

# INVESTIGATING CELEBRITISM PHENOMENON ON TWITTER

## (Semiotics Analysis Trending Topic)

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### ABSTRACT

*This article aims to investigate how to represent the meaning of the hashtag Trending Topic related to the denotations, connotations, and myths in the Celebrity phenomenon in social Media Twitter. This research was conducted based on the results of the Trending Topic for two months. The research object is hashtag #2024ErickRII on the trending topic that is on Twitter. This research methodology is to capture the data obtained from a fence mark or a Trending Topic hashtag on Twitter during the research period. After conducting the analysis, the author can make an appointment that the hashtag #2024ErickRII has the meaning of the denotation Erick Thohir who currently serves as the state Minister of SOEs to the spotlight when his name linked to the trending topic Twitter #erickout, the hashtag emerged because some people suspect Erick Thohir doing the practice of KKN Commissioner in a number of BUMN. The statement is considered inappropriate by the netizens because it does not properly carry out its responsibilities which then want to be the future presidential candidate that is contained in the hashtag #2024ErickRII. The meaning of the connotations found on the hashtag #2024ErickRII is a political motive in which the hashtag discusses the pros and cons of political figures and the netizens against the government system of the era of President. Because community perspectives vary. It is also one of the attempts to suggest figures that they value appropriately to be selected in the upcoming 2024 presidential election through Twitter social media. The myth in the hashtag #2024ErickRII that one gets a separate message when reading the posts of the hashtag #2024ErickRII because each society has a mindset that affects the outcome of a mythical meaning or is called a message meaning.*

**Keywords:** Twitter, Trending Topic, Semiotic, Politics, Mass Media, Modernity, Semio-Capitalism

### INTRODUCTION

Along with the development of technology and communication, the various social reactions made to make it easier to know the various information and news through social networks. A social network is a site where people communicate with their friends, who they know in the real world and

the virtual world (Zarella 2010:51). With the social network, one is easier to share information, do a friendship network, messaging or to know interesting topics that are being talked about in cyberspace. One of the most popular social networking media used today is Twitter. Twitter is an internet site owned and operated by Twitter INC, which offers a social network of microblogs that allows its users to send and read messages called Twitter (tweets).

Twitter is called microblogging because it restricts its users to make Twitter only 140 characters. This is what distinguishes Twitter from blogs or other social networks that don't restrict posts. With 140 characters provided, Twitter users will post or commonly called "Ngetwit" with short, solid sentences. Usually, Twitter users are sharing information or news that is up to date on his Twitter account and can automatically is seen by all those who are friends with him or commonly called a follower.

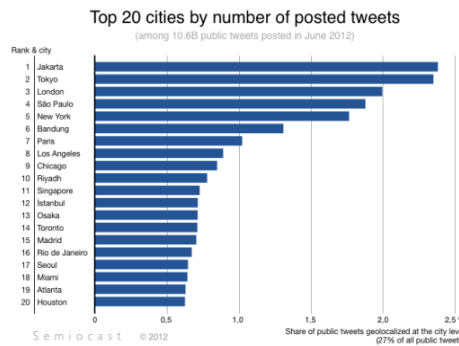
All the latest information and news about anything can be found on Twitter. By looking at the timeline or searching with the keywords you want, all of the tweets that are about that keyword will appear on your twitter timeline. Seeing the freedoms of people using Twitter to publish tweets as desired without filtering them in advance sometimes the authors think whether these people know that Twitter is a public domain where everyone can see.

Not infrequently the author finds someone publishing his/her password with words that don't have to be published on the social network. For example, someone updates his Twitter status with "hungry" "I think really sweet if I'm now into the market". Tweets like this as if imposing some space or realm merged into one social space. In fact, Twitter is a public information communication room that has suddenly transformed into a bathroom function as a place of whistling or muttering things that are not informative to others.

The boundaries in social space seem blurred; there are no obvious limitations to private spaces and public spaces. Everyone is free to pour what is felt, what is being thought of, he again eats what, he wants where or what the places that are being tested are all published on the social network Twitter, although poor information or Ahistoris.

Based on data from semiocast.com that is a company in France that provides intelligence data on social media mentions that Indonesia is in the fifth position for the world's most Twitter users, which is 19.5 million people. The first position was obtained by the Americans as much as 107 million people later Brazil 33 million people, Japan 29 million people and UK 24 million people.

The amazing thing gained from this research is that Jakarta is in the top position as a city in the world most actively doing tweet activity or commonly called Twitter followed by Tokyo, London, Sao Paulo, New York, and Bandung in the position Sixth.



