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DENOTATIVE AND CONNOTATIVE MEANING IN *VIRGIN VS. CHAD* MEME IN *KNOW YOUR MEME* SITE

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Abstract
This research aims to find out how hidden meanings are conveyed in memes and the type of meme studied is a meme with the Virgin vs. Chad template and other similar template memes namely Swole Doge vs. Cheems on the official meme site and Know Your Meme's official Instagram account. By using descriptive qualitative methods, this research aims to analyze the meaning of denotation and connotation attached to several data. Researchers found 10 memes that use the template Virgin vs. Chad and 10 memes that use the Swole Doge vs. Cheems. The results of the analysis show that the denotational meaning in these memes shows figures that have been arranged and edited as creatively as possible by the creator without describing any further meaning, just figures and text written without context, while the connotative meaning in these memes describe the hidden meanings of the meme, such as how the meme template functions, the role of the figures displayed, and the written text has an implied meaning, whether it is the opinion of the meme maker, public opinion, facts in the field, even there are exaggerated opinions and even false information.

Keywords: meaning, meme, Swole Doge vs. Cheems, Virgin vs. Chad

Introduction

In our world today, a lot of developments have taken place, especially in the entertainment media, and each of these media, of course, must have its meaning, whether it is just entertainment, satire, or even parody. Entertainment media refers to any form of media that audiences use for pleasure-seeking and the avoidance of pain (Trepte, 2004). This can include various types of media such as movies, television shows, music, video games, and social media. One area of research that discusses the meaning of things is semiotics, such as the meaning of traffic signs, and the meaning of a logo.

Semiotics is the study of signs and symbols and their meaning in language and communication in the form of devices or symbols that writers use in human relations (Ibrahim & Sulaiman, 2020). It is concerned with how meaning is created and communicated through various sign systems, including language, images,

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gestures, and other forms of communication. There are many experts in the field of semiotics, one of which is Roland Bathes. Roland Barthes is one of the experts in this field who focuses on discussing the meaning of a sign.

Roland Barthes was born in 1915, he is known as a structuralist thinker who actively practiced linguistic models so that it is separated from semiology which was previously discovered by Ferdinand De Saussure (Wibisono & Sari, 2021). Barthes developed Signs ranging from speech, body language, and symbols to painting, music, and Morse code. Barthes' semiotic theory breaks down the process of reading signs and focuses on their interpretation by different cultures or societies. According to Barthes, signs have both signifiers, being the physical form of the sign that the writer perceives through our senses and the signified, or interpreted meaning (Siregar, 2022). So, the two markers on a sign according to Barthes are those that the writer can recognize using our senses, for example, they can be seen, touched, heard, and smelled, and those that the writer recognizes by their interpretation, for example, their name.

Barthes also argued that signs can be classified into two categories: denotative and connotative (Wibisono & Sari, 2021). Denotative signs are those that have a meaning according to the original and there is no change in meaning (Antika, Ningsih, & Sastika, 2020), such as a traffic sign that indicates a stop. Meanwhile, the connotation is the opposite of denotative, it has an unreal or figurative meaning (Antika et al., 2020). For example, the word "apple" may denote a specific type of fruit, but it can also carry connotations of innocence, knowledge, and temptation, depending on the context in which is used.

Signs range from speech, body language, and symbols to paintings, music, and morse code. Barthes' semiotic theory broke down the process of reading signs and focused on their interpretation by different cultures or societies. Barthes also believes that every ideological sign is a denotative sign system or a connotative sign system. He used the term "order of signification". The first is signification which means denotative meaning. While the meaning of the second order is the connotative meaning. The first order is the signifier and the signified is a sign. This sign is called denotative meaning. Then the meaning comes from another sign called connotation (Marunung, 2018). Connotative and denotative meanings are both important aspects of communication, including in the creation and interpretation of memes.

