

## **ABSTRACT**

Muhammad Nur Fachri Firdaus, 2024 “MEANING OF INTERNET MEMES ASSOCIATED WITH INDONESIAN HIGH SCHOOL: A MULTIMODAL ANALYSIS” English Education Department. Faculty of Educational Science and Teachers’ Training. Siliwangi University, Tasikmalaya

Internet memes are a type of digital media that contains photos or images that have funny elements or have certain meanings. Internet memes are adaptive and can be related to various concepts or themes. One of them is about education, especially high school education. The purpose of this research is to find out the meaning of internet memes related to high school in Indonesia. The memes used come from Facebook because Facebook is one of the social media in Indonesia that is most active in sharing internet memes. This research method uses one form of Discourse Analysis, namely Multimodal Analysis. Data collection used Document Analysis. The data was analyzed using Visual Grammar Framework (Kress & van Leeuwen, 2006). The results show that of the four internet memes analyzed, all four have different concepts and objectives based on four themes, Framing and Salience, Modality and Representative Choices, Symbolism and Visual Codes, and Social Semiotics and Contextual Meaning. In Framing and Salience, the four memes have different center placements, such as centered in the middle, left and right, and top left-top right-top right-bottom left. In Modality and Representative Choices, the four memes used characters and settings have a specific purpose according to the context. This shows that the use of images in internet memes is not always random. In Symbolism and Visual Codes, it is described that the use of certain images or poses has a special meaning that clarifies the context in the meme itself, such as a special handshake that means close brotherhood, a terrible face that means wrath and horror, and a backward and brooding posture that means sadness or thinking about sad things. Social Semiotics and Contextual Meaning explain the context of the memes based on the social elements that apply in that environment, such as telling experiences, unique events, and even forms of satire. The implication of this research is to provide a view for teachers to understand memes related to high school in Indonesia which usually contain experiences or satire of the education system itself.

**Keywords:** Multimodal analysis, Internet meme, high school