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Abstract

This study aims to provide an overview of the consumption patterns, picture viral on social media with the public mental health. Consumption patterns picture viral, or known by 'meme', one side shows the satirical images of life of society. But with the increasing number of these memes, also a mirror of how the mental health picture of today's society. This study using semiotic with qualitative methods, that is 5 Barthes code. The results is, the viral picture showed more negative connotation, can be a model of negative communication learning for public mental health. With the spread of viral negative pictures, especially an image of featuring leaders with bad behavior, will be emulated by future generations. It became a mirror of 'sick' public mental health in a democratic climate.

Keywords: Semiotic, Picture Viral, Social Media

Introduction

The idea of mental revolution that discourse by Joko Widodo, or more familiarly called Jokowi, as a presidential candidate in 2014, really be a national movement, after becoming President. Nearly two years, the idea rolling, but not yet visible signs of change on people's mental. In fact, the longer, the community served many viral images showing how the mental health community in chronic condition. Starting from state officials, to ordinary people, all demonstrate how their mental health should be helped. The series of events come and go, but the incident did not happen by itself. It occurs because the causality of the global situation, which connects an individual to the circumstances that are not established by himself.

For example, the events of evictions Fish Market residents and Kampung Aquarium, an event that does not happen by itself. There is government intervention and the appropriate authorities to carry out the eviction. Because the name of 'State' and ignore the sense of humanity, the execution of the eviction process is done. The execution of the already planned, also invited the media coverage that broadcast the event live from the scene. At that time, millions of eyes see and witness how the incident took place. Unfortunately many images should be a spectacle, then spread virally. Images are mentally, really do not deserve shown. However, the image, also can not be hidden, because it is a fact that occurred in the field.

In addition to the above events, many similar stories. One of them, the image loads which had become a trend in social media conversation, later became national news. One of these viral news-related images teenage girl, Sonya Depari. Figure viral being snapped at a policewomen and is admitted as a General, makes Sonya reviled by netizens. And not only that, Sonya biological father, eventually died, of a heart attack. Now, Sonya reportedly

suffering from depression. But after that, to treat liver injury Sonya, she was appointed ambassador of the anti-drugs. The latter event, became viral images also in new media. Pictures of viral circulation, is a meme that criticizes 'tribute' received Sonya.

Two portrait media above, into people's daily consumption. Many similar events, with the figures and the different places in the production of media, then in private consumption. But we can not blame the media for showing the image that is actually not good for the soul. We know, the media is just a window. As expressed by McQuail (2010), one of the six role of the media, the first is the media as a window of events and experiences. Media is a window that allows the public to see what is happening out there. With the ability to see this, the media is expected to serve as a learning tool, to find information on various events. But what happens, when the information precisely not to bring health to the soul? Since we also know that not all information can be used as a means of learning. To answer these questions, we need to discover why the window we see is the image that is less good? What is the cause?

Based on the two examples above, the first image, less wise government officials in evictions. There are many ways to carry out the eviction, but unfortunately the way in which the events of the Fish Market, a bleak picture of humanity. Neither the behavior of juvenile delinquency that are represented in the second viral sample images. There are two portraits are an example. The first portrait, unwise step parent and a second portrait, the behavior of juvenile delinquency. Two portrait that actually there is no relationship of events, but if pulled thread between them, have a slice of causation. The slices are portraits of the elderly policy that is not wise, resulting in a portrait of the behavior of juvenile delinquency. The number of viral pictures of adults who are not good,

but disseminated in the media, took effect. The effect is not just for adults, but everyone can access the viral image. For this study aims to describe how the viral picture a debate on new media, and drew meaning contained behind the viral image.

Methodology

This study uses a qualitative methodology, using the method of analysis, semiotic analysis of five code Barthes. Qualitative research is characterized for purposes of research related to understanding some aspects of social life that produces words instead of numbers, as the data for analysis. According to Blumer, Becker, and Dezin, in Mulyana (2004, p.151), the scientific approach is not appropriate for studying human behavior. Qualitative research aims to maintain the shape and content of human behavior and analyze its qualities, and not turn it into a quantitative entities. Actual conversation, gestures, and other social action is the mental material qualitative analysis.

