesis and use Peirce's Theory. The signs of rules and prohibition is a verbal and nonverbal form. From 22 signs, she found thirteen signs that are synchronized, five signs are less synchronized, three signs are not synchronized and one sign is unique. Through this

research the researcher explains detailly about every meaning of the signs in commuter line.

The third research is from Dewi Murtaisah (2020). She was a graduate student of English Literature of UIN Maulana Malik Ibrahim Malang. The title of her thesis is *Semiotic Analysis of MEME for Woman at @9gaggirly Instagram Account*. The researcher used Charles Sander Peirce Theory to conduct her thesis and she found there are 27 icons, and 39 symbols from 19 meme images as her data. The researcher analyzed the picture of the meme and she explained the icons and symbols clearly.

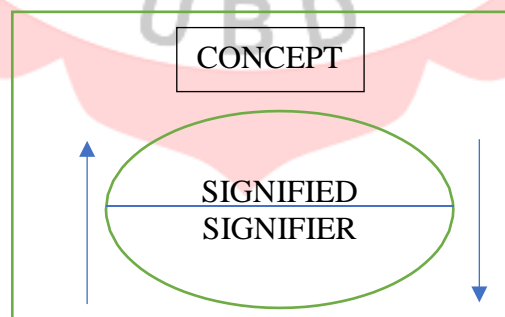
The similarity of the three research above is all of them used semiotic approach Charles Sanders Peirce Theory. They explained completely about the semiosis process in their thesis. The differences between the three studies above with this research is the first and third study, they used the second trichotomy of Peirce which are icon, index, and symbol. But in the second study, she used a semiosis process (representamen, object, and interpretant) to conduct the research. The main focus analysis of this study is a rheme, dicent sign, and argument which is the third trichotomy of Charles Sanders Peirce. Besides that, this research also will explain the relation between the third trichotomy that is the interpretant and the non-verbal communication. The writer focuses on investigating whether the said relation is synchronized or not. The researcher used digital object data from the photographer's Instagram account through the photographs that the photographer took.

## 2.2 Semiotics

“Semiotics is concerned with everything that can be taken as a sign’ (Eco 1976:7). Semiotics involves the study not only of what we refer to as ‘signs’ in everyday speech, but of anything which ‘stands for’ something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects. Contemporary semioticians study signs not in isolation but as part of semiotic ‘sign-systems’ (such as a medium or genre). They study how meanings are made and how reality is represented” (Chandler, 2007:2).

Based on the opinion of the experts above, semiotics is an explainable study with a complete step to describe a photograph or everything that has a sign. Through semiotics the feeling of the sign can be well delivered to the audience. After comprehending the definition of semiotics, there are three experts that will explain more detail how they process the meanings of the signs.

The first is Ferdinand De Saussure. Saussure Theory has a popular concept that consist of signified and signifier. Signified is the object of the sign and signifier is the result of the signified. Both of the concept completed each other. The relation between a signified and signifier called arbitrary.



**Figure 2. Ferdinand de Saussure's Concept of Sign**

Every language is always formed by two factors that are langue and parole. Langue is the structure when the sentences are built. Parole is the variant of the language that depends on the user but still needs to obey the structure of the sentences. The other theory of Saussure is about the relation of each sign. The relation of each sign has a syntagmatic character and paradigmatic character. Syntagmatic character is the relationship between the elements in speech and it is linear. Paradigmatic character is the relationship between the elements in a speech and it is vertical.

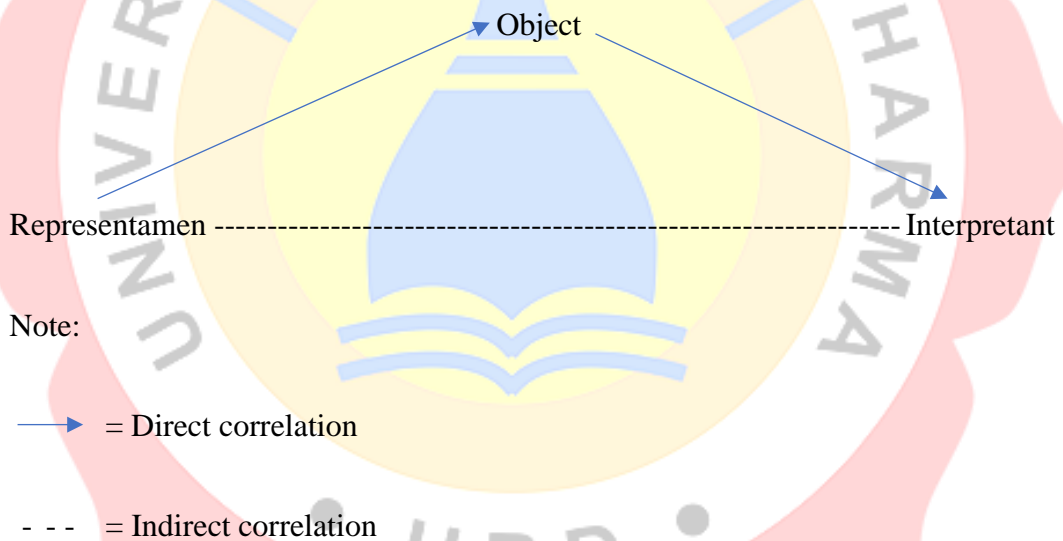
The second is Roland Barthes. Barthes in (Chandler, 2007: 138), in his theory of semiotics develops into two levels of signified, “namely the level of denotation and connotation. Denotation is signified level that explains the relationship signifier and signified in reality, generate meanings explicit, direct, and certainly. Connotation is signified level that explains the relationship signifier and signified in which to operate meaning that is not explicit, indirect, and uncertain.”

