

# Teknologi karikatur : Reprsentasi iPhone dalam gambar satir 9GAG = Caricature of technology : The Representations of iPhone in 9GAG picture satire

Tara Ferakanita, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404830&lokasi=lokal>

---

## Abstrak

[<b>ABSTRAK</b><br>

Tulisan ini membahas bagaimana 17 postingan gambar di 9GAG menggambarkan citra iPhone terhadap kerangka pemikiran dari analitis semiotik, yang dianalisis melalui tanda-tanda dan simbol-simbol dalam gambar.

Gambar-gambar tersebut menjadi sangat populer dan kontroversial di kalangan pengguna 9GAG sejak muncul

dalam halaman 9GAG Hot Thread karena konten yang bersifat satir dan representatif. Tulisan ini akan menunjukkan bahwa gambar-gambar tersebut adalah media bagi pengguna 9GAG untuk menyampaikan pemikiran mereka tentang iPhone. Dengan demikian, penelitian ini bertujuan untuk mengetahui bagaimana citra

merek digambarkan dalam postingan 9GAG untuk melawan pendapat umum bahwa gambar-gambar tersebut

hanya berfungsi sebagai lelucon gambar. Untuk menganalisis masalah ini, pendekatan utama yang digunakan

adalah teori semiotik Charles Sander Peirce tentang tanda-tanda dan simbol-simbol yang digunakan untuk meneliti citra rapuh iPhone, penggambaran fitur dan spesifikasi iPhone, dan citra "eksklusif" pada iPhone. Sebagai kesimpulan, analisis menunjukkan citra negatif mengenai beberapa kritik terhadap merek iPhone.

<hr>

<b>ABSTRACT</b><br>

This paper examines how 17 pictures posts in 9gag represent1 iPhone?s images by using semiotic analytical frameworks through the signs and the symbols in the pictures. The pictures have been very popular and controversial among 9gaggers due to their satire2 and representative content. This paper will show that the pictures are 9gaggers? medium to deliver their idea about iPhone. Thus, the research aims at determining how

brand images are represented in 9gag posts in order to counter the general belief that the pictures only serve as a

joke. To analyse the issue, the major approach used is Charles Sander Peirce?s semiotical theories on signs and

symbols, which is used to scrutinise the iPhone fragility image, iPhone features and specifications image, and

iPhone ?exclusive? image. As a conclusion, the analysis shows the negative images regarding some critiques against iPhone brand.;This paper examines how 17 pictures posts in 9gag represent1 iPhone?s images by using semiotic analytical

frameworks through the signs and the symbols in the pictures. The pictures have been very popular and

controversial among 9gaggers due to their satire<sup>2</sup> and representative content. This paper will show that the pictures are 9gaggers' medium to deliver their idea about iPhone. Thus, the research aims at determining how brand images are represented in 9gag posts in order to counter the general belief that the pictures only serve as a joke. To analyse the issue, the major approach used is Charles Sander Peirce's semiotical theories on signs and symbols, which is used to scrutinise the iPhone fragility image, iPhone features and specifications image, and iPhone "exclusive" image. As a conclusion, the analysis shows the negative images regarding some critiques against iPhone brand., This paper examines how 17 pictures posts in 9gag represent1 iPhone's images by using semiotic analytical frameworks through the signs and the symbols in the pictures. The pictures have been very popular and controversial among 9gaggers due to their satire<sup>2</sup> and representative content. This paper will show that the pictures are 9gaggers' medium to deliver their idea about iPhone. Thus, the research aims at determining how brand images are represented in 9gag posts in order to counter the general belief that the pictures only serve as a joke. To analyse the issue, the major approach used is Charles Sander Peirce's semiotical theories on signs and symbols, which is used to scrutinise the iPhone fragility image, iPhone features and specifications image, and iPhone "exclusive" image. As a conclusion, the analysis shows the negative images regarding some critiques against iPhone brand.]