

Semiotic Analysis of Alpha Generation in TikTok Content @mrci.tv

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ABSTRACT

Objective: This study examines the application of Generation Alpha in the TikTok video of the @mrci.tv account using Charles Sanders Peirce's semiotic framework. As digital natives, Generation Alpha grew up with meme-based popular culture, global slang, and visual performativity typical of short video platforms. TikTok is positioned to be a space for the production of meaning that shapes generational identity. The research aims to identify the icons, indexes, and symbols that build the image of Generation Alpha and trace the process of audience meaning. **Method:** The method used was descriptive qualitative with purposive sampling on the three videos with the highest interaction in July 2024. The analysis uses Peirce's triadic model (representation-object-interpretant) accompanied by time triangulation. **Results:** The results show that @mrci.tv portrays Generation Alpha as expressive, hyperactive, and attached to digital culture. Icons, indexes, and symbols in content form the stereotypes that the audience accepts. The findings confirm that humor and memes are not only entertaining, but also shape generational imagery in public discourse. **Novelty:** This study contributes to the study of digital semiotics and opens up opportunities for further research on identity construction in social media.

INTRODUCTION

The development of communication and information technology in the last two decades has brought fundamental changes in the pattern of human interaction, especially the younger generation, in accessing information and producing and consuming media [1]. Social media is no longer just a means of interpersonal communication, but has become a cultural space where the production, distribution, and exchange of meaning takes place massively and interactively. This transformation is even stronger with the arrival of new media formats that emphasize speed, interactivity, and visual appeal. Among the various platforms, TikTok has emerged as the most relevant medium due to its fast, interactive and easily viral short video format, in line with the characteristics of the younger generation who tend to have short attention spans as well as strong visual preferences [2].

This phenomenon is important to be associated with the Alpha Generation, which is an individual born since 2010 and growing up fully in the digital era. As *digital natives*, Generation Alpha is used to multitasking, using global slang, memes, emojis, as well as popular culture trends that are widespread on social media [3]. Based on the Databoks report in 2025, TikTok occupies the fourth position of the most used social media platform in Indonesia with a user penetration of 73.5% of the total population, while globally it has more than 1.5 billion monthly active users [4]. This data shows the great influence of TikTok as a space for expression as well as shaping the communication style of the younger generation, including the Alpha Generation.



Figure 1. Data Analysis
Source: Databox 2025.

TikTok focuses on short video content that encourages creative expression in a short period of time, changes interaction patterns, and shapes a new culture among the younger generation [5]. The platform also disseminates information quickly and widely, and forms the unique communication style of Generation Alpha through short narratives, visuals full of popular culture symbols, and informal language containing global slang, memes, and internet trends [6]. TikTok as a digital medium allows the production and circulation of generational narratives to take place massively and instantly, so that public perception of Gen Alpha is heavily influenced by this kind of representation. Accounts like @mrci.tv thus not only serve as an entertainment channel, but also become an arena of social discourse where the identities of new generations are constructed, parodied, and negotiated.

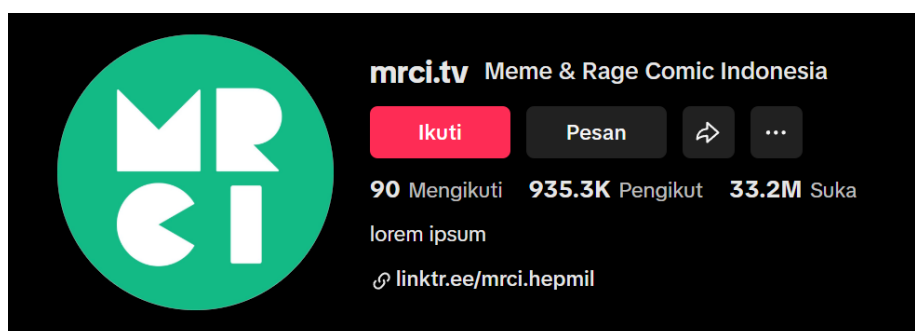


Figure 2. TikTok account @mrci.tv.
Source: Copyright © 2025.