**FIGURE 1**  
**THE COUNTRY GRAPH THAT MAKES THE MOST TWEETS**

The two major cities in Indonesia, namely Jakarta and Bandung, go into the top row for the city in the world that has the most chirping. Why is this happening? Are the people of Indonesia happy to share any information regarding news or just a pleasure to post what is felt or what is done so

that all public can know it? In addition, data from the site [aworldoftweets.com](http://aworldoftweets.com) mention that Indonesia is the third-largest country in the world in writing tweets of 11.39%. The United States at the first position of sebanyak 27% and followed by Brazil with 24%. While at the Asian level, Indonesia occupies the top position in making Twitter or tweet in his Twitter account that is 50.17% followed by Japan 13.67%, Malaysia 10.32%, South Korea 6.57% and turkey 4.16%. From the data above can be used as a reference author to examine the phenomenon that occurs in the social space especially on social networks microblogging Twitter to get the cause why the Indonesian people tend to compose tweets in Twitter's social network.

Celebritism is a term that is still rare in the study of communication and culture today. It could be, the fact that it was due to research on subjects studying celebritism is still uncommon. It is quite reasoned because one of the main causes is the invasion of "new media" as a scan of the process of globalization of world communication and culture to this day very vigorous, while very many objects and subjects research on the media The new. Thus the problem of celebritism still rarely gets a place to be specifically examined in conjunction with new media such as Twitter.

Celebritism According to Urban Dictionary is a social condition, *i.e.* someone wants to be a celebrity without any work and the desire to become famous by doing any of the examples by over updating posts in Twitter account without any purpose other than to get noticed. With the social networking site Twitter, of course there are effects posed when referring to McLuhan. Someone will be more free to update their account about what they're thinking or what they're doing or want to get out of this social network. Sometimes, one does not realize that he is using public spaces, a space that everyone can access and see whatever is being talked about. As if there were no obvious boundaries in place. Sometimes, people with their proud write things that are private in their accounts that should not be public consumption.

Not to mention, the people who divide the whole activity from waking up to sleep again all updated (update) with his Twitter account. All the complaints, activities, places visited, the hunger, the desire to eat, and anything to fulfill the homepage of their Twitter account as if they were celebrities whose entire lives are divided specifically to social media.

Undeniable, Twitter's presence is an opiate for some people. Waking up only, the most first thing taken is the mobile phone, seeing the latest updates of the account Twitteror publish one or two status in the morning. Almost all of his time was spent holding his smartphone just to divide and publish his latest statuses.

## LANGUAGE

Language is a communication tool between community members in the form of sound symbols produced by human beings; language is also a tool of self-expression as well as a tool to show self-identity. Through language, we can demonstrate our point of view, our understanding of a matter, the origins of our nation and country, our education, even our natures. Language becomes a mirror of ourselves, both as a nation or as a self. For the communication to be done smoothly, the recipient and sender of the language must be fluent in languages. According to Gorys Keraf (1997:1), language is a means of communication between members of the community in the form of a sound-symbol produced by human instruments. There may be an objection to saying that language is not the only tool for conducting communication. They indicate that two persons or parties who conduct communication using certain ways have been agreed together. Paintings, smoke, fire, drum or barrel, etc. But they should admit that when compared with the language, all communication tools contain many weak terms.

Basically, language has certain functions that are used based on the needs of a person, namely as a tool to express themselves, as a means to communicate, as a tool to conduct social integration and adaptability in a particular environment or situation, and as a means to do social control (Keraf, 1997:3).

The use of language as a means of communication has a specific purpose that is to be understood by others. So, in this case, the response of listeners or opponents of the communities is our main concern.

Language as a means of communication has the main function of language is that communication is the delivery of message or meaning by someone to others. The attachment and interconnectedness of human language cause the language to remain unchanged and change as human beings change in their lives in the community.

### **Language Development in Social Media**

Language is a tool used to communicate, languages such as tools used both orally and non-orally. The use of social media such as the language used also tends to evolve and adapt the "platform" used. Some previous studies have shown that every mass media and new media has its own language criteria which will be convenient for its own use.

