INTERPRETATION: A MULTIMODAL FRAMEWORK FOR QUARTER LIFE CRISIS MEME

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ABSTRACT

The objective of this study to analyze the idea of implied meaning from some Quarter Life Crisis meme on Google and Twitter platform, as well as to describe the steps that can be taken by using proper English grammatical rules to improve the meaning interpretation. Kress and Leeuwen's theories of language errors were used in the study. This study employs a descriptive-analytic approach. The investigation of an event, twitter post, or act is used to determine the true situation. This research is carried out by describing the data and information obtained, the writer used scientific journals, the sources are downloaded from the internet, as well as through visual media such as visual images from the Google and Twitter platform, and the conclusion of the analysis results will be presented at the end. It has been discovered that memes can be used to deliver a specific message, as a medium for mass communication, and as a form of entertainment. The findings of the study expected to suggest that the reader will get benefit from having a better understanding of the meaning of the meme, that the reader will get benefit from having a more complete understanding of the message, and that the reader will benefit from having a better understanding of the entertainment value of the meme. As a result, the information will be understandable to the reader.
Keywords: Multimodal Analysis, Quarter Life Crisis, Meme.

INTRODUCTION

The combination of visual and linguistic information from the two modes is called Multimodality. The study of Multimodality necessitates a thorough examination of the characteristics and parts of images. According to Kress and van Leeuwen (2006), each component of a multimodal text is given credit for having possible meaning. Therefore, they must collaborate to create sense. According to Kress and van Leeuwen (2006), the approach to strengthen and complete its purpose is through the simultaneous application of many semiotic modes. Verbal and visual language must be integrated to convey the appropriate message and make communication easy to understand. A new paradigm in discourse studies called multimodality discourse analysis expands language study to include language and other resources such as visuals, scientific symbolism, gesture, action, music, and sound (O'Halloran, 2011). In contrast to focusing solely on language, multimodal discourse analysis (MDA) examines how meaning is created across a variety of communication modalities. For instance, the usage of social media helps viewers understand how hearing, gestures, action, sound, visuals, and interaction all work together to convey meaning. As a result, multimodality analysis may facilitate the understanding of social media from both language and nonlinguistic perspectives. A large group of people on social media platforms such as Facebook, Instagram, and Twitter use memes to convey or express their feeling and opinion instead of just using text. Meme is an idea, habit, or trend that travels among individuals in a culture. The term "meme" was introduced by Richard Dawkins. Ideas, theories, applications, practices, songs, dances, and the mood are all examples of memes, in accordance with Dawkins' theory. Memes have created a new way for the Internet culture to incorporate numerous elements like creativity, art, message, and humor. Memes now have the ability to convey emotions, depict a state or situation, and critique certain phenomena. Memes are now thought of as a new form of media that can be utilized for both entertainment and message delivery. The spread of memes is

becoming more prevalent right now. This is due to how quickly a meme may spread on social media platforms like Twitter, Instagram, Facebook, Line, and others. Many social media accounts frequently post memes with thoughts or on different subjects.

In creating the grammar of visual design and outlining the three metafunctions in a visual image, Kress & van Leeuwen (2006) incorporated Halliday's notion of Systemic Functional Linguistics (2004). Halliday's theory focuses more on verbal analysis, but to fully comprehend verbal mode, one must consider other sign systems used in social practice. Both approaches can analyze how the two methods interact to provide the whole meaning for interpreting the posted tweet. This is the primary reason the researcher chose to explore multimodality on Twitter utilizing the related theories.

The text-picture combinations presented by the image macro meme have intriguing pragmatic consequences (Yus 2011). Consider one type of meme in particular: the image macro meme, which consists of one or more lines of text at the top, one or more lines of text at the bottom, and a single image in the middle. Therefore, in this study focus on how people perceive the meaning of the memes created using the hashtag #Quarter Life Crisis (QLC) on Twitter. Using multimodality analysis, the meaning of that meme will be interpreted and examined.