This phenomenon of Alpha Generation involvement can be seen in local content creators, one of which is @mrci.tv, who consistently produces short videos with the characteristics of this generation. The content uploaded showcases the typical

communication style of Generation Alpha through a combination of humor elements, global slang, and the use of visual-audio elements that follow online trends [7]. One of the playlists featured is "Gen Alpha", containing dozens of videos specifically discussing the behavior and characteristics of this generation. The presence of the playlist shows that Generation Alpha is considered relevant and attention-grabbing, as an object of popular culture research. Through a comedic approach, this account depicts various stereotypes about Gen Alpha, such as excessive self-confidence, communication styles that quickly adapt to internet trends, to social interactions that are considered different compared to previous generations such as millennials or Gen Z [8].

From the perspective of researchers, content can be understood as cultural commentary that plays a role in shaping people's views on Generation Alpha's identity. This analysis of content is important to examine how humor and memes function as a medium of social criticism, highlight differences in values between generations, and show that Generation Alpha's identity is formed through personal experiences, as well as the meanings given by previous generations in the digital space [9]. Short and compact video format blends text *Overlay*, visual effects, viral audio, and active interaction with the audience, creating an emotional connection between the creator and the audience [10].

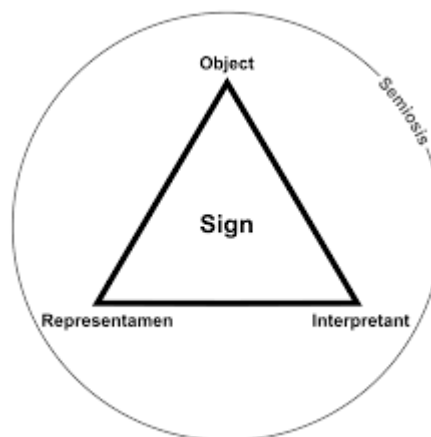


Figure 3. Typology of Charles Sanders Peirce Sign.

Source: the book SEMIOTICS COMMUNICATION in the Perspective of Charles Sanders Peirce.

Charles Sanders Peirce's semiotic theory in this study is based on the completeness of his analytical framework in describing signs in detail. Peirce's theory uses a triadic model: representations (the form of signs that are sensed), objects (things or concepts that are referred), and interpretants (meanings in the mind of the recipient) [11]. This model helps to trace the production process and interpretation of meaning in detail. It allows researchers to explore the process of production and interpretation of meaning in depth, encompassing both the form of the sign perceived, the object referred, and the meaning formed in the audience (Peirce, 1931–1958) [12]. Through the perspective Peirce classifies the signs in @mrci.tv content into icons, indexes, and symbols. This classification helps understand communication methods on social media, including short videos like TikTok.

Charles Sanders Peirce outlines the concept *Object*. In the framework of semiotics through the three main categories of signs, Icons are understood as signs that display a

relationship of similarity or resemblance to the object being referred, so that the visual representation, shape, or imagery of the sign can directly describe the nature of the object being referred to [13]. Index refers to a sign that has a factual or causal relationship with the object, where the existence of the sign is a direct marker of the presence or existence of the object in question. Symbols are seen as signs whose relationship of meaning with objects is not determined by similarity or factual relatedness, but through rules, conventions, or social agreements that apply in a community [14].

Previous studies have shown that Charles Sanders Peirce's semiotic approach has been widely used to study various digital communication phenomena, ranging from the realm of politics, social criticism, to marketing [15]. Firdaus, through a research entitled [16]. *A Study of TikTok Social Media Semiotics "Rian Fahardhi" in Gen Z Political Participation Education in the 2024 Election*, using Charles Sanders Peirce's semiotic analysis method to examine visual, audio, and text cues on TikTok content. This study found that signs, symbols, and narratives used in video content are effectively able to convey political messages that are educational for Generation Z. These results show that TikTok does not only function as an entertainment space, but also as a means of political education if managed with the right and data-based communication strategy.

In line with that, Tampubolon in *Transformation of Generation Z's Way of Criticizing Corruptors (Semiotic Analysis on Gen-Z President's TikTok Account)* using a qualitative method with Peirce's semiotic analysis to examine the strategy of conveying social criticism. The results revealed that the use of icons, indexes, and symbols in short videos is able to build an effective moral message that is easy to understand for young audiences. This research has similarities in the use of Peirce's triadic framework, but differs in context according to Tampubolon [17].