Besides the statement above, Barthes also has a concept to analyze a picture that is related to the caption which is called anchorage. Anchorage is the most frequent function of the linguistic message and is commonly found in press photographs and advertisements (Heath, 1977: 40-41). Poster is one of the examples of anchorage. As usual, the poster has a caption to describe what the poster means and it is related to the picture.

The third is Charles Sanders Peirce. In Peirce's own words:

**A sign . . . [in the form of a representamen] is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representamen (Chandler, 2007: 29).**

Peirce's divides his concept into triadic models which are representamen, object, and interpretant. The process of these three models called Semiosis Process. Representamen is the first thing that is realize about the object. Object is the thing that shown or someone see. Interpretant is the result or the meaning of the object. Through this Semiosis Process analyzing a picture will be understandable.



**Figure 3. Charles Sanders Peirce's Concept of Sign**

Peirce Theory is different from Saussure and Barthes which is a dyadic model. Peirce explains that there are three foundational categories, that is firstness, secondness, and thirdness. **Firstness** is a conception of being that is independent of anything else. **Secondness** is the mode of being that is in relation to something else. **Thirdness** is the mediator through which a first and a second are brought into

relation (Desmedt, 2011). This research will emphasize the third trichotomy of Peirce, that is the interpretant. The third trichotomy of Peirce is the unique trichotomy between the three trichotomies that has been explained. The third trichotomy will describe the meaning of the photo which more focuses on the interpretant opinion or based on the audience that looks at the object.

### **A. Three Trichotomies of Charles Sanders Peirce**

Each of the three terms of semiosis is further subdivided following the three categories: thus, we distinguish firstness, secondness and thirdness in the representamen, in representamen-object relations, and in the way the interpretant implements the relationship between representamen and object (Desmedt, 2011).

#### **1. The First Trichotomy: The Representamen (Buchler, 2012: 101-102)**

- Qualisign is a quality which is a sign.
- Sinsign is an actual existent thing or event which is a sign.
- Legisign is a law that is a sign.

#### **2. The Second Trichotomy: The Object (Buchler, 2012: 102)**

- Icon is a sign which refers to the Object that it denotes merely by virtue of characters of its own.
- Index is a sign which refers to the Object that it denotes by virtue of being really affected by that Object.
- Symbol is a sign which refers to the Object that it denotes by virtue of a law, usually an association of general ideas.

### 3. The Third Trichotomy: The Interpretant (Buchler, 2012: 103)

- Rheme is a sign of qualitative possibility, is understood as representing such and such a kind of possible Object.
- Dicent sign is a sign of actual existence.
- Argument is a sign which is understood to represent its object in its character merely.

In this research, the writer will use the third trichotomy to analyze the data.

### **2.3 Signs**

A sign is something which stands to somebody for something in some respect capacity (Buchler, 2012: 99). As the statement above, every sign is intended to everyone and it has a reason why the sign is placed. As usual, the form of a sign can be seen in a place that needs attention, like in a dangerous place. In a dangerous place, everyone can see the warning signs and it can make everyone safer and note the things that they cannot do. A sign also can be placed on the road like the vehicle cannot turn left because the road is special for pedestrians. The description above a sign gives important information to everyone, because it is to notify us to not do like a warning sign said.

### **2.4 Verbal and Non-verbal Communication**

According to the Beginning Communication Principles (2020), verbal communication encompasses both our words and our verbal fillers. Verbal

messages are created through language. Nonverbal communication (also referred to as body language) includes all those ways we communicate without words.

As the statement above, verbal communication is the first and easiest way to have a conversation. Verbal communication emphasizes the speaker to give their ideas through speech or words. The verbal communication can be delivered well if the speaker used a clear word in the conversation. So then, communication can be successful. When the speaker could express their ideas, thoughts, and opinions with a good manner it will make an excellent verbal communication. Verbal communication can be used in formal or informal situations based on the person that the speaker talked with (Business Jargons, 2021).