METHODS

The research object is a meme that was screenshot by the writer from Twitter and posted by a random user using the hashtag Quarter Life Crisis (QLC). Researchers are looking for information about the meaning of memes, which take the form of picture without any caption. The writer's research method in this study is qualitative research methods. The goal of using a qualitative approach is for the writer to be able to describe the reality behind the phenomena associated with meme analysis.

The data collection technique is a method for gathering data. Selecting existing Meme from the random user of Twitter who posted meme with Quarter-life Crisis hashtag. The Memes chosen by the writer are the memes in a form of picture with some text.

- Taking screenshot of Meme who have chosen to serve the data and then analyzed by the writer. After all the data has been collected, then the data will be analyzed by the author.
  The stages of the process of data analysis are as follows:
- analyze the various elements that exist in the meme in the form of: language, text, typography, color, expression, character, graphic design and illustration or words that exist in meme with other aspects related.
- interpret the meaning of what is produced from the process of analysis, uses the method of Multimodality Analysis and draws conclusions from the meme.

RESULT AND DISCUSSION

Regarding to the interpretation of a meme, the writer employs Multimodality Analysis by Kress and van Leeuwen (2006). Multimodality can be understood in the context of text analysis as an analytical procedure that combines aspects and linguistic analysis steps such as Semantics and Discourse. When text is analyzed to understand the picture, two modes, verbal and images, can be used to convey the message to be conveyed, as well as the meanings, representation of perspective, and meaning of visual images that will be offered. Visual communication, writing, art, typography, drawing, graphic design, illustration, and color are all used in its delivery.
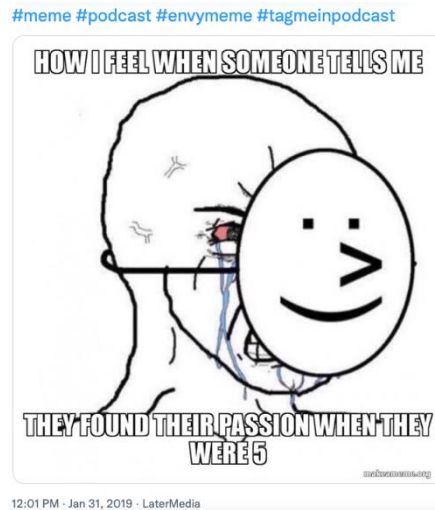
Picture 1. The face using a fake mask to hide the real one.

Picture 1 above represents a meme of a crying or sad face hidden behind a mask in a smiling state, with writing or captions combined from above and below the picture: How I feel when someone tells me they found their passion when they were 5. According to the picture that was presented, it is possible to see that the person who created the meme or the person who delivered the meme expressed a pretending gesture to look happy when, in reality, the situation was the exact opposite of what was being represented in the picture. Moreover, the person who came up with the meme or the person who made it wrote in the caption that he disagreed with the viewpoint of some people who are only 5 years old regarding their passion, stating that he is an adult who has been in that position before and that he has learned from his previous experience. Because of this opinion, it is possible to draw the conclusion that he is currently experiencing a quarter-life crisis.
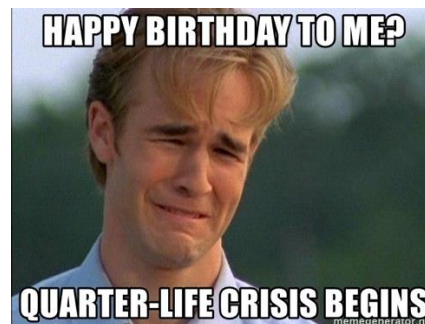

Picture 2. Quarter-life Crisis Birthday

Picture 2 above is a visual representation of the image of a man who puts on a sad face without tears. The image is accompanied by the caption: Happy Birthday to me? Quarter-life crisis begins. It is possible, based on the caption, to draw the conclusion that the day he made the meme was also the day he celebrated his birthday and was about to begin his life in middle age. This conclusion is supported by the sad face that was added to the meme, which suggests that he was not happy or that he was not ready to begin it.