Peirce's semiotic approach is also applied in the realm of digital marketing, as Astari did in *Social Media Marketing YouTube Analysis of Ad Impressions "Tokopedia x BTS: Shopping? "Tokopedia!"* [18]. With a qualitative descriptive analysis method, this study found that visual, audio, and text elements not only form symbolic meaning, but also contribute to strengthening brand image while increasing audience engagement. Thus, the study shows that Peirce's semiotic framework can be flexibly applied in the realm of digital marketing to understand a broader brand communication strategy.

Meanwhile, Wicaksono and Febriana highlight the struggles of Asian women through music videos *Lim Kim "Yellow"* [19] by dissecting icons, indexes, and symbols that represent resistance to orientalism, stereotypes, and patriarchy. The four studies show Peirce's semiotic flexibility in uncovering the construction of meaning, both in the context of politics, social criticism, marketing, and popular cultural representations

Numerous studies have proven the usefulness of Peirce's semiotics for reading short content in the realms of politics, social criticism, and marketing through icon-index-symbol maps. The gap is that there have not been many studies that highlight the representation of Generation Alpha by local creators on TikTok in comedy and meme formats. @mrci.tv uses the "Gen Alpha" playlist to showcase situational humor, global slang, and a strategic blend of visuals and audio in framing the image, identity, and values of that generation [20]. This study offers an operational matrix based on Peirce's triadic model (representation-object-interpretant) to map TikTok videos and indicators so as to show the working mechanism of signs and the construction of meaning by the audience. The novelty of this study lies in the focus of Gen Alpha through @mrci.tv video content.

This study aims to identify the types of signs in the form of icons, indexes, and symbols that appear in video content on the @mrci.tv account that are produced and published in the July 2024 period. The formulation of the problem in this study focuses on how the application of Charles Sanders Peirce's semiotic model is used to analyze video content related to Generation Alpha. The results of the study are expected to provide a richer understanding of how meaning is formed and maintained in the Generation Alpha digital community.

RESEARCH METHOD

This research applies a descriptive qualitative approach chosen because it is able to provide an in-depth understanding of the production process and the meaning of signs in digital media [21]. The focus of the research is directed at video content on the TikTok platform that is considered to represent the popular culture of the younger generation, especially Generation Alpha. Through this approach, the research seeks to uncover how visual, audio, and text elements in short videos not only function as entertainment, but also build a system of signs that can be understood and interpreted socially by the audience [22].

Data collection was carried out through purposive sampling techniques, by providing limits on the research object in the July 2024 period, based on the indicators displayed from the number of *views*, *likes*, and *shares* with the highest rating, the researcher took three video contents, the @mrci.tv account consistently displayed such as visual humor, the use of global slang, and the integration of popular culture symbols. With this limitation, research can be more directed in examining the form of signs that appear and their relationship with the construction of images and digital identities of the generation. The analysis is directed at the representation of repetitive and prominent signs, so that a thorough understanding of the semiotic patterns that develop in the content can be drawn.

To strengthen the validity, time triangulation was used by comparing the results of observations at several points in the research period, so as to reveal consistency and shift in signs. Next, the data were analyzed using Charles Sanders Peirce's semiotic framework, which classifies signs into icons, indexes, and symbols through a triadic (representation-object-interpretant) model. With this framework, the research seeks to systematically outline the process of forming meaning while tracing how audiences interpret the messages contained in TikTok content [23].

RESULTS AND DISCUSSION

Results

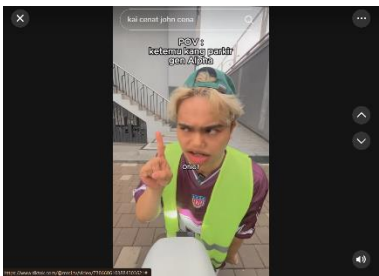
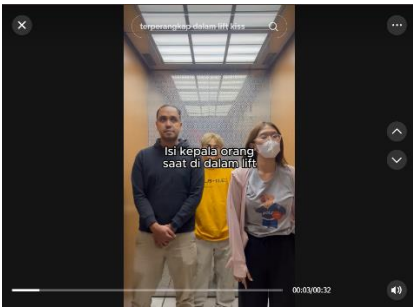
Using a descriptive qualitative approach, this study aims to analyze the application of Generation Alpha in the video content of the TikTok account @mrci.tv through the semiotic framework of Charles Sanders Peirce. To achieve this goal, the researcher selected three videos with the number of *Views*, *Likes* and *Shares* in the July 2024 period using the purposive sampling method. Data is collected through in-depth observation of visual, audio, and text elements in the video, as well as audience interaction through comments and duet features.