This phenomenon takes place in a while when the beginning of the magazine began to be allocated to specific Segementasi language will adjust its segmentations (if the teen magazine will use the language 60 relaxed and some prokem). Slang language is a password, worn and liked by certain teenagers. The means of communication required by the youth to convey things deemed closed to other age groups or so that the other party can not know what is being used. Slang language grows and develops according to the social background of wearer's culture. Similarly, the use of language on social media tends to vary. In chat platforms, For example, we are accustomed to using abbreviations that are ultimately interpreted and used as tools to facilitate the communication process. Likewise with the social media

Twitter, Facebook and Instagram, each of the above media platforms have a difference. Twitter with simple significance includes using only 140 characters. Although Facebook feels complicated and covers the entire platform, users can post word status, EMOJI, photos, videos even in the form of blog text, with links and locations. While Instagram is included in the media that focuses solely on visualization. Users can focus their posts through photos or video feeds with additional captions and also features of Instagram Story and Instagram TV.

In communication media technology, the existence of the above platforms clearly demonstrates a very clear progression. Today's Media feel more active and play in image schemes through colorful visualizations. Even in the development of language and word used not only positive values even there are also vulgar language and negative or abusive value. Even in computer science studies, for example, they did research to determine which language was detected as an abusive language on social media as a challenge to form this system in Indonesia.

Language is a crucial tool used to sharpen interactions, if associated in a social media user then the language of Jaksel children is also the development of popular culture. The culture and social reality will take place without being driven. Language becomes a marker of identity, both state, and personal. The language that eventually unite the nation, to give the dynamics and dialectics in the Bhinekka.

Then it's no stranger if social media becomes a very active and massive current in spreading this phenomenon. Social Media Twitter For example has some active hastags and reaches the hot topic position because it has been discussed and discussed in more detail and mediating.

### **TWITTER**

Twitter is an online social networking and microblogging service that allows its users to send and read text-based messages up to 140 characters, but on November 07, 2017, up to 280 characters are known as Twitter (tweet). Twitter was founded in March 2006 by Jack Dorsey, and its social networking site was launched in July. Since its launch, Twitter has been one of the ten most visited

sites on the Internet, and it is dubbed "a short message from the Internet." On Twitter, unregistered users can read only tweets, while registered users can write tweets through the website interface, short messages (SMS), or through various applications for mobile devices. Twitter is experiencing rapid growth and rapidly gaining popularity around the world. As of January 2013, there were over 500 million registered users on Twitter, 200 million were active users. Twitter's usage spikes are generally ongoing during popular events. At the beginning of 2013, Twitter users sent over 500 million tweets per day, and Twitter handled more than 1.6 billion search requests per day. This led to the position of Twitter ascending second place as the most visited social networking site in the world, from the previously ranked twenty-second.

Twitter's high popularity causes the service to be utilized for various purposes in various aspects, such as the means of protest, political campaigns, learning facilities, and as a medium of emergency communication. Twitter is also faced with issues and controversies such as user security and privacy concerns, lawsuits, and censorship.

Twitter is owned and operated by Twitter, Inc., based in San Francisco, with offices and additional servers located in New York City, Boston, and San Antonio. As of May 2015, Twitter has had more than 500 million users; 302 million of them are active users.

By default, users tweets are publicly visible, but users can restrict the delivery of tweets only to their followers. Users can "twitter" *via* Twitter's website, compatible external applications (such as for smartphones), or through a text message service available in certain countries. These services are free, except for SMS services, which are charged by mobile service providers.

Users can subscribe to the Twitter of other users by following the user in question, and the following users will be followers for the users they are involved in. Other designations are tweeps, stands for Twitter and peeps. Users can check unfollowing people through a third-party service. In addition, users can also block other users who have followed them.

Twitter allows its users to "Twitter" *via* mobile phone, short messaging service, or through apps released for certain tablets and smartphones. Twitter is often compared to a web-based Internet Relay Chat (IRC) client. In 2008, in an essay in Time magazine, technology writer Steven Johnson stated that the basic mechanism of Twitter is "very simple". He wrote:

"As a social network, Twitter prioritizes follower principles. If you choose to follow other users on Twitter, your users' tweets will appear chronologically on your main page. If you follow 20 people, you will see various tweets that scroll down the page: Tweet the breakfast cereals, interesting new links, music recommendations, even reflections about the future of education".

## **The Development of Twitter in Indonesia**

The community is given many treats and is free to choose from many new types of media. They have a wide range of options for consuming Web media advertising, DVD and CD-ROM Media virtual reality environments (Augmented Reality), Integration of digital data with the telephone, such as Internet telephony, digital cameras, Web sites, Streaming audio and video, chat rooms, e-mail, online communities, Social Media, Web blogs/vlog, Podcasting, SMS/MMS, mobile content.

