

# CHAPTER 1

## INTRODUCTION

### A. Background of the Research

Internet meme is the phenomenon that occurred in the internet world. Internet Meme is very famous in almost every country in the world. Meme has already become a symbol of popular culture in the world wide web. People love meme as the product of entertainment that has a lot of messages from the meme itself. Internet reinforce the popularity of meme. Meme become a daily phenomenon in many social media such as; Facebook, Twitter, Path, Instagram, and any internet pages. Meme is not only provide an entertainment, most of meme are based on the true event that viral on the internet world.

The "meme" word was first introduced by evolutionary biologist, Richard Dawkins. Meme comes from the Greek word "*mimema*" meaning something imitated, Dawkins described memes as a being a form of cultural propagation, a way for people to transmit social memories and cultural ideas to each other. Meme idea will travels from mind to mind. Memes can replicate or imitate anything that viral and meme is spread like a virus through the internet world. (Blackmore: 1999)

Meme has a life in the bowl of the meme itself, meme could be something alive because of netizen response to some viral things such as events or tragedies around the world that can be found in the internet world. Memes are cultural symbols and social ideas that spread virally. In the same way that a flu bug travels from person to person, memes travel through social media and email. Meme has strong relation with netizen. Netizen share the idea that bowled in the meme through the idea. (Blackmore: 1999)





[www.quickmeme.com](http://www.quickmeme.com)

Netizens are a crowd of people that appeared in the commentaries column in the internet pages. We can consider the netizen as the user of the social media. Netizen have a life in the internet world and they seem alive in the different world that known as “The unreal world”. Netizen meet one another in a one internet bowl, The netizen have rights to give comment, protest, sarcastic, suggest of something that has been post by another netizen.

According to [www.urbandictionary.com](http://www.urbandictionary.com) the slang term of netizen derived from the combination of the words "Internet" and "citizen." The term netizen is used to describe people who use the Internet to participate in or contribute to an Internet group or society. The word may also be used to describe an individual who spends a lot of time on the net. Meme is the idea that motivated by something viral on the internet world. Internet meme is come from the word “memetic” which means an imitation or replicator . Memes are usually things of minor consequence: jokes, urban legends, human and animal oddities. But in some cases, memes are art and music curiosities, and even philosophical ideas worth repeating. (Gil: 2016)

The relation between netizen and meme could be seen by the way why netizen create a meme. Netizen create a meme to describe their response against something that they like or something that they do not like. Netizens could create an internet meme and spread their idea from one internet page to another internet pages. The idea that has been created by netizen will infects the other netizen mind to spread the idea that was already created to be survived for its own existences. The netizen that create or spread the idea of meme is called as the meme maker or meme creator.

The appearance of meme involved by the natural thought that has been created by human brain. I use the psychological approaches and theories of classical conditioning by Ivan Pavlov. I use the conditioned response theory to analyze the internet meme of Donald John Trump. When dealing with response, according to Quentin Delahaye robots have more and more sensors and the technologies allow using them with less constraints as before sensors are important to learn about the environment. The sensors can be used for classical conditioning, and create behavior for the robot. One of the behavior developed in this thesis is avoiding and predicting obstacles. The goal of this thesis is to propose a model which consists of developing a specific behavior to avoid noxious event, obstacles. Robot-guide for blind people which is capable of offering the best possible route for a person to reach the destination. (Quentin Delahaye, 2014: 3)

The small size of this robot may convenient to guide blind people to move into an unknown building where tall indications are display on sign. However to guide people the robot has to elaborate a strategy and analyze the best comfortable path to the person. When it should assist a blind man, it will have to generate the comfortable route by already having a knowledge of the path and being able to predict the position of eventual obstacles. To correspond to this example the best way will be to have a robot with a behavior similar to a dog which has some basic conditioned and unconditioned reflexes and memory to recognize the place. (Quentin Delahaye, 2014: 3)

According to Ivan Pavlov the conditioned response is the response that has been created by conditioned stimulus which is create a response from the subject. The response that subject showed is the response that come from conditioned stimulus. For example Ivan Pavlov in his research with a dog as his subject of the conditioned response. Ivan Pavlov uses bell and meat powder as his research to his dog. In the first day he only used bell without meat powder to his dog and his dog does not show the response. The second day he gives his dog with meat powder and his dog salivated with meat powder. The third day Ivan Pavlov rings the bell then he gives meat powder to his dog when his dog hear the ring of the bell his dog does not salivated. Ivan Pavlov did his research with bell and meat powder several times and he found the result that he called as conditioned response. When the bell was ringing and his dog gets salivated already. Ivan Petrovich Pavlov was born on September 14, 1849 at Ryazan, where his father, Peter Dmitrievich Pavlov, was a village priest. He was educated first at the church school in Ryazan and then at the theological seminary there. (www.britania.com)

