

SEMIOTIC ANALYSIS OF CARTOONS POTRAYED KIM JONG UN AND DONALD TRUMP

By:

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Abstract

This research paper focuses on examining the meaning and the types of signs used in the cartoons of Kim Jong Un and Donald Trump. The cartoon images were devoted to two characters that attract readers' attention because they contain the symbolic meanings behind it. The cartoon images have shown a contradictory to some cartoon readers since they displayed two controversial presidents in the world. The data were taken are interesting pictures of the authors sourced from the internet. The research method uses qualitative research methods that explain the meaning and types of signs used following the theory of Charles Sanders Peirce. The results of the research are The general meaning of Semiotic Analysis of Kim Jong Un and Donald Trump Cartoon is generally the competitive nuklir of each other... the competitive is to make each other down diplomacy and to make a better nuclear. The general meaning of this research is they learn and in their thinking is to make better nuclear to make each other scared of him. The general kind of sign in this paper is Iconic sign. The iconic sign is to show the reader about similar object. Similar of each other is the first, second, third, and fifth picture. The same sign of Kim Jong Un and Donald Trump is shows. The first image is they same to learn better of nuclear. Second picture they are same in the television program. Third and fifth they are have a same mindset, to against each other

Keywords: *Semiotic; Charles Sanders Peirce; Cartoon, Kim Jong Un, Donald Trump*

1. INTRODUCTION

Cartoons are very interesting to see because the pictures have animations that are especially for children so they are very interesting to see. Funny and interesting animations make many people happy to see it, not only among children, not even a few teenagers and parents really like cartoons. Cartoon images are images that create fantasy, movements that depict changes in position or images with a funny appearance, related to the current situation

When many people like cartoons with interesting pictures, some people use cartoons to convey a message to make it look more attractive. The message conveyed by using the cartoon aims to attract the reader's attention, and to encourage the reader to think about what the image means.

Not infrequently cartoons are also used by the news media to convey the news. For example, the author will analyze the semiotics of the Kim Jong Un and Donald Trump Political cartoons. These cartoons are quite interesting to discuss because they have their own semiotic meanings that can be used as research material in this paper.

The picture was dilated because of the dispute between the two state officials. The two heads of state are known to have high temperaments and also when threatened do not hesitate to take military steps. The military steps to be taken from the two heads of state, namely Donald Trump and also Kim Jong Un, are to launch nuclear weapons to destroy the country

they want to destroy. . Therefore, many of the pictures presented in the Discussion are the competition between the heads of the State horses in threatening one another.

The title of this study was taken to answer several questions including which kind of sign is dominant to appear in the analysis of Kim Jong Un and Donald Trump cartoon and what do the signs in Kim Jong Un and Donald Trump Cartoon mean according to semiotic signification.

Previous research conducted by (Putri, 2018) examined a Semiotics of Joko Widodo political cartoon in Jakarta Post e-paper. Putri explained that research from the Joko Widodo's cartoon images in the Jakarta Post E Paper showed that these images were criticisms directed at President Joko Widodo. And the data was analyzed using theory of triadic semiotics from Charles Sanders Peirce.

The author's previous research was taken from (Syahdini, 2019) entitled Semiotic Analysis of L'Oreal Paris Advertisement. This study answers the problem of study, namely what type of sign is used in the study and what is the meaning contained in the advertisement. In accordance with the discussion, the question was answered that the advertisement uses a nonverbal sign and from the 3 advertisements analyzed that generally the advertisement analyzes beauty.

The research explains that the product is a beauty product from France, and uses French culture,

namely French women do not want to spend a lot of money just for beauty and buy only one product. The weakness of this research is that the author does not explain what type of sign is used in the advertisement. And the type of sign described does not match the theory used

Previous research also Rifa'I (2010) examined Coca-Cola's commercial advertisement, which examined semiotics in Coca-Cola's advertisements... which included the meaning of connotation and denotation and in the end, the meaning of the advertisement was supported by culture and ideology which was included in the connotation meaning.