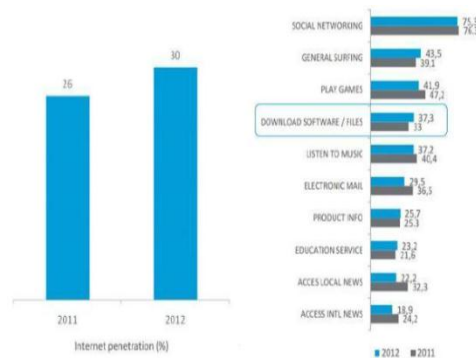
Social media-social media was originally aimed to bring together friends with others that have been separated but still feel in need of contact with each other. However, it was used as an event of self-existence. It is found in certain social media that friends owned in their social networks sometimes are not friends that have been encountered before, but rather from social media they then meet. Although there are those who just choose to make friends in the social media world alone without having to meet and communicate.

Twitter which is a social media and categorized as new media/alternative media is an information network consisting of 140 messages of characters called tweets. This is an easy new way to find the latest news or what is happening especially with regards to the things you love. Twitter was founded in March 2006 by Jack Dorsey, and its social networking site was launched in July. The word

Twitter literally means Twitter. This site has a micro blog concept in its use. Twitter has the following development strategies: Promote company blog posts through corporate accounts; Communicating social media support issues to support the team, and conducting evaluations afterwards; Build a reputation & promote someone else's network.

The basic key to implementing the plan is using a friend's system or commonly called a follower. Then promote friends from one follower to another. Twitter will also see the extent to which a person affects their account with the followers. Twitter also has a ranking page to see how far in the account users are doing with Twitter.

Apart from developmental research semiocast.com & aworldoftweets.com, from static.viva.id research can be seen that the growth of Twitter users in Indonesia is experiencing high growth in all aspects. Of course, it is not unlikely that this figure will grow. Remembering Twitter to be a digital media distribution cannot be limited. Not even a few who roam the area even other countries only through Twitter. The internet is a global network. Here is Twitter user research in Indonesia by *static.viva.id*



**FIGURE 2**  
**TWITTER SEMIOTICS, IDOL MYTH AND CELEBRITISM**

Cultural studies have a very diverse approach. One of them is semiotics. Cultural sustainability is committed to that none of the single methods are treated to understand the culture. Each text has its own individual context.

With Semiotic, Twitter will be seen as a text consisting of visual and linguistic markings. The existence of photographs and images as visual text and linguistic signs are represented by the writings in the features of status, comments, messages, trending topic and identity, and a brief description. Certain messages will be discussed through these texts by each user.

In the condition of the messages, the selection and combination of the language or visual text are based on the values that are trusted by the user. In that way, language can be seen as a building consisting of texts combined. This is the paradigmatic and synthesis by Saussure. Use of these two types of signs extensibility of nonverbal language in the simplest communication. This is a signifier, a fundamental element for the material aspect of the mark.

Roland Barthes developed the semiotics of Saussurean which was stalled at the concept of the dentate readings. He introduced his concept of connotations and also as part of two-stage significance. In the connotation of meaning connected by certain codes, one of them is the cultural code (in Fiske 2004:118). Cultural codes are able to be understood by observing the cultural context in which the signs are present, and propagated to others.

The combination between signified and signifier on significance or marking of the second stage spawned a myth. Roland Barthes (in Fiske 2004:121) sees the myth as someone who believes in the original sense. Myths in common sense are stories that a culture uses to explain or understand

some aspects of reality or nature. The primitive myth pertains to life and death, man and God, good and bad.

For Barthes, myth is a way of thinking of a culture about something, a way to contextualize or understand something. According to Barthes, myth as a chain of related concepts. When the connotation is the purview of the second-order of the marker, the myth is the significance of the second-order of the mark (in Fiske: 121).

Naturalization or historical conjugation is a matter of how the myth works. This suggests that the myth is actually a social grade product that achieves dominance through certain histories. The circulation of the myth must bring its history or origins, but its operation as a myth makes it try to deny it and show its meaning as something natural, not historical or social.

The blurring of this origin causes the myth to have a social and political dimension. Connotations and myths are the main ways in which the signs function in the second-order of the match, namely the order in which the interaction between the sign and the user/culture is very active (Fiske: 126).

