

MEME IN 'SMARTPHOWNED' FACEBOOK ACCOUNT**MEME Dalam Akun Facebook 'smartphOWNED'****Haifasyadza Azhar Fauziyyah¹, Asih Prihandini²**^{1,2} Program Studi Sastra Inggris, Universitas Komputer Indonesia,
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Abstrak: Penelitian ini bertujuan untuk menemukan dan menganalisis meme yang digunakan dalam akun Facebook "SmartphOWNED". Meme adalah ide, kebiasaan atau gaya yang menyebar dari orang ke orang dalam suatu budaya (Diaz, 2013: 84) dan Buchel (2012: 29). Meme ditulis dalam berbagai bentuk dan memiliki makna kontekstual. Metode yang digunakan dalam penelitian ini adalah metode kualitatif. Data diambil secara acak dari Google dalam mode tangkapan layar kemudian dipilih. Setelah memilih data, mereka dianalisis untuk memenuhi tujuan penelitian. Hasil penelitian menunjukkan bahwa beberapa meme yang digunakan dalam akun Facebook "SmartphOWNED" ditulis dalam bentuk akronim dan beberapa lainnya dalam bentuk morfem bebas. Mereka digunakan dalam mengobrol di internet untuk membuat wacana humor dalam obrolannya. Kata-kata yang digunakan dalam data memiliki makna denotatif dan secara kontekstual mewakili wacana humor. Salah satu alasannya disebut memiliki wacana humor karena diucapkan dalam bentuk homofon yang mengakibatkan munculnya kesalahpahaman di antara pembicara dalam singkatannya. Permainan bahasa yang ditemukan dalam penelitian memiliki efek untuk membuat wacana humor dengan menggambarkan beberapa alasan.

Kata kunci: Bahasa Permainan, Wacana Humor, Percakapan di Internet

Abstract: *The research aims to find and analyze meme used in "SmartphOWNED" Facebook account. Meme is an idea, habit or style that spread from person to person in a culture (Diaz, 2013: 84) and Buchel (2012: 29). It is written in kinds of form and has contextual meaning. Method used in this research is qualitative method. The data were taken randomly from Google in screen capture mode then were selected. After selecting the data, they are analyzed in order to meet the aims of the research. The result of the research shows that some meme used in "SmartphOWNED" Facebook account written in an acronym and some others are in a free morpheme. They are used in net chatting to make humor discourse on the chat room. The words used in the data have denotative meaning and contextually represent a humor discourse. One of the reason it represents a humor discourse since it is spoken in a homophone form then results the misunderstanding among the speaker about the stands for the acronym. Game of language found in the research has effect to make a humor discourse by representing some reasons.*

Keywords: *Game of Language, Humor Discourse, Net chatting*

1. INTRODUCTION

Language has been evolved from the past until now. Language can be delivered both by spoken language and written language. This research used data from written one. One example of written language is in a chat room. Chat or we also known as chatting is the process of communicating, interacting, and exchanging messages. It involves when two or more individuals that communicate through a chat-enable service or software. Sometimes we are talking seriously about something in chatting. However, with little bit a humor on that chatting,

we can relax to read it and liquefy the situation between the sender and the receiver. Therefore there is game of language that makes a humor discourse and it's made to be a meme.

This phenomenon about meme in net chatting is very popular for netizens in the world, especially for teens. Meme is an idea, behavior, or style that spreads from person to person within a culture often with the aim of conveying a particular phenomenon, theme, or meaning represented by the meme. Some experts said that meme is an idea, habit or style that spread from person to person in a culture (Diaz, 2013: 84) and Buchel (2012: 29). They explains that memes are written and are often accompanied by certain images, photographs, and characters.

This article represents a research about kind of meme used in used in "SmartphOWNED" Facebook account. It was found that there is a game of language that has effect to make a humor discourse by representing some reasons and make it to be a funny chat.

2. FACEBOOK

Facebook is one of social media used by many people in this digital era. This social media give many features on it. There are chat room, call, direct message, group call, and place for posting your photos. There is also a facebook account that uses facebook media to create and to post memes already made by that account. This account is named 'smartphOWNED'. smartphOWNED is actually a site who made by Spartz.inc. It makes facebook as a media to share their product by posting it. The products of this account are memes. Those memes are delivered in iphone autocorrect message form.