This method allows researchers to trace the signs that appear and understand their connection to the Alpha Generation's construction of meaning. The analysis is carried out by classifying signs into icons, indexes, and symbols through a triadic (representation-object-interpretant) model. Three main techniques are used to conduct data analysis: data reduction to simplify repetitive sign information, presentation of data in the form of categorization of icons, indexes, and symbols to clarify findings, and conclusion drawing and verification to ensure the accuracy of results. In addition, time triangulation is used by comparing content at multiple points during the research period, so that the results obtained have stronger validity.

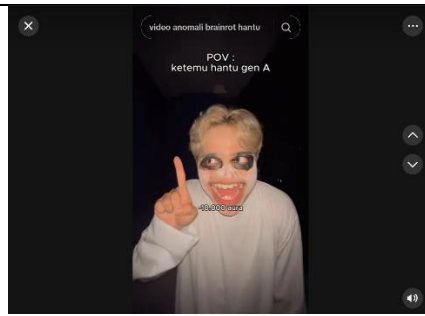
Discussion

The results of the study focused on the application of Charles Sanders Peirce's semiotic theory to unravel the meaning of signs in the TikTok video content of the @mrci.tv account that represents the identity and image of Generation Alpha. Through Peirce's triadic analysis which includes representations, objects, and interpretants. The signs in these videos are formed and interpreted in the context of digital culture typical of the younger generation. Furthermore, the content of the video is analyzed through Charles Sanders Peirce's semiotic approach which is as follows.

Table 1. Explanation of @mrci.tv content.

Scene	Visualization	Heading	Explanation
1.		POV: A Man Who Invented Alpha Genes	This content explains that someone is playing the role of a parking attendant for part of the POV (<i>point of view</i>) meme trend, where the creator invites the viewer to imagine a certain point of view. in this case, meeting a parking attendant who behaves like a young Gen Alpha.
2.		Fill people's heads while in the elevator	This content explains the differences in the contents of each person's head that occur in the elevator randomly and diversely. One of them is the difference in the contents of the heads of the two people and also the Alpha generation who are thinking about the language that is often thrown.

3.



POV: A Ghost of a Ghost

This content explains that someone is playing a "ghost of Gen Alpha" with excessive makeup and hilarious expressions. This content uses a POV (*point of view*) style to depict a funny and absurd encounter with a Gen Alpha character who is in line with the stereotype of Gen Alpha which is identical to the over-acting style, internet slang, and pretentious attitude even in unreasonable situations.

Source: author.

In each video content there are visual elements in the form of excessive facial expressions, dramatic makeup, and the typical speech style of the Alpha Generation which functions as a *represent us*, which is a form of sign that can be directly captured by the senses. This element leads to *Object*, namely the characteristics of Generation Alpha such as high self-confidence, the use of online slang, and attachment to meme culture [24]. The meaning of the combination is formed in the minds of the audience as *interpretant*, in the form of a social construction of the identity of Generation Alpha that is perceived as unique, hyperactive, and humorous [25].

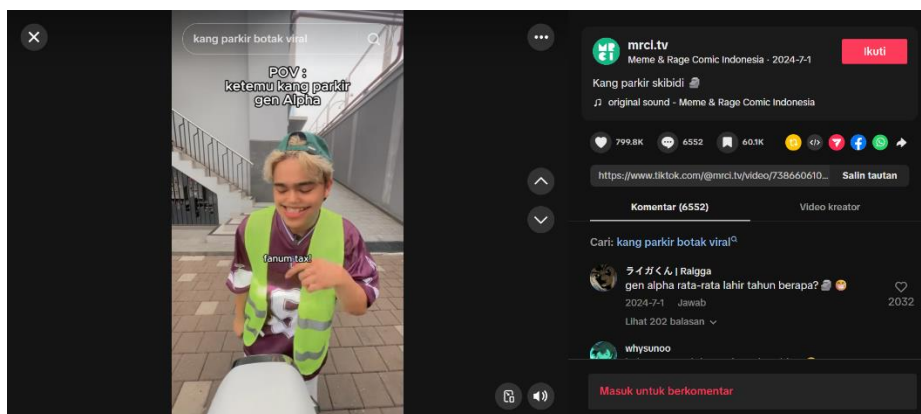


Figure 4. Parody Content on The Account @mrcl.tv.