Inspired by the progressive ideas which D. I. Pisarev, the most eminent of the Russian literary critics of the 1860's and I. M. Sechenov, the father of Russian psychology, were spread, Pavlov abandoned his religious career and decided to devote his life to science. In 1870 he enrolled in the physics and mathematics faculty to take the course in natural science. Pavlov became passionately absorbed with physiology, which in fact was to remain of such fundamental importance to him throughout his life. It was during this first course that he produced, in collaboration with another student, Afanasyev, his first learned treatise, a work on the physiology of the pancreatic nerves. This work was widely acclaimed and he was awarded a gold medal for it. (www.britania.com)

### **B. Identification of the Problem**

Based on the background of problem above, I identify that the problem of Internet meme is the form that citizen make, to describe or to tell their response against something viral on the internet world. The netizen that I use in this paper is Daniel Kurtzman. Internet meme is the idea that spread like a virus through the world wide web. Memes imitate the viral event that appeared on the internet pool. There are three factors that create an internet meme such as; meme, Netizen that become a Meme maker (Daniel Kurtzman), and the object of internet meme (Donald John Trump). Those factors are divided into two part to be analyzed. First part is the non-fiction part which contains the characterization of meme maker (Daniel Kurtzman) and the object of the internet meme (Donald John Trump) that based on their biography and controversial speech of Donald John Trump in Phoenix, Arizona during the president election in America. The second part that will be analyzed is the internet meme of Donald John Trump as the fiction character. The term of internet meme will be completed if three factors of meme has been created. I use the internet meme of Donald J. Trump to be analyzed in this paper. I assume that the theme of the Internet meme about Donald Trump is the netizens response to show their idea with an internet meme to protest against Donald Trump's controversial speech during the American President election.

### **C. Limitation of the Problem**

Based on the identification of the problem above, I limit on the problem of the internet meme with theory and concept as follow: Through intrinsic approaches: characterization –



showing methods, setting, and theme. Through extrinsic approaches: the psychology of literature: the conditioned response.

#### **D. Statement of the Problem**

Based on the limitation of the problem above, I state the problem: Is the assumption of the theme of this internet meme, which is the netizen conditioned response in the internet meme of Donald J. Trump in order to answer this question, I formulate next problems.

1. What are the characterizations of this internet meme of Donald J. Trump through showing and telling methods?
2. What are the setting of this Internet meme and the Donald J. Trump speech?
3. What are the conditioned response through the characterizations, and settings?
4. What does the theme of this internet meme reinforce through the result of analysis of the intrinsic and extrinsic approaches?

#### **E. Objectives of the Research**

The objective of this research is netizen idea as response to protest Donald Trump's controversial speech during the president election in America To achieve the objectives of this study there are several steps that must be performed such as:

1. To analyze the internet meme of Donald J. Trump's characteristic and characterization by using the theory of characterization.
2. To analyze the setting place and era in the Internet meme.
3. To analyze this internet meme using conditioned response by Ivan Pavlov .
4. To reinforce the theme using the intrinsic and extrinsic approaches.

#### **F. Methods of the Research**

I use the research method with qualitative research, the research is not create the hypothesis before but able create as long as the research happen. I use the observation and documentation technique for collecting the data. The data must be collect by the researcher directly from literary texts, notes, journal and analysis of documents and materials.

## **G. Benefit of the Research**

Based on the methods of research, this research is expected could be beneficial for those interested to explore more deeply about The Internet Meme of Donald Trump. The benefits of this research are: First, this internet meme can give knowledge for the reader or researcher about the psychology and literature approaches that is related with this internet meme. Second, it can give experience for the reader and researcher to know about netizen idea as response to protest Donald Trump's Controversial speech during the president election in America. So the readers or researchers could learn the conditioned response deeper that will be used for the next research.

## **H. Systematic Organization of the Research**

Based on the benefits of the research above, systematic organization of this research is arranged as follows:

- CHAPTER I Consists of background of the problem, identification of the problem, limitation of the problem, statement of the problem, objective of the research, method of the research, benefits of the research, and systematic organization of the research.
- CHAPTER II ★ Consists of the explanation of the concepts and theories. It includes intrinsic and extrinsic approaches. Intrinsic approaches are characterization – showing and telling methods, setting, plot, theme. Through the extrinsic approaches, I use theoretical framework psychological approaches is conditioned response.
- CHAPTER III Consists of analysis of characterization through showing and telling methods, analysis of setting and plot through the concepts of setting and plot. The analysis above are shown in some sub-chapters.
- CHAPTER IV Consists of analysis of the internet meme of Donald J. Trump which reflects to the conditioned response. The analysis above shown in some sub – chapters.
- CHAPTER V Consists of the conclusion that prove that the theme of this internet meme is “The Netizens response against Donald J. Trump controversial

speech during the president election in America in Donald J. Trump  
Internet meme .”

Attachment: References, Donald J. Trump Controversial speech.