Pauzan, (2018) studied a semiotic meaning of the John Wick 1 Film Using Charles Sanders Peirce's Semiotic Theory. This research analyse kinds of John Wick 1 based of Charles Sanders Peirce's Semiotic Theory. This Research using Descriptive Qualitative Method and using Charles Sanders Peirce's Semiotic Theory and based of 3 Kind of Signs. 3 kinds of signs Icon, Indexes, and symbols. Findings of This research is 9 kind of signs in the film including qualisign, sinsign, legisign, icon, index, symbols rheme, decisign, argument. The Result of This analysis revealed that the meaning of three elements of signs could be indeed be interpreted using Peirce's Theory. The Bottles and some glasses in the films, for example, were the icon of the beer and beer-drinking habit, blood is and the index of scar and injury, and tall Buildings are a symbols of prosperity of a modern era

Another previous research did by (Hasanah, 2010), The Title Of Her Research is A 'Semiotic Analysis on *Dagadu T-Shirt*'. And This Research Concern with the way of the Author Explore The meaning of Signs on T-Shirt of Dagadu Product and Want To analyse./ to find out the meaning of the Signs on Dagadu T-Shirt The Method of Data analysis is using Qualitative Descriptive Method, The writer Describes The meaning of Dagadu T-shirt using Charles Sanders Peirce's, and Saussure's Theory. The finding of this Research is 6 of Dagadu's image in T shirt using a Traditional theme of Jogjakarta culture, Special foods, and jogjakarta kingdom (Keraton) and Tourism.

The title of other research is 'A Semiotic Analysis Instagram "9GAG"'. The author aims to identify and analyze the signifier and signified of every meme in 9GAG. The author also describes the denotative and connotative meaning of each meme in the 9GAG post. Qualitative Descriptive Method is the method used by the author in analyzing and describing memes in 9GAG posts. The data analysis method starts from the collection, analysis, and interpretation of data.

From the data researched by the author, the author argues that there are several 9GAG post memes and several books to support the analysis process carried out by the author. In analyzing the author focuses on every word that becomes data and

the author uses qualitative methods because the author's procedures in researching research produce descriptive data in the form of written or oral text that can be analyzed for data collected in the form of explanations using words. In the post 9GAG memes based on this research, it can be divided into Signifier and Signified. The markers and markers contained in the 9GAG meme are verbal and visual texts. Verbal text is the text that appears on posts or pictures of 9GAG memes in the form of words in 9GAG memes, while visual markers are all posts from the background to the written text on the post. In this study, the authors found denotative and connotative meanings in 9gag posts.

The language used by humans varies according to the language used in each country. And also the language used is in the form of spoken and written. The language is used to convey a message to someone. Even through images, one can convey a message. Images used to convey messages are included in the science of semiotics. Semiotics is the study of meaning generated from signs, pictures, gestures. "Semiotics" comes from the Greek "Semeion", which means sign. Semiotics is the study of signs (signs). In Zoest's view, anything that can be observed or made observable can be called a sign. And signs are not limited to objects (Zoest, 1993)

Semiotics according to Saussure is the study of signs in social life, including what these signs are and what laws regulate the formation of signs. Saussure (1966), only really pays attention to symbols because words are symbols. Written and spoken language that is used daily is a sign, a sign that is used in everyday human life, and also animals use these signs.

There are 5 concepts contributed by Ferdinand De Saussure (Situmeang 2020; vol 4), namely:

1. Signifiant and Significe. Signifiant or also signifier is a phenomenon that is caught through the five senses. It can be through the eyes to see, or the sound that is heard and so on. While the signified or signified is the meaning obtained from phenomena that are caught through the five senses.
2. Langue and parole. Language is a systematic abstract language that has been used and has guided the use of language into language practice in a group or area in society. While parole is the use of language used by individuals in society at a certain time and under certain circumstances.
3. Synchronic and Diachronic. Synchronic is a language learning process within a certain period of time. While Diachronic is language learning that is continuously studied as long as the language is still used.
4. Syntagmatic and Paradigmatic. Syntagmatic is a linguistic concept that is arranged regularly and systematically. While paradigmatic is the relationship between elements in a speech that is not found in the other speech in question

5. Form (form) and content (content) Form is a rule of language use, while content is a collection of elements of the system. The terms form (form) and content (content) are termed expression and content, something called sound and the other in the form of ideas.

According to Charles Sanders Peirce (Peirce 1931), sign is the intrinsic meaning of every form of word, image, sound, smell, taste, action or object, which is interpreted according to the connection connected within the sign itself.

According to Thomas Alber Sabeok (2011) there are six major types of signs that semiotics has catalogued and investigated. The first is symptoms. symptom is often interpreted metaphorically which means intellectual, emotional, and social phenomena originating from causes which are considered as physical processes; Their behavior stemming from the above phenomena is a symptom of our times'; 'Their distaste for one another is symptomatic of the state of the phenomenon above.' ; etc.