Memes are often created in the form of images, videos, or text and are typically intended to be humorous or satirical. They can be spread through various forms of media, including social media, messaging apps, and online forums, and are often used to express a particular point of view or to comment on current events or cultural phenomena. They comprise such media objects as images, image-macros, videos, GIFs, phrases, or emojis that emerge from popular culture's practice of remixing and remaking (Mina, 2019). Meme is a concept, behavior, or idea that spreads from person to person within a culture (Brown, 2020). That is why memes spread very easily in society, especially in cyberspace platforms accordance with the concept of the meme itself.

The concept of the meme was first introduced by Richard Dawkins in 1976 in his book entitled "*The Selfish Gene*". In this book, Dawkins used the term "meme" to describe a unit of cultural transmission that spreads from person to person in a similar way to how genes spread from one generation to the next

(Raevskaya & Zyryanova, 2019). Dawkins mentioned: The meme is ‘selfish’ because it lives through us, at our expense (Lettelier, 2022). Since then, the term has been adopted by internet users and has taken on a new meaning as a way to describe viral internet content. Overall, memes are an important part of internet culture and have played an important role in shaping the way people communicate and interact with each other online in various ways and types.

There are many different types of memes, each with its own unique characteristics and cultural significance. Most of these images are simplistic, often low quality, and mundane in style. Such as image macro memes, reaction memes, video memes, and even political memes. These are just a few examples of the many different types of memes that exist (Börzsei, 2013). As the internet and social media continue to evolve, new types of memes are sure to emerge, each with its unique cultural relevance and impact.

One of the types of memes that is quite interesting to the writer's attention to examine its connotations and denotations, namely the 'Virgin vs. Chad' meme which is an image macro meme. The writer found many denotative and connotative symptoms in the ‘Virgin vs. Chad’ meme through several examples of memes used as data and all of them contain denotative and connotative symptoms. The memes that will studied are of two types, one is the 'Virgin vs Chad' meme itself and the second is the 'Swole Doge vs Cheems' meme, which is a remake version of 'Virgin vs Chad', having the same concept but different figures. Based on the background of problems can be formulated into the research question, as follows:

1. What denotative and connotative meanings are provided in the ‘Virgin vs. Chad’ meme?
2. What denotative and connotative meanings are provided in the ‘Swole Doge vs. Cheems’ meme?

Semiotics

Semiotics is the study of signs and symbols and their use in communication. Derived from the Greek, namely *semeion* which means ‘Sign’. (Asriningsari & Umaya, 2010). Ferdinand de Saussure is considered the founder of modern linguistic and semiotic theory. He developed the idea that language is a system of signs that are used to convey meaning. Saussure believed that language was made up of two parts: the signifier and the signified. The signifier is the physical form of the sign, such as a spoken or written word, while the signified is the concept or meaning that the sign represents (Angela & Winduwati, 2019). Semiotics is the general science of all kinds of languages (such as human language, bird language, and animal language) based on communicative signs, and linguistics is a component of it (Rahimova, 2022). Semiotics is a linguistic science that studies signs and everything related to sign systems and their meanings. Semiotics aims to cover any sign system, regardless of its nature and boundaries; images, objects, gestures, sounds, and also things related to tradition. Semiotics has expanded on Saussure’s theory to explore how signs are used in various contexts and how meaning is created through communication.

Saussure as an influential figure in the field of Semiotics introduced semiotics in the field of langue which is a sign system used as expressions and ideas for the alphabet for speech-impaired people, symbols in rituals, and military needs (Lustyantie, 2012). Saussure’s structuralist approach to semiotics focused on the

relationship between signifiers (the physical form of signs) and signified (the mental concepts they represent). His ideas laid the groundwork for understanding how language, as a system of signs, operates and shapes our thoughts. Signifier and Signified are things that cannot be separated and they are interrelated. A sign without a signifier means nothing and vice versa. Next is the principle of semiotics by Roland Barthes, whose theory applies or continues Saussure's semiology.