The non-verbal communication is the second way to have a conversation. Non-verbal communication emphasizes the speaker to do body language or gestures. It means the speaker shares their ideas, thoughts, and opinions mostly with gestures. Non-verbal communication can be successful if the speaker moves their body according to the words that they used. For example, if the speaker says “yes” he or she needs to nod their head. So then, the person could believe what his or her said (helpguide, 2020).

## **2.5 Picture**

According to Michael Newall (2011: 1) a picture is a representation which can generate the viewer’s thought. Picture is made because the author puts his or her imagination into the works. The works are in forms of drawing, painting, and



making a sketch. Hence, such above types of pictures are purely handmade ones from a person because they are drawn by his or her hands.

## **2.6 Photograph**

According to Kriebel (2007: 3) as Roland Barthes has called, photograph is a thing that we often see through in order to get information about the world and it is to describe a series of historically contingent processes that, at one time or another, comprised a photograph and the practice of photography. As usual the person that takes a photograph is called by a photographer. A photographer took a good photograph with their camera digital. They used help from technology to make their works and they capture the moment that they think interesting like a street photograph. According to James Maher (2017), street photograph is a candid photograph of people and humanity. It tells the viewers how the photos connected with the environment.

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Approach

The most general data type in research methodology is qualitative and quantitative research methods. Dörnyei (2007: 36-37) said that qualitative research is ideal for providing contextual conditions and influences. It means for the writer, who claims to explain about the effect of the object research they need to use a qualitative method. The qualitative research method can elaborate the knowledge briefly. The nature of qualitative data is one of the characteristic qualitative research. It says qualitative research works with a wide range of data including recorded interviews, various types of texts (journal, diary entries, documents), and images (photos or videos).

Quantitative research, also known as the scientific method, was closely associated with numerical values and statistics (Dörnyei (2007: 31). One of the main characteristics of quantitative research is using numbers. The single most important feature of quantitative research is, naturally, that it is centered around numbers. Numbers are powerful, as attested to by the discipline of mathematics (Dörnyei (2007: 32). Most people say that the quantitative method is more accurate than the qualitative because different from qualitative research, the quantitative method explains the problem of the research questions with a number. This method encourages the writer to make such a questionnaire then the writer needs to number the result of the questioner.

### **3.2 Data Type**

There are two research methodologies that are generally used, qualitative data and quantitative data. This research used qualitative data to get the result of the analysis.

The writer used the Semiotic theory without any number and count.

### **3.3 Data Source**

Generally, there are two types of data: the first is primary data and the second is secondary data. According to Ajayi (2017: 3), primary data refers to the firsthand data gathered by the writer and the sources of primary data are surveys, observations, questionnaires, and interviews. Secondary data is data collected by someone else earlier and the source of secondary data usually from government publications, websites, books, journal articles, internal records, etc. The type of data that the writer will use is secondary data because the writer used the photo from the photographer that has already existed on Instagram. In addition, the writer is also looking for data that relate to Semiotics theory about a photograph on the internet and some books.

The data source is from an Instagram account of a German Photographer called Jean Cammas. The writer chose his account because he is a professional street photographer. Jean is really interested in art, especially music and photographs. He thinks that through photography, he can see the strong connection between photography and music. The subject of the photograph is the people around him and his friends. His portraits and street photographs talk about the relation between the subjects and how they are defined by their surroundings.

As the description above, Jean is a person who likes to capture every moment that he sees. He has a strong ability to capture a moment and take a picture with every angle that he wants. The writer sees many non-verbal communications needed to analyze in the street photograph, so she took ten of Jean Cammas' photographs for her object research. The first photograph was posted on 31<sup>st</sup> July 2020 (one photograph), the second photograph were posted on 6<sup>th</sup> August 2020 (one photograph), the third was posted on 7<sup>th</sup> August 2020 (one photograph), the fourth was posted on 1<sup>st</sup> September 2020 (one photograph), the fifth was posted on 5<sup>th</sup> September 2020 (one photograph), the sixth was posted on 10<sup>th</sup> September 2020 (one photograph), the seventh was posted on 22<sup>nd</sup> December 2020 (one photograph), the eighth was posted on 9<sup>th</sup> February 2021 (one photograph), the ninth was posted on 14<sup>th</sup> February 2021 (one photograph), and the tenth was posted on 16<sup>th</sup> February 2021 (one photograph). Mostly, the ten photographs deliver the condition in the street when the photo was taken by Jean and one of the photos is his friends.

The writer chooses Jeancammas' photographs as her object research because she thinks that street photographs have many non-verbal communications that need to be analyzed. The writer chooses ten photographs of Jean that have non-verbal communication which everyone needs to understand.

