

**STEREOTYPING SOVIET UNION THROUGH WORDS AND IMAGES:
UNDERSTANDING MEMES USING VISUAL AND FUNCTIONAL
GRAMMARS**



An Undergraduate Thesis

Submitted as a partial fulfillment of the requirements

for *Sarjana Sastra* Degree

Chavid Rozan Yosandhi

1909010003

ENGLISH DEPARTMENT

FACULTY OF CULTURAL SCIENCES AND COMMUNICATION

UNIVERSITAS MUHAMMADIYAH PURWOKERTO

2024

APPROVAL SHEET


This is to certify that this graduating paper entitled “STEREOTYPING SOVIET UNION THROUGH WORDS AND IMAGES: UNDERSTANDING MEMES USING VISUAL AND FUNCTIONAL GRAMMARS” by Chavid Rozan


Yosandhi has been approved by the advisor(s) and the Head of the English Department to be examined by the Board of Examiners.

Purwokerto, January 2024

Head of English Department

Advisor


Sulasih Nurhayati, S.S., M.Hum.
NIK. 2160274


Khristianto, S.S, M.Hum.
NIK. 2160369

VALIDATION SHEET

**STEREOTYPING SOVIET UNION THROUGH WORDS AND IMAGES:
UNDERSTANDING MEMES USING VISUAL AND FUNCTIONAL
GRAMMARS**

An Undergraduate Paper

by
Chavid Rozan Yosandhi
1909010003

has been examined and approved by the Board of Examiners as one of the requirements for Sarjana Sastra degree on

THE BOARD OF EXAMINERS

Chairperson

Khristianto, S.S., M.Hum.
NIK. 2160369.

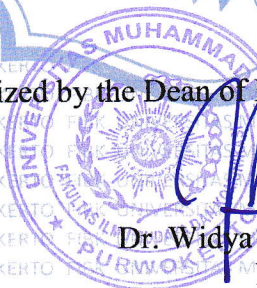
First Examiner

Fitri Rakhmawati, S.S., M.Pd
NIK. 2160513

Second Examiner

Ambar Pujiyatno, S.S., M.Hum.
NIK. 2160208

Legalized by the Dean of Faculty of Sciences and Communication


Dr. Widya Nirmalawati, S.S., M.A.
NIK. 2160370

STATEMENT OF ORIGINALITY

Name : Chavid Rozan Yosandhi

Student Number : 1909010003

I, the do with this researcher of the undergraduate thesis titled "STEREOTYPING SOVIET UNION THROUGH WORDS AND IMAGES: UNDERSTANDING MEMES USING VISUAL AND FUNCTIONAL GRAMMARS" herewith vouch and assert that the material in this thesis has not previously been submitted and published for a degree in any university and that any referenced-quotations are shown in the arrangement of citations and bibliography. If it is later discovered that this undergraduate thesis contains partially or entirely plagiarized passages from other literary works of any kind, the researcher will accept the consequence.

Purwokerto, January 2024



Chavid Rozan Yosandhi

HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI SKRIPSI UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika Universitas Muhammadiyah Purwokerto dan demi pengembangan ilmu pengetahuan, saya yang bertanda tangan di bawah ini :

Nama : Chavid Rozan Yosandhi
NIM : 1909010003
Program Studi : Sastra Inggris
Fakultas : Ilmu Budaya dan Komunikasi
Perguruan Tinggi : Universitas Muhammadiyah Purwokerto
Jenis karya : Skripsi

menyetujui untuk memberikan Hak Bebas Royalti Noneksklusif (*Non-exclusive Royalty-Free Right*) kepada Universitas Muhammadiyah Purwokerto atas karya ilmiah saya yang berjudul:

"Stereotyping Soviet Union Through Words And Images: Understanding Memes Using Visual And Functional Grammars"

beserta perangkat yang ada (jika diperlukan). Dengan Hak Bebas Royalti Noneksklusif ini Universitas Muhammadiyah Purwokerto berhak menyimpan, mengalihmedia/ mengalihformatkan, mengelola dalam bentuk pangkalan data (*database*), merawat, dan mempublikasikan tugas akhir saya dengan tetap mencantumkan nama saya sebagai penulis/ pencipta dan sebagai pemilik Hak Cipta.