Qualitative research methods appear for a paradigm shift in looking at a phenomenon. Qualitative research starts from the phenomenological paradigm whose object is built on its behalf certain situations, as lived by individuals or particular social groups, and relevant to the purpose of the study. The qualitative research assumes that systematic research should be conducted in an environment that is natural, and directly to the action or human interaction itself in defining and interpreting social events, rather than the artificial environment such as experiments.

Qualitative research methods are often used to answer why and how human behavior, opinions, and experiences. According to Merriam (2009, p.13), qualitative researchers are interested in understanding the meaning is constructed, that is, how people understand their world, and the experience they

have in the world. Qualitative research is an activity that puts the observer in the world. It consists of a set of interpretive, material practices that make the world visible. This practice of changing the world. They changed the world into a series of representations, including field notes, interviews, conversations, images, recordings, and memos to yourself. At this level, qualitative research involves an interpretive to the world.

According to Denzin & Lincoln (2005, p.3), qualitative researchers study things in the regulation of human nature, try to understand, or interpret, phenomena in meaning. With a qualitative approach, researchers hope this study can provide in-depth discussion of how the viral images can be talk of new media, and drew meaning contained behind the viral image.

The method of analysis with semiotic five Barhtes code, used in this study, because, according to Barthes, there is always more than one way to read the text. That is because, in the text there is a plurality, which means a lot of meaning to read that correctly. To be able to reveal the meaning of the text that is plural, not only required reading, but also reread.

Every time I read the text, are required to read a slightly different way. By re-reading, there will be another meaning to be captured. Therefore, it is known there is more than one story line in the text. In findings Barthes, a storyline in the text is not a single, he discovered the existence of an element of semiotics at the narrative level. The semiotic element, then gave birth to the theory of five code, ie theories about how to categorize the marker in accordance with the role played in the text.

Barthes (2002) identified five different types of code semiotics, which is common to all text. He named the five markers such as code, which consists of: hermeneutics, proairetic, semantics, symbolic, and culture. Here is a brief explanation of each code. According to Barthes, the code is perspective to be

able to see the text. Read text with five code, such as viewing pictures through a series of colored lenses. Image remains the same, but the impression one gets changed. This impression, is another way to interpret the five code, as a set of meanings that speak at the same time. According to Barthes, five of the code used to read text as meaning a colorful exchange, run by some meaning.

In a text there will be one or two dominant code. According to Barthes in Moriarty (2014), proairetic and hermeneutic code, dominated the classic text. Classic text is the text that has been read and criticized such a way that the text has a meaning that is accepted by the reader. Leksia of classic texts to be read, that can be loaded narrative sense. Barthes classify many poems and novels in classical texts, which we refer to as canonical. Some genres rely more on the code from another code. For example, a mystery novel dominated by the hermeneutic code, because the text depends on the desire of readers to learn the answers to questions detective story, at the end of the story. However, in another text, there are five codes at once. The text that contains the code semantics, symbolic, and cultural, not denotative connotative load sentence. The presence of connotative sentence does not have to be read carefully, but gives a sense of the narrative, and not tell the reader what was happening.

In the book S/Z, Barthes (2002) conducted a reading of the story "Sarrasine." In these readings, master text is broken down into leksia (short text that can be inspected individually for one or more types of meaning). He then checked every leksia to find the code in each section leksia. This, is a useful way to identify the 'voice' that speaks in the text. Hermeneutic code (HER / voice of truth), referring to the mystery in the text. In the text there is a hint of mystery, but there are no clear answers are given in the text. The presence of the mystery in the narrative makes the reader want to know more. Hermeneutic code is also used to find out whether the story in text, avoid telling the truth, or

to disclose all the facts, in order to provide guidance, which can help create a mystery.