3. MEME

Game of language is a manipulation elements and components of language in connection with the context social and culture depends on language use (Sherzer in Maharani, 2011:16) this game of language always found in meme, advertisement, slogan, that have functions to persuade, to promote, to inform, criticize, even to entertain people. Meme is an idea, behavior, or style that spreads from person to person within a culture often with the aim of conveying a particular phenomenon, theme, or meaning represented by the meme. Meme, unit of cultural information spread by imitation. The term of *meme* came from the Greek *mimema* that means imitated and it was introduced in 1976 by British evolutionary biologist Richard Dawkins in his work *The Selfish Gene*. Dawkins conceived of memes as the cultural parallel to biological genes and considered them, in a manner similar to "selfish" genes, as being in control of their own reproduction and thus serving their own ends. The definition about meme that meme is an idea, habit or style that spread from person to person in a culture (Diaz, 2013: 84). The other expert said that memes are defined by their common characteristic: simplicity, presence of attempt at humor, and their featuring of common people (Shiftman, 2014). Based on Shiftman humor is including in memes. This humor is delivered by game of language that appears in this meme so it makes funny for the readers.

Meme is usually found in social media like Instagram, Path, Facebook, and any other social media. In this digital era some people use meme to make an expression in media. The expression refers to entertain people who read it since it contains humor discourse.

4. WORD FORMATION

Kind of language that has been invented on the data is language using acronym and homophone as game of language.

4.1 Acronym

This research focuses on acronyms as game of language to make humor in communication, especially on net chatting. Cannon (2011:107) said that acronym is a word formation formed

from initial letter or letters of each of the successive parts of major parts of a compound term. He also said that acronym is a word formed from the first letters of the words in a compound term. Acronym is an abbreviation consisting of the first letters of each word in the name of something, pronounced as a word. Acronym is also known as abbreviation usually used in name political, industrial, and social institutions. Function of acronym is not just a name of that, this data used acronyms to use simply when they are chatting and to make sense of humor in net chatting for the reader. So, acronym means the process where a new word is formed from the initial letters of the constituent words of a phrase or sentence. For examples:

- a. Aeronautics and Space Administration (NASA)
- b. Test of English as a Foreign Language (TOEFL)
- c. Very Important Person (VIP)
- d. World Health Organization (WHO)
- e. Teaching English as a Foreign Language (TEFL)

According to Triliska (2017: 23-25), there are three types of acronym, they are:

1. Acronym from the group of first letter

This type is built up from first letter of each word that appears in a sentence.

For example:

OTW, BTW; both of them are including in this type because they are built up from the first letter of each word.

- a. OTW: **O**n **T**he **W**ay
- b. BTW: **B**y **T**he **W**ay

2. Acronym from the syllable

This type is different from the first type. It is built up from the syllable of each word in a sentence. For example:

- | | | |
|----------|---|----------------|
| Longlast | : | Long Lasting |
| Satnite | : | Saturday Night |

3. Mixed Acronym

The last type is established by combining from the first and the second type of acronym. For example:

- | | | |
|-------|---|-----------------------------------|
| Iwapi | : | Ikatan Wanita Pengusaha Indonesia |
|-------|---|-----------------------------------|

4.2 Homophones

Homophone are words that share the same pronunciation, yet differ in spelling and meaning (e.g. Buy and Bye ; Davis &Herr, 2014). Homophones are words that have same pronounced although they have different spellings and meanings. Those words have sounds like another word. For example words like to, two, too; there, their, they're; pray, prey. This is the data for game of language in homophone. Another example of homophone (Kiswindari, 2018: 6-10):

- a. Dear /diə/ and deer /diə/
 1. Dear /diə/ is referring to loved somebody.
 2. Deer /diə/ is any several types of animal with long legs and a graceful appearance that eat grass, leaves and can run quickly
- b. Cent / sent / and scent / sent /
 1. Cent /sent / is one 100th part of main unit of money
 2. Scent /sent / is smell

5. METHOD

Research method is the techniques used to identify, select, process, and analyze information about a topic. According to Hillway (1956:5) research method is a method of study by which, through the careful and exhaustive of all ascertainable evidence bearing upon a definable problem, we reach a solution to the problem. Subagyo said that research method is a way to get the solution for the offered problem. Qualitative method is a method of data collection is non-experiment and the type of data qualitative and the way to analyze the data is interpretive (Nunan, 1993:4-6). This research used qualitative method. The data were taken randomly from Google in screen capture mode then were selected. After selecting the data, they are analyzed in order to meet the aims of the research.

