

ABSTRACT

Rohmah, Yuniati. HYPERREAL IDENTITY PERFORMANCE IN FRIENDSTER PROFILES THROUGH SIGNS. A thesis submitted as partial fulfilment of the requirements for the Sarjana Degree of the English Department, Faculty of Letters, Airlangga University, 2008.

This study is concerned with signs found in Friendster profiles that represent identity. It is aimed to reveal the identity of Friendster member that tend to be hyperreal. This study uses Baudrillarian hyperreality and identity theories as an approach. The writer analyzed the data based on the hypersemiotics theory especially the three typologies of hyper sign and sign relation theory to understand the hyperreal identity on Friendster profile.

This study found that Friendster profile is such an advertisement that offers friendship. All signs that represent identity found on four analyzed profiles are included in artificial sign type. Furthermore, there are also recycled sign type found but no one is included in superlative sign type. Based on the analysis, the writer concluded that though the identity in Friendster is imaginary and hyperreal, the identity of profile-makers in real life is traced by the signs found in the profile.

Keywords: Friendster, Friendster profile, hyperreal, identity, and sign.