Proairetic code (ACT/sound empirical), contains elements of sequential action in the text. The presence proairetic code to add tension to the text. Tension built by the text so that the audience can guess what happened next.

Semantic coding (SEM/sound people), referring to the section in the text that show or refer to the additional meaning. Semantic code elements called seme. Seme has a connotative function in the text. The presence of this code, making the text has the additional element of meaning, besides its literal meaning. Semantic code in the text, indicate additional meaning, can be a story that symbolizes cultural or meaning.

Symbolic code (SYM/voice symbol), is about the symbolism in the text. Presence to show contrast, creates a greater meaning, creating tension, drama, and character development. Symbolic code is very similar to the code semantics, but act on a broader level. She organized the semantic meaning of the elements into a wider and deeper meaning. This code is typically used in the narrative antithesis, where a new meaning, occasioned no contradiction or conflict of ideas.

Referential code (REF/sound science), refers to the knowledge elements in the text, namely as scientific knowledge, history, culture, morality and ideology.

Results and Discussion

There are two objects in this research, namely viral memes that arise because of confusion reclamation project north coast of Jakarta, which rules out housing residents in the Fish Market and Kampung Aquarium, sparked the reaction of netizens. Confusion over the reclamation project, also led to case

law, which sparked the reaction of netizens. Before, the case law, in the virtual world two meme circulated that showed pictures of faces, Jakarta Governor Basuki Cahya Purnama, or more fondly known as Ahok, became icons of a 'hero'. Two of the meme, each show facial images are juxtaposed with images Ahok faces of two national heroes. The first meme, juxtaposing Ahok with Prince Diponegoro. In the Meme, Ahok also depicted similar to Prince Diponegoro, but below the picture Ahok, laced with the word 'Prince Dipodomoro'. Whereas in the second meme, face Ahok side by side with Sukarno known as the father of the Proclamation. In the meme, under the picture Ahok written as Mr Reclamation.

In many news written in an online site, responding to the meme, Ahok said not much bother. One was written by Ilham (2016, April 8). In the article on the online news site, Ahok said that what he did was in his capacity as Governor of Jakarta and legitimate constitution. Even for the title 'Father of Reclamation' pinned him, Ahok claimed no objection. According to him, became the father of Reclamation is not something bad. Because, reclamation in Jakarta Ali Sadikin has existed since become Governor of Jakarta. He pointed out that the Ancol is a reclamation project. In addition, Ahok also added that the reclamation project became the pride in the Netherlands. Therefore, Ahok urged not to use the issue of reclamation as something political.

As for the second meme, the meme was originally made for their reaction to the alleged closeness with officials Ahok PT Agung Podomoro. Agung Podomoro is a company developer who obtain licenses reclamation. However, in the end, in case of capture hand Chairman of Commission D DPRD DKI Jakarta, M Sanusi, the President Director of PT Agung Podomoro

Land, Ariesman Widjaja by the Commission, on Thursday night, March 31, 2016, at a shopping center in South Jakarta.

According to reports the rimanews.com (2016, April 6), the President Director of PT Agung Podomoro Land, Ariesman Widjaja, caught in the Commission, while giving money Rp. 2 billion, to the Chairman of the Jakarta City Council Commission D, Mohamad Sanusi. The case contributed to the netizen reactions, that there is the alleged involvement of Jakarta Governor Basuki Tjahaja Purnama. However, until this study is completed, Ahok not tangled case law relating to bribery discussion of the Draft Regulation (draft) of the Zoning Plan and the Small Island and a draft regulation on Spatial Planning (RTR) Strategic Region North Coast Jakarta. Apart from the above case, here is a picture of the Ahok viral meme:

Figure 1. Viral Meme Related Ahok Reclamation Project

Meme Ahok above, based on the hermeneutic code, voiced objections over the citizens 'action hero' Ahok who want to make a reclamation project, but by way of displacing the Luar Batang citizen housing. While based on the code proairetic, contains elements of sequential action in the text. Residents

demanded that Ahok, did not find it to be a 'hero', a way to pair it with the hero who has proven his struggle for the Indonesian nation. Based on semantic code, which refers to the extra meaning, has a connotative function in the text, namely voice allusion to Ahok, that what it does is open action heroes as a hero by his side. For symbolic code, memes created with the purpose, the contrast between the hero who is beside Ahok. The meme, wants to create meaning that leads to the tense situation, and character development. And in a symbolic code that meme, used as a narrative antithesis, where meaning the contrast is raised, to clarify the conflict between the two figures are juxtaposed in a meme. Not to forget, referential code, which refers to an element of knowledge in the text, namely morality and ideology meme maker, siding with the oppressed peoples evicted by Ahok.

Meanwhile, the research object, is a viral meme Sonya Depari. Sonya Depari meme went viral, the video begins with the appearance of convoys of high school students in Medan, North Sumatra. In the video, there is one student in the convoy, refused ticketed, even snapped at a woman police officer (police officer) in charge. The student's name is Sonya Depari. Since then, the name Sonya instant hit and became a byword, particularly in new media. Because, in denial when ticketed, he is admitted as a police generals named Arman Depari. Not only that, he also snapped policewomen who raided her and her friends. It turned out that Sonya just claim it, because the Inspector General Arman Depari denied have a daughter. Although actually, Sonya still family ties to Arman.

This incident raises anger among netizens Indonesia. Many lamented the attitude of school children today who do not obey the rules and take refuge under the authority of parents. In an online site, Wardoyo (2016, April 7)

resume, there are 15 memes Sonya Depari is the image loads in the new media. Here, six of 15 meme viral meme Depari Sonya these:

Figure 2. Various Meme Sonya Depari in New Media

Sonya Depari meme above, based on the hermeneutic code, containing voice concerns over the conduct Sonya netizen who violates the ethics and manners. Sonya is the icon of 'profiles youth today's '. Hermeneutic code in the meme Sonya, used to express the fact, how the behavior of today's youth in attitude towards older people, or look for a solution in certain circumstances.

The proairetic code of meme Sonya, contains elements of sequential action in the text. The presence of the code proairetic added strain on the action

sonya distributed in new media. Tension built by the text so that viewers can interpret the intent of the meme maker, and spreading the meme went viral.

The semantic code of meme Sonya, referring to the section in the text that indicate additional meaning. Elements of semantic coding has a connotative function in the text. The presence of this code, create a meme Sonya has additional elements of meaning, besides its literal meaning. Sonya semantic code meme, showing extra meaning, how the culture or traditions of graduation in Indonesia, experienced a shift from the real meaning. Action Sonya and her friends, is a portrait of today's youth, who have to interpret school graduation with unethical conduct and away from the value of the cherished grandmother manners first.

The symbolic code of meme Sonya show the contrast between the recognition of general pollicis Sonya as a child in North Sumatra, with actual reality. Other symbolic code in the meme Sonya, also wanted to create a bigger meaning, creating tension, drama and character development, that the behavior is bad and should no longer be maintained, let alone become juvenile character today.

The symbolic code of meme Sonya, contains narrative antithesis, where a pretty face, would not guarantee a person's behavior according to her beauty. While the meme Sonya referential codes, refer to the manufacturer's knowledge element to the situation evolving meme, meme about Sonya. Sonya meme many variants, showed that what was done Sonya, with gritted a female police officer, highlighted netizens. The words expressed Sonya, 'Kau Kutandai Ya!', Became popular in the new media, even became the subject of ridicule that comes out of the situation early in the text. 'Kau Kutandai Ya!', become an icon for bullying other things, and also refer to the status of 'singles' or not have any close friends. It contains many cultural values and morality of adolescents

must be improved, because much of the elements of ethics and decency of the Indonesian nation.

The results showed that viral images more negative connotation to be a model of learning that negative communication for community mental health. With the spread of viral negative image, especially an image featuring leaders with bad behavior, will be emulated by future generations. It became a mirror of community mental health illness within a democratic climate.