### **3.4 Method of Data Collections**

In this research, the writer collected the data from an Instagram account of Jeancammas', there were three steps as follows first, the writer opened an Instagram and typed the username on the search box "jeancammasphotography". Next, the

writer chose the photographs that she wants to analyze as her object of research. After that, she breaks them down by the theory that she used to analyze the photographs.

### 3.5 Method of Data Analysis

In this part, the writer would like to tell how to analyze the data. The writer looked carefully at the photographs from Jean Cammas to find the non-verbal communication. The writer divides the things in photographs according to Charles Sanders Peirce Theory, the interpretant and finds the non-verbal communication. The writer explained things that include rheme, dicent sign, and argument that showed in photographs. The writer explains briefly the relation between the third trichotomy and the semiosis process. In this regard, investigating whether the said relation is synchronized or not. The writer gives conclusions and suggestions. The example of data analyzing below:



**Figure 4. Jean Cammas' Photograph 1**

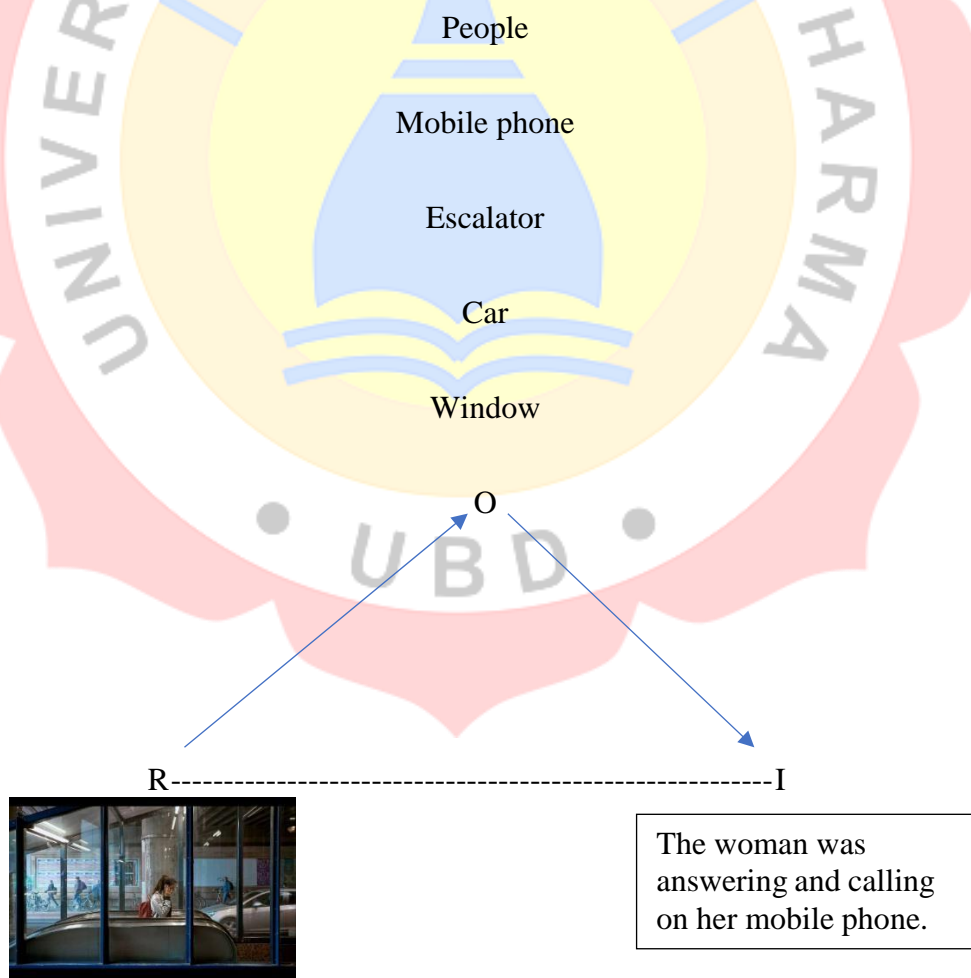
This photograph was taken on 8<sup>th</sup> September 2020. The photographer takes this photo as the condition in the street. So, it is included in a street photograph. To

get the meaning and relation of this photograph, the researcher uses the interpretant analysis and semiosis process.

### A. Analysis of the Photograph based on Interpretant

The interpretant of this photograph includes dicent sign and argument. There is no rheme in this photograph because the sign has an exact meaning, hence there are no multiple interpretations. The dicent sign in this photograph is the woman looks like she is in the call because she is put her phone close to her ear. The argument in this photograph is to tell everyone that if you have a call, you need to hold your phone close to your ear.

### B. Analysis of Non-Verbal Communication through The Semiosis Process



Based on the writer's analysis, the relation of this photograph is synchronized between the meanings of the third trichotomy and the semiosis process. The photograph described that while the woman on the escalator, she was answering and calling the call from her phone.