Barthes argues that language is a sign system that represents the assumptions of society at a certain time (Wibisono & Sari, 2021). Roland Barthes' sign system consists of a denotative consisting of a signifier and a signified as a link between the material of the signified and the abstract meaning behind it. The second signifying system, namely connotative, is a chain system of signifiers in the denotation system to become a signifier and so on related to other meanings. In the second sign system, besides the connotative, there is also a myth. Barthes argues that myth is a communication system or a message (Malau, 2022). As is also known, myths are messages that are widely believed even though they cannot be proven to be true. In myths, there is also a three-dimensional pattern of signifiers, signifiers, and signs, but it is a unique system (Wibisono & Sari, 2021). One of his most influential contributions is the concept of denotative, connotative, and mythology in semiotics. Barthes also developed the system more significantly than Saussure did. He considers if the sign always has meaning. That meaning can form denotative and connotative (Wulandari, 2020). which denotative means has a direct meaning, while connotative has an indirect or hidden meaning.

Denotative

Denotative is the meaning of a sign in semiotics which becomes a signifier and signified which explains the sign as it is according to what is said, having a meaning according to the original and there is no change in meaning (Antika et al., 2020). Denotative is the direct and objective representation of something without any additional layers of interpretation or subjective associations.

Denotative represents the fundamental, straightforward, and objective meaning of a sign or symbol. It serves as a foundational level of understanding and is often shared across different cultures and contexts. Denotative is associated with the closure of meaning (Sobur, 2009). Denotative meaning is what most people would agree upon when interpreting a sign without considering cultural, historical, or personal factors. It represents the primary or dictionary definition of a word, image, gesture, or any other form of communication.

Denotative focuses on the most basic, factual, and objective interpretation of signs and has the real meaning of a word, therefore denotation is used in a dictionary (Zulaichah, 2008). This is a fundamental meaning that a wide audience can agree on, making it an important starting point for shared understanding. Denotatives have a meaningful dictionary of words that are ideally agreed upon universally (Kirana, 2020). This universality ensures that people, within the same linguistic or cultural context, generally understand the denotative of a sign in the same way.

An example of a denotative such as an animal is 'cat', the word cat refers to a mammal, an animal with four legs, a meow sound, a carnivore, a whisker, and pointy ears. There are no other metaphors for cats, except for adding adjectives such as 'black cat', which has the connotative meaning of 'bringing bad luck' which is believed by some people in the world.

Connotative

Connotative comes from the Latin "*Connotare*" which means "to be a sign". Connotative refers to the additional meanings and associations that are associated with a sign or symbol beyond its literal or denotative meaning, consists of denotative meaning and additional meaning, which usually consists of proverbs, terms, and things whose meanings have been agreed upon (Askarovich & Nilufar, 2023). For example, the term "big head", when viewed denotatively means "big head size", but connotatively refers to a term whose meaning has been agreed upon, "big head" means "arrogant". Connotative means not only explaining further meaning but also containing the two denotative signs that underlie its existence (Fauzan & Sakinah, 2020). Understanding the connotative meanings of signs or symbols helps us grasp the deeper layers of interpretation and the rich tapestry of meaning they can convey.

Connotative meanings are not fixed or universally agreed upon, as they can vary among individuals or different cultural groups. These meanings are often shaped by societal norms, historical contexts, and personal experiences. According to Fauziyah and Ilmi (2020), connotative meaning can be said to be more complicated than denotative because connotative meaning is relative, that is, it can have different meanings depending on the situation, emotions, conditions, and perspectives and can also have different meanings in each country. Because apart from the meaning it can be different in each country, for example, the hand gesture 'ok' (combining the thumb and forefinger) has the meaning 'okay' in America and all over the world, but in Japan this gesture means 'money' (Camelia, 2019). Connotative meaning is also not permanent, which means that connotative meaning can even change meaning or even disappear over time.

Although connotative signs do not always have the same meaning all over the world, many connotative signs are very often found in everyday places. Which have the same meaning throughout the world, for example, traffic signs. People all over the world agree that red light means stop, yellow means slow down and green means go. Also, for example, a crossed letter P means a no parking sign a crossed S letter means a no stopping sign, and many more.