6. FINDING AND DISCUSSION

6.1. Data in acronym

Acronym is a word formation that built up by initial letters of word, phrase, or sentences. It has three types of acronym. There are acronym from the group of first letter, acronym from the syllable, and mixed acronym. In this data, three data are including in first type of acronym. That the acronyms are building up from the group of first letter.



Figure 1.1¹

Picture 1.1, there is a sentence that represented into acronyms that is IDK, LY, and TTYL. The sender thinks that the receiver did not know the real meaning of those acronyms, whereas the receiver gave the real meaning of it. The acronym of IDK, LY, and TTYL are I Don't Know, Love You, Talk to You Later. There is game of language in this picture that makes sense of humor for those people who read this meme.



Figure 1.2²

¹ Figure 1.1.IDK LY TTYL

² Figure 1.2.LOL

Picture 1.2, the acronym of LOL is Laughing Out Loud in the real meaning. The sender thinks that the acronym from LOL has meaning Lots of Love. This picture use first letters from the words of Laughing Out Loud or called LOL. The letters that used are L is acronym for Laughing, O is acronym for Out, and L is acronym for Loud. This chat room to be a funny chat because the sender did not know what is the acronym from LOL.



Figure 1.3³

On this picture, there are three acronyms that are SRY, GTG, and LY. The acronyms of them are SRY means Sorry, GTG means got to go, and LY means Love You. There is misunderstanding on the sender that she will ask someone else that known about it. There is a game of language that makes a humor discourse in this chat room, the acronyms meaning that used in this chat was misunderstood by the sender. The respond from the sender about the acronym is incorrectly.

6.2. Data in Homophone

Homophone is a word who has same pronunciation but has different spelling and meaning. From the data, there are two data are including in homophone.

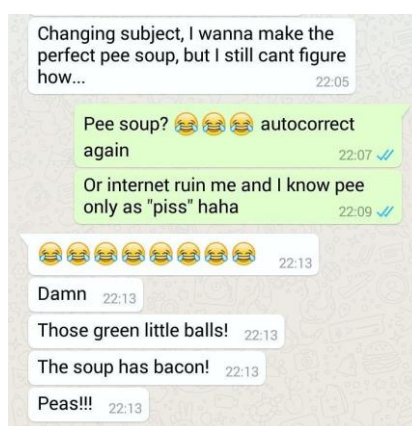


Figure 2.1⁴

This research aim is to find a game of language as humor in net chatting. This picture have words, there are a word pee and a word pea. They are have identically pronounced when the reader say that words. They have different spellings and meanings. The word pee has a meaning as an act for urinating and the word pea has a meaning as a spherical green seed that

³ Figure 1.3.SRY GTG LY

⁴ Figure 2.1.Pee

is eaten as a vegetable or as a pulse when dried. The pronounced of them is the same that is /pē/. The sender is incorrect to write the word pea to be a word pee. The game of language that used on it is using homophone as a game of language that makes sense of humor on this chat.



Figure 2.2⁵

In this picture, there are words porn and horn. There are different spelling and meaning. The word porn has meaning television programs, magazines, books, etc. that are regarded as emphasizing the sensuous or sensational aspects of nonsexual subject and stimulating compulsive interest to the audience and the word horn has meaning a hard permanent outgrowth. Both of the word has same pronounced but little different in the first letter. The word porn can be pronounced as /pôrn/ and the word horn can be pronounced as /hôrn/. They are different pronounce in the first letter but if we say those words you can feel that they are same pronounce when you say it. In this picture, the sender is typo to write the word horn to be porn. So this data is using game of language through homophone as a media of humor.

7. CONCLUSION AND SUGGESTION

The data on this research have five data. Two data are on homophone forms and three data are on acronym one. Two data including on homophone form are the word pea to be pee and the word horn to be porn. Three data including on acronym form are acronym of IDK, LY, TTYL, LOL, SRY, GTG, LY. They are formed by first letter of the word. According to the data, there are two ways to make a game of language in net chatting that is acronym as game of language and homophone as game of language. Firstly, game of language is delivered on acronym form and secondly, game of language is delivered on homophone form. The function game of language on this data is to entertain people so that makes a humor discourse in meme by 'smartphOWNED' facebook account.

This research is not so deep in exploring the object that other researchers could make it by extending the data and also the analysis. Other researchers can use this research for increasing their knowledge about meme used in social media.

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⁵ Figure 2.2.Porn

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