Pernyataan ini saya buat dengan sebenarnya.

Dibuat di : Purwokerto

Pada tanggal : 25, Januari 2024

Yang menyatakan,



Chavid Rozan Yosandhi

DEDICATION

The writer dedicates this thesis to his parents and himself



ACKNOWLEDGEMENTS

First, Praise and gratitude to Allah SWT, who has given us health, grace and guidance. not forgetting the sholawat and greetings always bestowed on the Rasulullah Muhammad SAW. So that I am still given the opportunity to complete this thesis. For the grace and ease that Allah gives, finally this simple thesis can be completed. Although far from perfect, I am proud to have reached this point, which finally this thesis can be completed at the right time.

With this, I would like to take this opportunity to dedicated this thesis to all of them who have prayed, supported, and motivated for me in completing this thesis to:

1. The honorable Dean of Faculty of Cultural Sciences and Communication, Dr. Widya Nirmalawati, S.S., M.A.
2. The honorable Head of English Departement, Mrs. Sulasih Nurhayati, S.S., M.Hum.
3. My honorable, Mr. Khristianto, S.S., M.Hum, as my thesis advisor who patiently guiding and advising taught me to write this thesis until it was finished.
4. Mr. Ambar Pujiyatno, S.S., M.Hum, and Mrs. Fitri Rakhmawati, S.S., M.Pd who have provided a lot of knowledge to me during the thesis work.
5. All lecturers and staffs from the Faculty of Cultural Science and Communication who gave me new knowledge and experience.

6. My beloved parents, Mr. Sudarso and Mrs. Dian Nur Aeni who have given endless love, support and pray for me for the success of my life, I am grateful for having you by my side. This thesis is absolutely also theirs.
7. My beloved family who always gave me support. So, I can complete this thesis.
8. For her, my partner love and war. And who always motivate, cheer me up, and stand by me every time I need.
9. Daffa, Indro, Yusuf member of *Sahabat Ahli Surga* group who always have given support and motivation.
10. Friends of *Sasing Jilid 2*

As well as all those who have helped me who cannot be mentioned one by one. May Allah SWT bestow His blessings and guides upon us all. And hopefully this thesis can be helpful for all of us.

Purwokerto, January 2024

Chavid Rozan Yosandhi

ABSTRACT

This research aims to describe the meaning of Soviet Union memes through their visual and verbal signs, and to disclose the meaning behind them. The methodology involves a descriptive qualitative research approach. The data are memes containing an issue of Soviet Union, containing pictures and words. The analysis was done by applying Halliday's transitivity (Halliday & Mathiessen: 2014), used to analyze the texts at the clause level, and Kress and Leuween's visual grammar (2006) to discern the visual elements in them. Then, they were interpreted by applying Intersemiotic-Relation Comparative theory (Liu & O'Halloran, 2009) for grasping the stereotype related to the context of the Soviet Union. The findings are revealed that the memes in this study consist of several memes that contain satire and dark humor, with purpose to mockery of the history of the Soviet Union, reflecting modern society's views and criticisms of the Soviet Union government. The implications of the research highlight that memes are not just humorous images, but also a means to express views and criticize Soviet history, thus offering new insights into the influence of media and culture in shaping negative public perceptions of the Soviet Union.