Meme

The concept of the meme was first introduced by Richard Dawkins in 1976 in his book entitled "*The Selfish Gene*". He proposed the term 'meme', based on the Ancient Greek word *mīmēma* 'something imitated' (Börzsei, 2013). In this book, Dawkins used the term "meme" to describe a unit of cultural transmission that spreads from person to person in a similar way to how genes spread from one generation to the next (Raevskaya & Zyryanova, 2019). Dawkins mentioned: The meme is 'selfish' because it lives through us, at our expense (Lettelier, 2022). Since then, the term has been adopted by internet users and has taken on a new meaning as a way to describe viral internet content.

Meme is an idea, behavior, style, or usage that spreads from person to person within a culture (Brown, 2020). Memes are often humorous and are intended to be shared and spread among large groups of people, often through social media platforms and messaging apps. Meaning in memes is a combination of partial meanings of text and images in written texts, still images, and GIFs (Yus, 2019). Most of these images are simplistic, often low quality, and mundane in style. They

are not meant to be beautiful or particularly realistic; the focus is on the message. Memes with image types are usually the type of meme that is most in demand and the fastest spread among all groups on social media compared to other types of memes because they are easier to understand. (Börzsei, 2013)

Memes are often created and shared by internet users as a way to comment on current events, express an opinion, or simply entertain others. Memes have become a popular way for people to communicate and connect with others online, and they are often used as a way to share and spread information, ideas, and culture. It is important to note that the impact of memes can vary. While they often serve as light-hearted entertainment, they can also perpetuate stereotypes, misinformation, or offensive content. Therefore, it is crucial to approach memes critically, being mindful of their potential effects and implications on society.

Know your meme

Know Your Meme is an encyclopedia-based research community that researches, discusses, and explains the meaning, history, evolution, and origins of a meme on the internet. Know Your Meme was founded on December 1, 2008 by three people. Andrew Baron, Kenyatta Cheese, and Jamie Wilkinson. They are editor, software engineer, and affiliated editor (Crunchbase, 2023). This well-known meme site was acquired by Literally Media on April 21, 2016, and is located in Brooklyn, New York, USA, but it does not change the function, name, and content of the site. The logo for this page is quite simple, just the words Know Your Meme in white on a dark blue square background.



Figure 1. Know your meme logo
(source: https://www.crunchbase.com/organization/know-your-meme)

Over the years, it has evolved into a comprehensive resource for all things related to Internet culture. Users from around the world have contributed to its vast collection of memes, viral videos, and internet phenomena. Know Your Meme documents and archives internet memes, ensuring that they are not lost to the ephemeral nature of online culture. It provides a historical record of memes, including their origins, evolution, and notable variations they also provide detailed explanations and context for each meme, helping users understand the humor, references, and significance behind them.

According to Know Your Meme about, Know Your Meme just like Wiki, every registered user on the Know Your Meme site can submit memes or trending phenomena to be researched and posted on their site. The staff from Know Your Meme will sort and evaluate every meme that comes in and be verified online to ensure that the meme or viral thing is good and safe to post or not. This is particularly useful for individuals who may not be familiar with a particular meme's

background. Their website also enables users to critically analyze the evolution of memes and their societal implications. It provides a platform for discussions about the power of memes to influence public discourse and opinions and also serves as a wellspring of inspiration for content creators. By exploring the website, artists, writers, and meme enthusiasts can discover new ideas and remix existing concepts.

Virgin vs. Chad

In the ever-evolving landscape of internet memes, one particular meme format has gained prominence for its humorous and often satirical take on contrasting personality traits and behaviors. Originating from internet culture, this meme presents a dichotomy between two archetypal characters: the 'Virgin vs. Chad'. When this meme was first published, the first thing discussed was the Virgin. This discussion of the figure of the Virgin was posted in 2016 by someone on the 4chan site, he discussed an image of someone who always walks with "hands in pockets and always looking down" with the post caption "Virgin Signs" and the discussion was used to describe 'Virgin' on the */r9k/* page on the site (Know Your Meme, 2017). On March 25th, 2017 someone made an illustration of the 'Virgin Signs' post with the caption "virgin walk", posted on the same page. The image consists of a person walking hunched over, dressed in dark clothes while wearing earphones, accompanied by text that describes the characteristics of the virgin.