A second type of sign is the signal. signal is a communication system or sign that is used specifically by animals as a communication system because animals themselves do not use words and language in their communication system.. , for example bat, the midnight mammal, they using signal to survive. The signal of bat is sound in the night. Bat take advantage a gamma from the sound the bat made when they survive.

Three types of signs are taken from Peirce's classification of signs as icons, indexes, and symbols. The third type is icon. Icon is a sign that is made to resemble, feign, or repeat its referent in some way. A photo can be an iconic sign because it can be seen to visually reproduce the reference. Icons have 3 types, (a) likenessresemblance is the icon sign that is made as close as possible to the reference visually; (b) indeces is a sign function used to represent the reference image or source image; and (c)symbols icon sign symbols that represent images from the reference source according to the context that is connected according to a particular context, either according to a certain agreement with the reference source or according to the social context

A fourth type is Index. An An index is a sign that refers to something or someone that influences it in terms of its existence or location in space or time, or in relation to something or other people. For example, when it snows, it signifies that the day is starting for winter and when the flowers in the garden bloom, it means that spring has begun.

A fifth type is symbol. A symbol is a sign that represents or explains something and also represents the idea of an existing sign reference to explain something about a particular object according to the context described by the symbol. An example is the symbol of the regional symbol consisting of several symbols that have meaning one by one and also

explains the reasons for the goals and thoughts of the maker of the symbol.

The sixth, and final, type of sign to be discussed in this book is the name. "Name" is a special sign to a person or a creature. When someone hears the name or type of animal called a tiger then what is in someone's mind is a very ferocious carnivorous wild animal. Likewise, when you hear the name or type of cobra, what that person has in mind is a vicious snake that is very poisonous.

Roland Barthes interprets semiotics based on Ferdinand De Saussure's theory. Barthes reads Ferdinand De Saussure's Cours de linguistique générale. Roland Barthes derived the theory from Ferdinand de Saussure. In Barthes' semiology, denotation is the first level of signification system, while connotation is the second level. In this case, denotation is more associated with closed meaning. As a reaction against the literality of this oppressive denotation, Barthes tried to get rid of and reject it. For him there are only connotations. He further said that the meaning of "literal" is something that is natural which is known as the theory of significance.

In addition, Roland Barthes Roland (1985) argues that in the text there are at least five basic codes (cing codes) in which there are textual markers (read: lexia) that can be grouped. Each or every lexia can be entered into one of these five codes. Code as a complete external meaning system as a reference for each sign, according to Barthes consists of five types of codes, namely (1) hermeneutic code (puzzle code), (2) semik code (connotative meaning), (3) symbolic code , (4) proaretic code (logic of action), (5) gnostic code (cultural code).

1. Hermeneutic code or riddle code revolves around the reader's expectation to find the "truth" for the questions that appear in the text. Code puzzles are a major structured element in traditional narratives. In the narrative there is continuity between the occurrence of a puzzle event and the completion of the story.
2. Semik code is a code that utilizes cues, instructions, or "meaning flashes" generated by certain markers.
3. The third code is the symbolic code, which is a "grouping" or configuration code that is easily recognizable because of its regular occurrence through various textual means and suggestions, for example in the form of a series of antheses: life and death, outside and inside, cold or hot.
4. Proaretic code or code of action is considered as the main equipment of the text that is read by people. It implies a logic of human behavior: actions produce effects, and each effect has its own generic name, a sort of "title" for the sequence in question.
5. Gnostic codes or cultural codes are numerous. This code is a text reference to objects that are already known and codified by culture.

2. RESEARCH METHOD

According to Sugiyono (2011), Qualitative research refers to research that prioritizes processes that seek meaning, and research that uses qualitative methods is more concerned with descriptions of each data studied according to the relationship of the theory that will be used by the author. Qualitative research is used to analyze the meaning of the picture of Kim Jong Un and Donald Trump Cartoon with semiotics, namely analyzing the picture and describing the picture. The data taken are pictures of Kim Jong Un and Donald Trump cartoons from available internet websites, which are 43 images and all of these images contain images of Kim Jong Un and Donald Trump.

Data collection is to collect available cartoon images, namely images with images of Kim Jong Un and Donald Trump. The images were collected for analysis. The collected images are from several websites such as vectorstock.com, mercurynews.com, and nj.com. After looking the image/cartoon, researcher take 5 image to be analyzed.