Referring to the semiotics of Barthesian, one of the myths in everyday life today is that people trust the specificity of the New Year to make a resolution. If you want to unravel, every time if you want to get better and work hard, people will get better, without having to wait for every year-end to plant determination. The other myth is that most people believe that all the news of the mass media is important, it is important and what it is, in fact, there are elections and sorting here and there on various facts before the news is disseminated.

Twitter became one of the mythical stages about the concept of idols and celebrityism. Very many users become followers of a because he's a celebrity because he's an idol for many people. Myth occurs because there is certain social class domination in it as described earlier, the most obvious of them with the naming of friendship features as a follower. In addition, users are also many who act as idols, as celebrities are included in the use of language and information consumption.

## **Trending Topic**

Hot Trend or commonly known as a trending topic is a popular and famous thing since the existence of newspapers, radio, television, and social media on mobile phones to date.

A topic will be a trending topic when many people talk about it. Usually, it is a warm topic that is being crowded into discussions in cyberspace, whether it is on Facebook, Google Plus or Twitter. On Twitter, itself also has a trending topic page. But the trending topic is a little different when we compare with the other trending social media topic (Hussain, Quddus, Pham, Rafiq & Pavelková, 2020).

The Trending topic in terms of Twitter is that many people use the same hashtag in a shared tweet. The Trending topic itself is popularized by Twitter, this is one of the features that make Twitter explode. Because at the beginning of the first time there are no social media that provides the feature. In fact, the recent Facebook also join made the trending features of this topic. So, it can be said the trending topic is the work of Twitter, in addition to the trending topics Twitter also popularized hashtags that became the main indicator of a topic being a topic trending.

## **METHOD**

In this study, Qualitative research is used to examine the condition of a natural object (as opposed to an experiment) where the researcher is as a key instrument, the data collection techniques are done triangulated (combined), the analysis of data is inductive qualitative, and the results of qualitative research emphasizes the meaning of generalization. Qualitative research is a study used to examine on a scientific object where researchers are as key instruments, data collection techniques are performed in combination, data analysts are inductive and qualitative research results more

emphasize the meaning of generalization (Iii & Research, 2015) While the method used in this research is semiotic analysis. Semiotics is a science that learns about signs, the proper functioning of the mark, and the production of meaning. A sign is something that for someone means something else. In Zoest's view, everything that can be observed or made observable can be called a mark. Therefore, the mark is not limited to objects. The existence of events, the absence of events, structures found in something, a habit, all these can be called signs (Zoest in Roland, 1998:18).

The Semiotic method was developed by Roland Barthes. In its method, Barthes introduces a two-stage marking system. In two marking phases, Barthes explains the meaning of the denotations and connotations. The meaning of denotations is a meaning that can be seen immediately when we observe a sign. While the meaning of connotations is the implicit meaning obtained from a sign. When associated with this study, a marker and a mark will first be seen forming a denotative meaning. In this signification process, the researcher first determines the markers and signs to find the meaning of the denotation. The meaning of the denotations is included in the marking of the first stage. Then, the meaning of the resulting denotation becomes a connotative marker.

Similarly, in the process of forming denotative meaning, the connotative marker also generates a sign, which is a connotative sign. These connotative markers and markings reveal the connotative meaning. The connotative meaning is second-level significance in the Barthes two-stage marking system. In the significance of the second stage, the sign works through myth, as a social grade product that already has domination.

With a semiotic approach, Barthes examined various forms of language used to bring ideologies into society, especially those forms that he encountered in media culture. Its presence is not abstract, but it is already part of everyday life.

Through a semiotic analysis of Barthes can demonstrate the power of such ideology through its various forms (Sunardi, 2004:117). For that, researchers also examined the connotative meaning that operates in the second phase of the two-stage marking system of Barthes. So it is known myths that arise about the hashtag.

### **Technique of Collecting Data**

Lofland (1984:47) in Moleong (2014:157) says the primary data source (primary) in qualitative research is words, and an action, the rest is additional data such as documents and others. The primary data source (primary) is recorded through written notes or through video recording/audio tapes, photo taking or film (Iii, type & Research, 2011). Sugiyono explained (2009:225) that data collection can be obtained from observations, interviews, documentation, and combined/triangulation. In this research researchers do not use all of the data collection techniques described above, but rather only a few researchers need to examine the existing problems.

In this study, researchers collected primary data. Primary Data is obtained from a fence or hashtag on social media Twitter. This Data includes themes, schemes, word meanings, opinions, and word suppression in the studied Twit-twit. Once the data is categorized according to Barthes's theory, the data is then analyzed in a descriptive order to answer the question of this research. Afterthat, researchers conduct literary studies by searching for references through the literature from books, document journals, and other related sources as well as other topics relevant to this study.