Source: TikTok Account @mrcl.tv.

In the first video content, "POV: Meet Kang Parkir Gen Alpha" uploaded on July 1, 2024, shows a conversation between a parking attendant and a motorist. This video received 799.8K *likes*, 35.8K *shares*, and 15.3 million views, so that it was able to represent the identity of the Alpha Generation through the use of signs studied based on Charles Sanders Peirce's triadic model. The representation in this video is in the form of visualization of the parking attendant's character with a striking style of dressing, hyperbolic facial expressions, and speech intonation that is typical of digital native. The object of the sign is the characteristics of Generation Alpha who are known to be

expressive, high confident, and quick to adapt to online trends. Interpretant is formed from the audience's perception of the parking figure as a reflection of the stereotype of Generation Alpha in the form of humorous satirism.

Table 2. First content indicators @mrci.tv.

Icon	This content is reflected in the similarity in visual form between the characters and the general image of Gen Alpha.
Index	Through physical behavior and the use of slang that shows a direct connection with the social phenomenon of the digital generation, such as: the sentence "that's how you <i>tweak</i> " has a meaning as something excessive. And the term " <i>fanum tax</i> " can be interpreted as a phenomenon that originated in the popular culture of the internet and refers to the conditions when individuals experience indirect social costs.
Symbol	The form of <i>overlay</i> text and POV (<i>Point Of View</i>) narrative that contains slang and contemporary expressions that are interpreted as markers of generational identity by the audience.

Source: author.

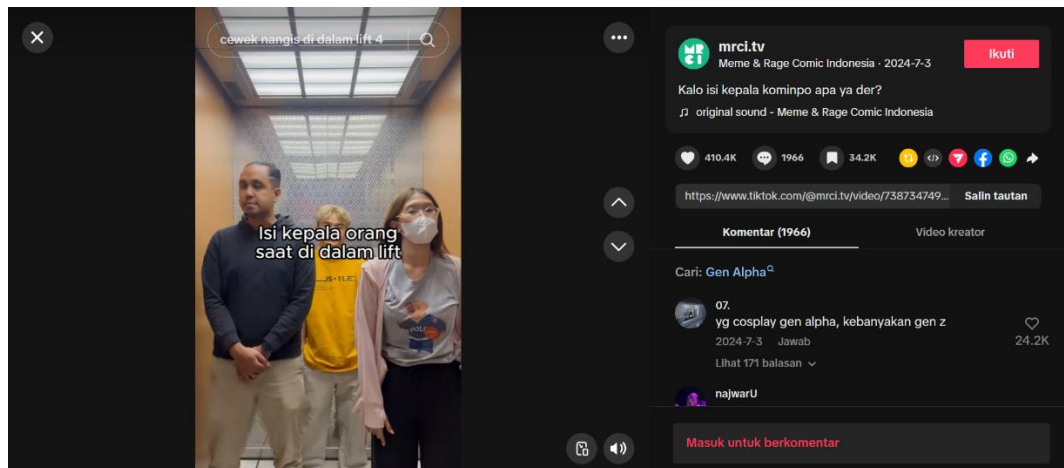


Figure 5. Humorous content depicting the awkward atmosphere in the elevator.