Analyzing the data that has been collected is to explain the data one by one. After that, analyze the image according to the image shown in the image. After that, the image in the analysis is in accordance with the theory in the image. In one image consists of several images and after that it is interpreted one by one, after that conclusions are drawn from the image

3. RESULTS AND DISCUSSION

This research aims to expose the symbolic meaning of the political cartoons portrayed two famous and controversial presents in the world, Kim Jong Un and Donald Trump. The data analysis used Charles Sanders Pierces theory of semiotics. Around 5 cartoon pictures from the Internet were taken as the data. The five cartoon pictures contained covered symbolic meanings. In order to expose the hidden meanings of the cartoon picture, each picture was analyzed and examined in detail. The results of the data analysis were described as follow:



Picture 1: Unstable Nuclear Reactors

In this picture there are 2 children, one behind it is an American flag pointing to Donald Trump, the second child is a North Korean flag pointing to Kim Jong

Un. They say the same word which is My Butter is bigger than Yours!. My butter is showing nuclear bombs. It means they are competing to make bigger nukes between one another.

In accordance with Charles Sanders Pierce's Theory, this image belongs to the Iconic Sign because there are similarities between the first child and the second child. The resemblance is that they are making an object that is drawn. They are both making nuclear. In other words, Donald Trump and Kim Jong Un are competing to build nukes.



Picture 2: The Nuclear Family Feud

In the picture above it refers to 2 people, namely Donald Trump and also Kim Jong Un at an event. The event is The nuclear Family Feud. And the question is name something else you do when the time for diplomacy is over. In the title of the show, it appears that they are enemies and are trying to overthrow or compete with each other in nuclear matters. And one another wants each other to finish their diplomacy.

In accordance with Charles Sanders Pierce's Theory, this image is included in the Iconic Sign. Likewise with the previous picture that there are similarities between the two objects, namely Donald Trump and Kim Jong Un. The resemblance is that they are the same in a room in the sense that they have the same icon, namely as the main object is nuclear.



Picture 3: Mocking Using Nukes

The picture above shows there are 2 people, namely Donald Trump and also Kim Jong Un, each of whom carries their own nukes and sticks out their tongues in mockery. They mocked each other and wanted to compete with each other's nukes which were launched from their hands. Nuclear is a weapon to destroy each other.

In accordance with Charles Sanders Pierce's theory, the picture above is included in the Iconic Sign. Iconic sign is a sign that shows the similarity between the two objects. The two objects, Donald Trump and Kim Jong Un, carried out the same activities, namely mocking and launching nuclear weapons at each other



Picture 4: Make America Scared Again

The picture above is a picture that points to Kim Jong Un. On the top it is written that Kim Jong Un is scared again with a picture of a nuclear explosion behind him. This means that the picture above is information that Kim Jong Un is a subject that scares the American public because of the explosion or nuclear bomb prepared by Kim Jong Un himself.

In accordance with Charles Sanders Pierce's Theory, the image above is included in the Indicent Iconic sign. Indecent iconic sign is a sign that leads to information. This image shows that the information is that Kim Jong Un is a subject of America scare.



Picture 5: Hair Nukes

The picture above explains that from the hair of Kim Jong Un and Donald Trump launched Rockets / Nuclears that attacked each other. Hair is part of the

head. The head can be interpreted as thinking. The next explanation is that their thinking is to attack each other with the nukes they have. In accordance with Charles Sanders Pierce's Theory, the image above is included in the Iconic Sign. What is shown between the two subjects is the same.

4. CONCLUSION

The purpose of this article or research is to answer the questions in the introduction, namely what is the meaning or meaning of the image and what kind of sign is used in the cartoon images of Kim Jong Un and Donald Trump. And the purpose of this paper is objective study of *research writing and research publication* object. This paper is project of this semester to get scoring by lecturer. The answer of 2 question in introduction is the general meaning of *Semiotic Analysis of Kim Jong Un and Donald Trump Cartoon* is generally the competitive nuklir of each other... the competitive is to make each other down diplomacy and to make a better nuclear. The general meaning of this research is they learn and in their thinking is to make better nuclear to make each other scared of him.

The general kind of sign in this paper is iconic sign. The iconic sign is to show the reader about similar object. Similar of each other is the first, second, third, and fifth picture. The same sign of Kim Jong Un and Donald Trump is shows. The first image is the same to learn better of nuclear. The second picture they are same in the television program. Third and fifth they are have a same mindset, to against each other

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