Not long after, a Redditor with the user name PyrusSolus uploaded compilation photos of the meme from the 4chan site to the Reddit page */r/4chan*, the post was then suddenly highlighted by people from bodybuilding forums, on June 10th, Redditor *Hardflips* submitted an image which is an edited image of the previous paired image comparing only the "virgin walk" to the "Chad stride" to */r/justneckbeardthings* subreddit. (Know Your Meme, 2017). This meme image that created by Redditor *Hardflips* known as the main template for the 'Virgin vs. Chad' meme used until today.

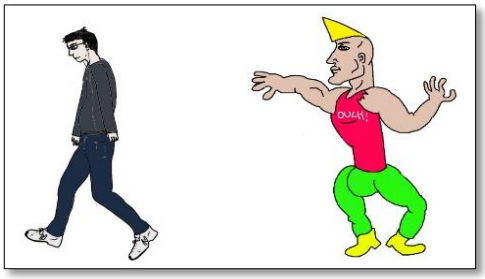


Figure 2. Virgin vs. Chad meme template by Redditor Hardflips
(source: https://knowyourmeme.com/memes/virgin-vs-chad)

Swole Doge vs Cheems

Swole Doge and Cheems are different versions of 'Virgin vs. Chad', both have the literally same concept, only the figures used are different, Swole doge and Cheems is an internet meme format that features two Shiba Inu dogs in various scenarios. Shiba Inu dogs themselves are nothing new in the world of memes because Shiba Inu dogs are already very popular on social media. The first Shiba Inu dog is named Kabosu, a dog adopted by a Japanese kindergarten teacher, Atsuko Sato. This dog went viral in the 2010s because of the unique photo of

Kabosu sitting on a couch while glaring sideways at the camera with raised eyebrows (Know Your Meme, 2010). The creativity of netizens on social media also played a big role in producing the figure of Swole Doge in the meme 'Swole Doge vs Cheems'.

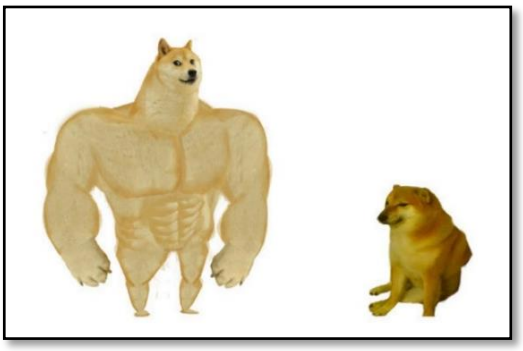


Figure 3. Swole Doge vs. Cheems meme template
(source: https://knowyourmeme.com/memes/swole-doge-vs-cheems)

The meme format is typically used to contrast two different situations or choices, often with exaggerated labels and captions, highlighting the disparity between them. Also in the Swole Doge and Cheems template memes, the dominant figure (Swole Doge) is on the left, unlike 'Virgin vs. Chad' where the dominant figure (Chad) is on the right.

Also different from the platform where they were popularized, 'Virgin vs. Chad' was popularized on Reddit in 2017 while 'Swole Doge vs. Cheems' was popularized on Facebook in 2020 on the Facebook page named *Doges artesanales*, the post was so popular it got 10,000 shares, 3,300 reactions and 510 comments in just 4 months (Know Your Meme, 2020)

Method

This research used a qualitative descriptive method. The data collected and processed in qualitative methods are in the form of words, pictures, and not numbers (Hikmat, 2011). This method would greatly facilitate writers to research and explain their data. According to Cresswell (2014), the qualitative method is the collection of open-ended data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings inform qualitative methods. This method is suitable because the purpose of this research is to find and explain the denotative and connotative meanings of memes.