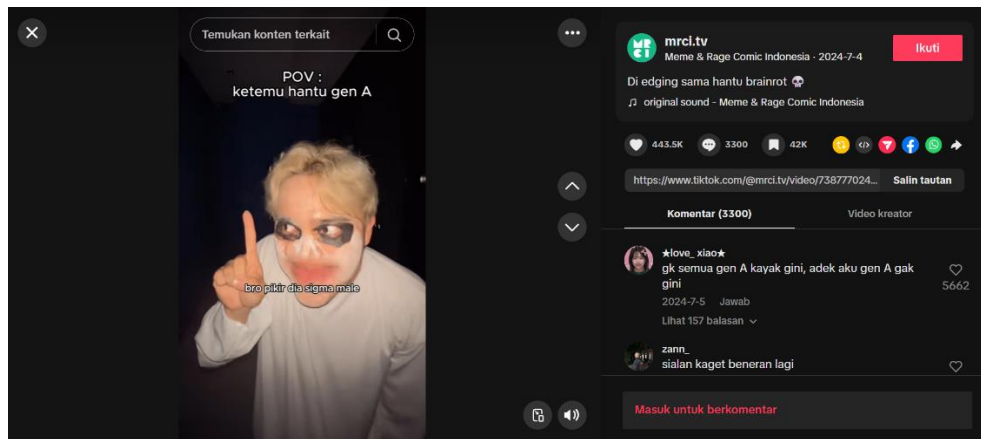
Source: TikTok Account @mrci.tv.

In the second video content, "Fill the Head of the Person in the Elevator" which was uploaded on July 3, 2024, explains the difference in the contents of each person's head that occurs in the elevator randomly and variously. This video gets 410.4K likes, 7.5K shares with a total of 9.1 Million views giving rise to semiotic signs that depict the mental construction of Generation Alpha in social situations through Peirce's triadic approach. The representation in this video is in the form of facial expressions visualization and thought animation that are visualized directly. The object of the sign is the tendency of Generation Alpha to internalize viral content as part of their daily mindset. Interpretant is formed from the audience's interpretation of the character's mental activities as an illustration of the dominance of digital culture in personal space.

Table 3. Second content indicators @mrctv.

Icon	The similarity of visual forms between the real situation in the elevator and the constructed events in the video.
Index	The use of viral audio clips and the existence of the terms " <i>sigma</i> ", " <i>rizz</i> ", " <i>ohio</i> " and ending with " <i>skibidi</i> " is a style of language that shows a direct connection with digital reality.
Symbol	Through the texts in mind that signify language and concepts that can only be understood within the framework of the online culture that is developing among Generation Alpha.

Source: author.

**Figure 6.** Comedy parody of a Gen Alpha-style ghost.

Source: TikTok Account @mrctv.

In the third content, "POV: Meet the Ghost of Gen A" which was uploaded on July 4, 2024, was able to generate 443.5K likes, 28K shares, and the number of views of 7 Million viewers constructing Generation Alpha which emphasizes the relationship between visual signs and social interpretation. The representation in this video is a ghost character with excessive makeup, gestures, and hyperbolic speech that is displayed in a horror-parody feel. The object of this sign is the stereotype of Generation Alpha who is considered to be overexpressing themselves in various situations. Interpretant is formed from the audience's interpretation of ghost characters as a metaphor for Gen Alpha's digital lifestyle which is considered absurd but confident.

Table 4. Third content indicators @mrctv.

Icon	Similarity in physical form and communication style to the persona associated with Generation Alpha.
Index	Verbal expressions that contain slang vocabulary serve as part of the linguistic conventions of digital communities. For example, the phrase "bro thinks he's <i>sigma male</i> " represents an identity construct understood in digital culture, namely an image of an independent or dominant male. Meanwhile, the use of the phrase " <i>oh my GYATTT</i> " shows a form of emotional expression in the form of surprise that is commonly used by creators in the digital interaction space.

Symbol The use of dramatic sound effects and reactions that show a direct relationship with social perperitivity in digital media.

Source: author.

Through the discussion, four points of the mark were found based on the three content of TikTok videos @mrci.tv, namely:

1. The image of Generation Alpha in the content affirms the role of images as the main medium in identity formation. Elements such as facial expressions, intonation, and fashion appear repeatedly and form visual conventions that serve as symbols of media culture. Stereotypes are reproduced through humor and hyperbolic visualization. Exaggerated speaking styles, online slang, and dramatic expressions produce a mark that frames Generation Alpha as a hyperactive, unserious, and consumptive group against trends. In Peirce's semiotic framework, these signs serve as symbols, but at the same time limit a deep understanding of the complexities of generational identity.
2. Generation Alpha characters depicted in the form of memes construct identities in ways that are hyperbolic, ironic, and satirical. The researchers analyzed video content containing meme elements that activate semiotic functions as a sign of popular culture. The humorous structure, the use of digital jargon such as "*sigma*", "*rizz*", and "*skibidi*", and the structuring of the narrative in a POV style suggest that memes function as a system of codes that are collectively interpreted within online communities.
3. The objects referred to by symbols in this content appear to have narrowed their meaning. The content doesn't showcase the diversity of Gen Alpha, but rather frames them as comedy material that's easy to laugh at. This opens up the risk of repetitive labeling, which reduces them to objects of entertainment, rather than subjects with self-identity. The representations that emerge are selective, highlighting the most striking visual and linguistic elements, while ignoring the social dimensions and values that make up Gen Alpha's daily lives.
4. The analysis shows that the process of forming meaning in TikTok content is perperitative. This performance is in harmony with Peirce's triadic framework, as meaning is formed not only from the relationship of signs and objects, but also through collective interpretations formed from the experience of digital social interaction. This process corresponds to Peirce's triadic framework: meaning is present not only from the relationship of signs and objects, but also through the collective interpretation of the results of digital social interactions. Creators use generational expressions and gestures as markers. Excessive action, quick dialogue, and slang form a performance that affirms the social identity of the generation.

The findings in this study show that short video content on @mrci.tv accounts activates participatory responses from the audience as part of the meaning chain. Reactions such as comments such as "*it's real*", "*this is the real Gen Alpha*", and "*I feel like I'm being sarcastic*" indicate emotional engagement as well as acknowledgment of generational stereotypes formed in the content. This phenomenon supports the concept of interpretant in Peirce's theory as a meaning formed in the mind of the recipient, not simply the result of a direct relationship between the representation and the object. Through a combination of symbolic, iconic, and indexical sign systems that appear repeatedly in the comedy format. This research contributes to the expansion of the area

of semiotics study by presenting a new perspective in the reading of Generation Alpha's digital identity on the TikTok platform through the work of local creators.

When compared to the Firdaus study which emphasized the effectiveness of visual and audio signs in conveying political messages on TikTok, this study expands the focus on the function of signs as a tool for generational identity formation in the entertainment space. While Tampubolon highlights the power of symbols in conveying social criticism through humor, the study found that humor can also reinforce stereotypes and create a fixed image of Generation Alpha as hyperactive, expressive, and sensitive to online trends. Thus, video content not only conveys a message, but also creates a social frame that can influence the public's perception of a group of generations.

Reflection on the results shows that stereotypes constructed through visual symbols in digital content risk reinforcing a single image of a generational group. Representations of Gen Alpha in the form of characters who are too active, too spontaneous, or too digital, can limit the space for interpretation and place them as objects of jokes rather than autonomous social subjects. This research contributes to the study of semiotics by placing social media as an arena for the formation of identities and stereotypes through a complex sign system. This study also opens up space for further research that explores the influence of algorithms and digital culture in shaping consumption patterns and meaning production in the generation that was born and grew up with technology.

CONCLUSION

Fundamental Finding : This study found that the representation of Generation Alpha in TikTok @mrci.tv content is formed through the configuration of visual, audio, and text signs that can be explained through Charles Sanders Peirce's semiotics. The icons, indexes, and symbols in the video form a construct of meaning that features Gen Alpha characters as an expressive, active, and digitally culture-bound generation. These findings extend the theoretical contribution of semiotics in the study of popular culture by showing how signs in social media work performatively, creating stereotypes that are widely accepted by audiences. **Implication :** Reflections based on research suggest that the repetition of certain symbols in humorous content has the potential to simplify the identity of Generation Alpha and reinforce the singular image. Therefore, it is important for creators like @mrci.tv to consider the diversity of narratives in content in order to not only reproduce stereotypes, but also showcase the social complexities and values of the younger generation. **Limitation :** While this study provides insights into the representation of Generation Alpha on TikTok, it focuses specifically on content from @mrci.tv and the three most interactive videos selected. Therefore, the findings may not generalize to all TikTok content or other social media platforms, as different creators and contexts may produce varying portrayals. **Future Research :** This research is expected to be the foundation for further studies of digital identity and the production of meaning in algorithm-based platforms and viral culture. Future studies could explore how different creators, genres, and platform algorithms shape generational imagery, as well as how audiences interpret and negotiate these representations across diverse social contexts.

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