In social learning theory developed by Bandura (1986), said most people learn through observation and selective recall the behavior of others. The point is to learn by modeling. In the way of learning modeling, there are two types of learning, through observation and reinforcement models. Learning through observation, occurred through events that happened to someone else. Meanwhile, through reinforcement learning models, by imitation behavior, someone who made a model. In both these ways of learning, the media has a big role to be able to make the process of social learning, more quickly internalized into the personality of the community.

Back to the problems of the people, who daily enjoy viral images were not good for the soul, will learn that it is a reasonable image. Something that would be reasonably acceptable habituation. When you have a regular, steps mental revolution too, will bounce. Due to a new habituation, it needs to process, passing through various stages. Like a plant, it must continue to be nurtured, watered and cared for every day, with full seriousness. Therefore, to be able to enjoy the picture viral good for the soul, people need a good model, which can demonstrate polite behavior, but have the integrity in work and life choices chosen.

Creation of such a model of learning, can not be handed over and created the media for granted. Creation figures that can be used as a model, is

also not only in myth to one or two figures alone. Society requires a good figure that varies with different backgrounds, so it is not dominated by one or two central figures only. To create the character, takes the role of all parties, starting from the smallest institutions of society, the family. Family, have an important role in shaping the personality of a person.

The family is the first time gives identity to a newborn child, before the child understands the meaning of identity itself. Although this identity will evolve, as the children grew up. But the identity of the first granted in the family, will be the identity that will continue to be a memory. Therefore, strengthening the role of the family in the emerging generation of mentally healthy, starting from parents who want to change, with a mental revolution. A father be a good model for his son. A mother be a good model for her daughters. Which is used as a model, not only the role of fathers and mothers in the home, also outside the home. How the father works outside the home, and the mother actively involved in other activities outside the home also became a model for the whole family. When the role of parents outside the home is a good work, then the children will also be doing a good thing anyway. Then the viral images that disturb their mental health, will bounce off, because there is a real good picture, and closer, and direct contact with their daily lives.

Conclusion

Overview of the consumption patterns of viral on social media image has a relationship with the community mental health conditions. Consumption patterns picture viral or known by the term meme, a satirical picture of the life of society. Many things are scrutinized through memes, ranging from political life, to everyday issues are familiar with the community. Criticism in the meme, a mirror of how the image of a community mental health today. By using the

five code Barthes semiotic analysis. The results showed hermeneutic code, referring to the mystery of conflict resolution in real life text. In the text of memes, there is a hint of mystery, but there are no clear answers are given in the text. Continuation of criticism in the media meme in new, sometimes not resolved menjad a practical solution in real life. He is present in the narrative, to make readers know more, will the problems that occurred in the community. Hermeneutic code, the meme is used to assemble the story in text, but avoid actual settlement terms. He only reveals all the facts, in order to provide guidance to the reader, without giving a final solution.

Proairetic code, the meme, contains elements of sequential action in the text. Her presence adds tension to the text. That no event is happening and make a scene netizens in new media. While semantic code in the meme, referring to the section of text appended to meme, to show on additional meaning, as connotative function, which provides a critique of issues that wish to address.

Symbolic code in a meme, present to show the contrast between the meme with other memes, or contrast with the ideal situation with the situation that is happening. He was in charge of creating a bigger meaning, creating tension, drama and character development of the central figure meme. Symbolic code is also used in the narrative antithesis to social criticism, voiced amid the conflicts experienced meme characters.

Referential code in the meme, referring to the knowledge element meme maker, encompassing creativity creators, associating with history, culture, morality, and the ideology of a society that is criticized. Therefore, a picture or a viral meme, the more negative connotation, a model of learning that emphasizes the study of the events that are negatively charged. With the spread of viral negative image, is actually not a good learning media. Because the

learning method, usually applied with exemplary method or a good example. While memes or viral images, more unbiased picture with displays of bad behavior. It could be a mirror community mental health 'sick' in a climate of freedom to make a meme in the new media, in an atmosphere of democracy.

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