Picture 3. The Simpsons meme of Quarter-life Crisis

Picture 3 presents an image of The Simpsons cartoon character to reveal a surprising face and appears to be carrying a jar containing an illustration of a brain with water in it visually, and includes the caption: 'Numbing your feelings with drugs and destructive behavior to avoid the reality of getting old, relationship problems, and the life you've built for yourself crumbling around you' above the image and the caption 'it's a bliss' below the image. The interpretation of the meme can be drawn that the creator of the meme or the one who continued it with the post conveyed negative behavior that indicated an unusual act. In general, socially the act of putting the brain in a jar is not in accordance with the rules of ethics. but that's how it happened that the person who delivered the meme was not acceptable to face the quarter-life crisis phase.
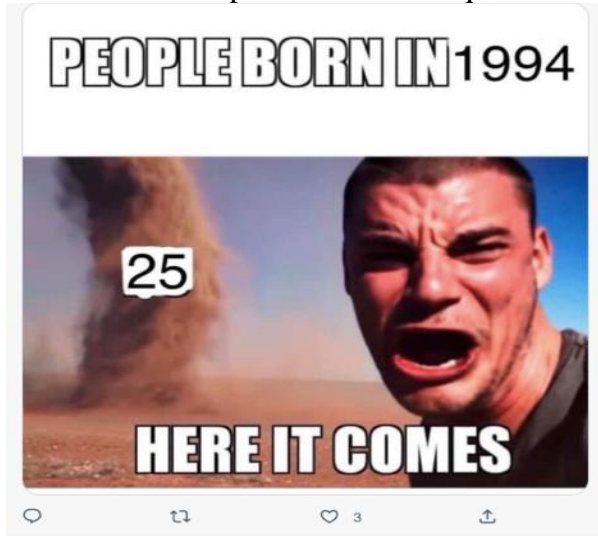
Picture 4. A man with red face

Picture 4 visually shows a man's face turning red and a sand vortex chasing him. From his gestures we can see him screaming with his mouth open while saying 'no'. Even though the picture doesn't make a caption leading to the quarter-life crisis, but we can know that the picture is a meme for the quarter-life crisis, it can be seen from the numbers in the sand vortex showing the number 25 which means middle age. The man's face was red as if he was screaming not ready to be chased by the fact that he was about to enter the age of 25.

Me 5 years ago: by the time I'm 25, I'm gonna have a house, 6 figures, an Audi & no debt.
Life:
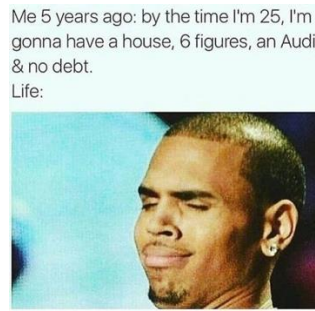
Picture 5. Past expectation

Picture 5 above shows an annoying face, there is a caption containing: Me 5 years ago: by the time I'm 25, I'm gonna have a house, 6 figures, an Audi & no debt, above the picture of the man, and the words life under the caption. The man's gesture leads to negative behavior. Socially, the picture shows that at the age of 25, he had many expectations, but his perceived life was inversely proportional to those expectations, which caused him to be in the quarter-life crisis phase.

CONCLUSION

Memes can currently be used as a means of spreading entertainment and messages, the author found after utilizing the Multimodality Analysis approach to analyze them. because memes are now widely accepted among internet users.

Based on the analysis of memes performed using the Multimodality Analysis method, it is also possible to conclude that memes have developed into a significant communication tool that is widely used by internet users worldwide to convey messages. The entertainment value of a meme can serve as a sign of its intended meaning. Memes can also take the shape of visual images that blend text and images for humor.

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