## **FINDINGS AND DISCUSSIONS**

This research has the main data in the form of recording or capture results of a trending topic. Capturing or recording lasted for two months, from 8 June 2020 to 23 July 2020. To find out how the people in Indonesia use Twitter, the description of the answer will parse the status of the trending topic. As we know since the second week of June 2020 appeared hashtags that became a trending



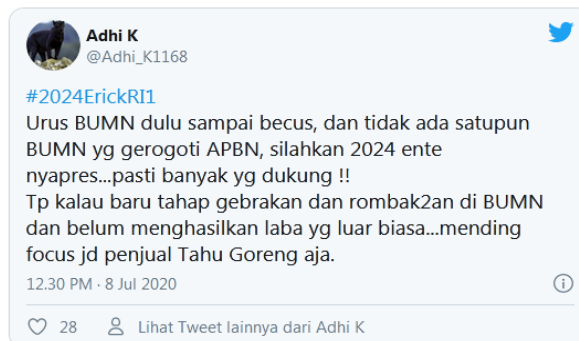
topic on social media namely #2024ErickRI1. Hashtags #2024ErickRI1 sudden trend, even quoted at noon at 14.20 WIB, the hashtag is still a trending topic Twitter Indonesia. This hashtag appears in the moment the KPK checks for one of the President Director of BUMN (Hussain & Hassan, 2020).

Account @Jarkiyo1 write "Experience already many and no doubt the ability, let's choose the choice in Mr. Erick from now #2024ErickRI1," He said.

But not a few also questioned Erick's performance. One of these accounts. "#2024ErickRI1. Urus BUMN dulu sampai becus, dan tidak ada satupun BUMN yg gerogoti APBN, silahkan 2024.



You are pressing ... there must be a lot of support!! But if it's just a breakthrough and reshuffling stage in BUMN and it hasn't made an extraordinary profit... it's better to focus on being a Fried Tofu seller," Write the Account.



From the exposure above the hashtag #2024ErickRI1 then discussed through the semiotic theory of Roland Barthes. Barthes will take us researching two-stage marking systems. In two marking phases, Barthes explains the meaning of denotations and connotations, as well as myths. The meaning of denotations is a meaning that can be seen immediately when we observe a sign. While the meaning of connotations is the implicit meaning obtained from a sign. The connotative meaning is second-level significance in the Barthes two-stage marking system. In the significance of the second stage, the sign works through myth, as a social grade product that already has domination.

From this study, the meaning of denotations can be seen from the tweet of #2024ErickRI1 hashtags on social media Twitter. While the connotations is the meaning of words, opinions, and

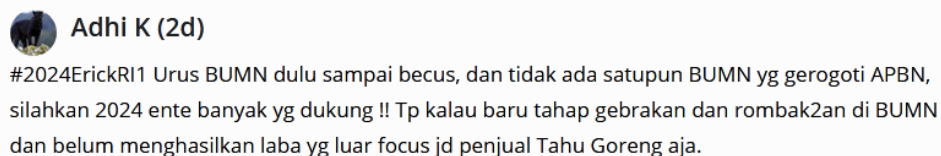
words emphasis in the tweet #2024ErickRI1 researched. To investigate this, the researcher will analyze 10 data which is a part of multiple accounts on Twitter with a hashtag #2024ErickRI1.



**Denotations:** On the post of Twitter account Merdeka.com expressed his surprise attitude with a campaign wrapped in social assistance on behalf of Erick Thohir.

**Connotations:** The meaning of the groceries cardboard from the post is a box containing basic foodstuffs such as rice, oil, instant noodles etc. Along with the photo of Erick Thohir for President 2024 so that the Twitter community claimed that Erick Thohir would become the Indonesian presidential candidate in the next period.

**Myth:** The existence of the help that is transmitted by Erick Thohir team is not purely due to caring but there is a certain mission that is given the campaign to lift the image to Erick Thohir.



**Denotations:** The post of Adhi K expressed the opinion that if seen from the competent Erick Thohir who took care of the state not maximal but has emerged planning that he will nominate as a presidential candidate in the year 2024, this gave rise to a hasty attitude by Erick Thohir in his political career.

**Connotations:** A post with the hashtag # 2024ErickRI1 above claims that Erick Thohir is still having problems with his performance so that the social media twitter community considers Erick Thohir to be incompetent at his job & not worthy of being the number one person, in other words, Erick Thohir has to study harder so that in the future it is easy to get trust from society (Hussain, Rafiq, Quddus, Ahmad & Pham, 2021).