Keywords: *Meme, Soviet Union, Multimodality, Visual Grammar, Transitivity, Intersemiotic*

INTISARI

Penelitian ini bertujuan untuk mendeskripsikan makna meme Uni Soviet melalui tanda-tanda visual dan verbal, serta mengungkap makna di baliknya. Metodologi yang digunakan adalah pendekatan penelitian kualitatif deskriptif. Data yang digunakan adalah meme yang mengandung isu Uni Soviet, yang terdiri dari gambar dan kata-kata. Analisis dilakukan dengan menerapkan transitivitas Halliday (Halliday & Mathiessen: 2014), yang digunakan untuk menganalisis teks pada tingkat klausa, dan tata bahasa visual Kress dan Leuween (2006) untuk melihat elemen visual di dalamnya. Kemudian, meme-meme tersebut diinterpretasikan dengan menerapkan teori Intersemiotic-Relation Comparative (Liu & O'Halloran, 2009) untuk memahami stereotip yang mendasari terkait konteks sejarah dan politik Uni Soviet. Temuan menunjukkan bahwa meme-meme dari penelitian ini terdiri dari beberapa humor satir, dan humor gelap yang bertujuan untuk mengejek sejarah Uni Soviet, yang merefleksikan pandangan dan kritik masyarakat modern terhadap pemerintah Uni Soviet. Implikasi dari penelitian ini menyoroti bahwa meme bukan hanya gambar lucu, tetapi juga sarana untuk mengekspresikan pandangan dan mengkritik sejarah Soviet, sehingga menawarkan wawasan baru tentang pengaruh media dan budaya dalam membentuk persepsi publik yang negatif terhadap Uni Soviet.

Keywords: *Meme, Uni Soviet, Multimodalitas, Tata Bahasa Visual, Transitivitas, Intersemiotik*

TABLE OF CONTENT

APPROVAL SHEET	Error! Bookmark not defined.
VALIDATION SHEET.....	ii
STATEMENT OF ORIGINALITY	Error! Bookmark not defined.
DEDICATION.....	v
ACKNOWLEDGEMENTS.....	vi
ABSTRACT	viii
INTISARI.....	ix
TABLE OF CONTENT	x
LIST OF TABLE.....	xii
CHAPTER I.....	1
A.1 Background of the Research	1
A.2 Problem of the Research	5
A.3 Objective of the Research	5
A.4 Significance of the Research.....	5
A.5 Limitation of the Research.....	6
A.6 Definition of Key Terms.....	6
A.6.1 Meme	6
A.6.2 Soviet Union.....	6
A.6.3 Multimodality	7
A.6.4 Visual Grammar.....	7
A.6.5 Transitivity	8
A.6.6 Intersemiotic.....	8
A.7 Organization of the Research Report.....	8
CHAPTER II	10
B.1 Theoretical Framework	10
B.1.1 Multimodal Discourse Analysis.....	10
B.1.2 Visual Grammar Analysis	12
B.1.3 Ideational Meaning.....	13

B.1.4 Transitivity SFL (Systemic Functional Linguistics)	15
B.1.6 Intersemiotic-Relation	16
B.1.6 Meme Concept	18
B.1.5 Uni-Soviet Meme	19
B.1.6 Uni Soviet	20
B.1.7 Meme Website	21
B.2 Review of Related Research	22
CHAPTER III	26
C.1 Design of the Research	26
C.2 Research Procedure	26
C.3 Data Collection Technique	27
C.4 Data Analysis	27
CHAPTER IV	29
D.I Data Description	29
D.2 Data Analysis	29
D.3 Finding and Discussion	30
Data 1	30
Data 2	37
Data 3	40
Data 4	43
Data 5	46
Data 6	49
Data 7	53
Data 8	56
Data 9	59
Data 10	62
CHAPTER V	66
E.1 Conclusion	66
E.2 Suggestion	68
REFERENCES	70

LIST OF TABLE

Table 1.....	16
Table 2.....	31
Table 3.....	38
Table 4.....	41
Table 5.....	41
Table 6.....	44
Table 7.....	47
Table 8.....	47
Table 9.....	50
Table 10.....	50
Table 11.....	50
Table 12.....	54
Table 13.....	57
Table 14.....	60
Table 15.....	63
Table 16.....	64