

TABLE OF CONTENTS

APPROVAL	ii
PERNYATAAN	iv
ABSTRAK	v
ABSTRACT	vi
PREFACE	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENT	x
CHAPTER 1 INTRODUCTION	1
1.1 Background of The Research	1
1.2 Formulation of The Problems	2
1.3. Operational Definition	2
1.4. Aims of The Research.....	3
1.5 Significance of The Research.....	3
CHAPTER 2 LITERATURE REVIEW	4
2.1. Internet Memes	4
2.2. Picture Analysis.....	5
2.3. Multimodal Analysis	7
CHAPTER 3 RESEARCH PROCEDURES	10
3.1. Research Design	10
3.2. Corpus of The Data.....	10

3.3. Data Collection.....	12
3.4. Data Analysis	13
CHAPTER 4 FINDING AND DISCUSSION	18
4.1. Framing and Salience.....	18
4.2. Modality and Representation Choices	21
4.3. Symbolism and Visual Codes	23
4.4. Social Semiotics and Contextual Meaning	24
CHAPTER 5 CONCLUSION AND SUGGESTION.....	29
5.1. Conclusion.....	29
5.2. Suggestion	30
REFERENCES	31
ENCLOSURES	35