**Myth:** If a person is given the responsibility according to his abilities, then wait for the destruction of what he leads.

**TentangRasa** (2d)

ini hashtag apaan lagi woy #2024ErickRI1 hahaha RI1, RI1 kerja noh kelarin dulu, malah udah mikir mau jadi RI1, awokkawokk

**Denotations:** Post from account about the sense of stating Erick Thohir who would become president of Indonesia in the next period is advised to finish his work first.

**Connotations:** A post with a hashtag #2024ErickRI1 above expressed his concern for Erick Thohir's current performance before thinking of nominees as future presidential candidate for the next period.

**Myth:** Being a leader is not as easy as turning the palm.


 (2d)

Deklarasi dan tagar ini #2024ErickRI1 kontra produktif utk @erickthohir. Saya tak percaya ini atas kesediaan apalagi perintah dari ET. 2024 masi lama. Kinerja ET di BUMN masi perlu dibuktikan. Bicara copras capres pasti bikin antipati @jokowi. Ketauan lah niatnya jatuhin ET.

**Denotations:** A post with hashtag #2024ErickRI1 above expressed his untrusted attitude toward information about the current Government in circulation, especially Erick Thohir who currently serves as the Minister of State-owned enterprises of the Republic of Indonesia.

**Connotations:** The above post contains a concern for the performance of the Ministry of BUMN. It is known that the owner of the post is very concerned about the fate of the current government so alluding to it. On the other hand Erick Thohir's performance is still not proven in the eyes of the public.

**Myth:** Ambition without being accompanied by competence often gives birth to a result that is not maximal.

**ahno** @wahisme · Jul 8

Kurang asem sih ini inisiator tagar #2024ErickRI1

Paduka Yang Mulia Joko Widodo saja belum ada setahun memimpin, berani-beraninya pendukung ET, yg notabene pembantu PYM, mendeklarasikan ET utk RI1.



1



**Denotations:** Posts from @wahisme expressed the attitude of his disappointment to Erick Thohir's actions.

**Connotations:** @wahisme post is not received by Erick Thohir who declared his candidacy as a future presidential candidate in the midst of Mr. Joko Widodo's reign which had not been enough years as President of Indonesia.

**Myth:** Netizens this time attempted to convey the message that the move was a rushed step and seemed to have no idea of the condition. Because he seemed very ambitious to run for president at the right time. It is known that this could also interfere with his performance as Minister of BUMN.

**Fahmi\_Kun** @FahmiKun6 · Jul 8

#2024ErickRI1

Yaaa ampun ada tagar beginian. Mentri hanya menghasilkan Logo aja udh mau nyalon RI1 ? 2 periode di pimpin sama yg keluar dari gorong". Ini mau maju yg kerja cuma hasilkan logo BUMN. 🤔🤔



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**Denotations:** @FahmiKun6 Post expressed an untrusted attitude toward the #2024ErickRI1 hashtag that appeared at the time. He tried to compare Mr. Jokowi When the beginning of the career of Erick Thohir helped and sought the mistakes that existed in DKI Jakarta and at this time Erick Thohir was known to start his career to become president of the future period with the performance he woke up and used until now only the ability in remodeling the logo of the BUMN.

**Connotations:** In the post @FahmiKun6 appear an attitude of disagreement and do not believe in the ability and competence of Erick Thohir, visible from the style of language containing the sentence of disparaging and comparing to the beginning of the current president's career start by participating in the hand to fix the sewers.

**Myth:** Ability is the main capital of being a leader. Besides, the community needs a clear leader whose performance is by reality.



**Denotations:** In the Twitter account post @rachmannuari11 says the attitude of supporting Erick Thohir and the counter to Mr. Jokowi, which currently serves as the president of Indonesia. In the above post discussing the work program that has not been done until now.

**Connotations:** from the account @rachmannuari11 above, He felt deceived by the promises made by President Jokowi. It can be seen from the many work programs that have been launched by President Jokowi today has not been successful even yet held. besides, the path of supporters of Erick Thohir party is wide open to influence the mindset and choices of the people.

**Myth:** Although uncertain, promising is a promising thing.



**Denotations:** From the account post @anagleeminhoo showed his belief in Erick Thohir to go on to nominate as president of the upcoming 2024.

**Connotations:** From this @anagleeminhoo a sense of trust in Erick Thohir's performance that increasingly builds familiarity with the Scholars and has a good image in the eyes of some Indonesians.

**Myth:** Prosper with talented leaders.



**Denotations:** From the post @meeyn demonstrate his belief in Indonesian Millennial Fest (IMF) stating Indonesia would be better if Erick Thohir became a leader later.

**Connotations :** From this @meeyn his trust in the IMF community regarding Erick Thohir who wants to advance as Indonesia's number one leader. Because for the IMF Erick Thohir's performance has been proven and deserved to run for President in the coming period.

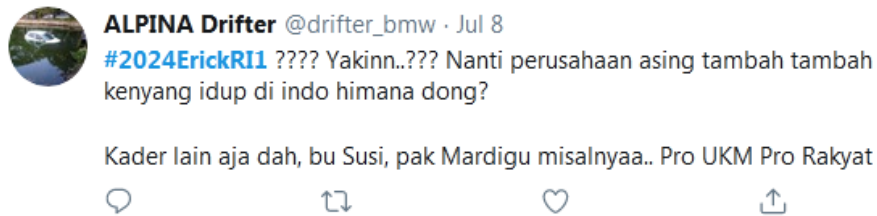
**Myth :** The majority is always true.



**Denotations:** From the post @dewi\_zahran demonstrated a sense of confidence in Erick Thohir to progress as a presidential candidate in 2024.

**Connotations:** From the post @dewi\_zahran expressed a belief in Erick Thohir for his performance during the Ministry of State-owned enterprises (BUMN). Even in the international field. From the posting of @dewi\_zahran so confident in Erick thohir's ability to perform that he is judged to be able to compete in the upcoming presidential election.

**Myth:** The more the person is, the easier it is to be trusted.



**Denotations:** From the @drifter\_bmw expressed his distrust of Erick Thohir and trusted other ministers who have proven his performance so far.

**Connotations:** Posts from their @drifter\_bmw want a leader who already has real work to do for the government. Also, he paired several characters with alternatives that the character was more worthy than Erick Thohir.

**Myth:** The netizen said that there are other figures who are more competent to erick thohir by looking at the performance they have already displayed.

## CONCLUSSION

Trending topics are one thing that is being warmly talked about at certain moments. Trending topics appear if one of the same things continues to be shortlisted (tweet) by many users, one on Twitter's social media. As the author exposed above is hashtag #2024ErickRI1. #2014ErickRI1 hashtags are targeted by some users of Twitter account, when the photo of a moment's declaration of Erick Thohir which is a post on Twitter account Merdeka.com gives an overview of Erick's efforts to assist the Community by sharing the basic needs in the claim as the beginning of his declaration as the future presidential candidate in 2024. After conducting the analysis, the author can make sense that the #2024ErickRI1 hashtags have the meaning of denotations, connotations, & myths.

The meaning of the denotation found on the hashtag #2024ErickRI1 concluded that Erick Thohir who currently serves as the Minister of State-owned enterprises became the highlight when his name linked to the trending Twitter topic of #erickout. It is known that the hashtag emerged because a number of people suspect Erick Thohir committed the practice of corruption Kolusi and nepotism (KKN) related to the position of Commissioner in some state-owned enterprises. The statement is considered inappropriate by the netizens because it does not properly carry out its responsibilities which then want to be the future presidential candidate that is contained in the hashtag #2024ErickRI1. In addition, the hashtag #2024ErickRI1 also contains the gaffe issues of Pak Jokowi as the President of the Republic of Indonesia in carrying out his responsibilities namely in the @rachmannuari11 account post. The meaning of the connotations found on the hashtag #2024ErickRI1 is a political motive in which the hashtag discusses the pros and cons of political figures and the netizens against the government system of the era of President. Because community perspectives differ, this is the metaphorical meaning in the community to read the post linked to the hashtag #2024ErickRI1. It is also one of the attempts to suggest figures that they value appropriately to be selected in the upcoming 2024 presidential election through Twitter social media. The myth in the hashtag #2024ErickRI1 that one would get a separate message when reading posts from hashtags #2024ErickRI1 because each society has a mindset that affects the outcome of a mythical meaning or is called a message meaning.

## SUGGESTION

The preparation of this thesis is part of the discussion of signs and meanings. Because there is a high level of interpretation, the researchers suggest that those who want to explore aspects related to semiotics further should be able to study using other theories in line. This is necessary for

addition to the scope of semiotic studies is very broad, also because there are many kinds of literature similar to this which are different.

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