The data for this research are the results found from the results of object research, that was the two types of memes used, which are the 'Virgin vs Chad' template and the 'Swole Doge vs Cheems' template. Data were collected from their official website with the link https://knowyourmeme.com/, the memes that were used were sorted by most favorite, most highest score from 60 data existed and also the most related, sorted by the most related because a lot of images that have the same theme, but different usage and different template, the other meme topics also not understandable which is doesn't match with our acknowledgment or too vulgar.

The data was also collected from their official Instagram account with username @knowyourmeme with link https://www.instagram.com/knowyourmeme/. The data used is quite a small

amount, because although they have 7,715 posts (as of 10th Sept 2023), the memes that use the 'Virgin vs Chad' or 'Swole Doge vs Cheems' template are only nine pieces.

Data collection techniques in this study are observation and documentation. The steps of data collection are taken from Creswell (2014) stating that: Recording any potentially useful memes with the 'Virgin vs. Chad' and 'Swole Doge vs. Cheems' templates on the official website and official Instagram account of *Know Your Meme,* then sketching the related memes with Roland Barthes' connotation and denotation theory, documenting the collected memes and lastly tabulating memes and then discussing them according to their connotation and denotation.

After collecting the data, the next step is analysis data. Data analysis techniques according to Miles and Huberman in Suwandi (2021) consist of: Reducing data into 2 parts, according to Roland Barthes' connotation and denotation theory, then displaying and applying the memes into a paragraph and lastly, concluding the whole of the discussion in this research.

Findings and Discussion

In this session, the author discusses the data that has been determined, but the presentation is not thematic. The discussion is presented based on the object of study, namely to reveal the denotative and connotative meaning of the Virgin vs. Chad and Swole Doge vs. Cheems, accompanied by the conclusion.

Virgin vs. Chad - The Virgin Harambe vs. The Chad Grape-kun

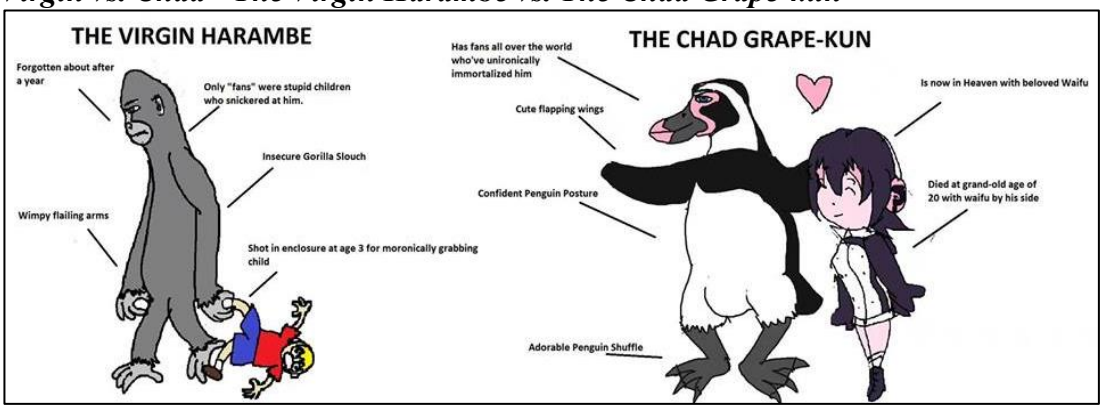


Figure 4. The Virgin Harambe vs. The Chad Grape-kun
(source: https://knowyourmeme.com/photos/1303823-virgin-vs-chad)

Based on the meme above was taken from the official KnowYourMeme website with the title "*Legends Never Die*". The denotative meaning of this meme is depicting two animals from a zoo that are actually both dead, but the story of their deaths has attracted the public's attention. The figure on the left is a gorilla named Harambe from the Cincinnati Zoo, which was shot dead in 2016 because it grabbed and dragged a three-year-old boy who had fallen into its cage (Storlie, 2021), while the figure on the right is a *Humboldt* penguin named Grape-kun. from Tobu zoo, Miyashiro, Japan. Grape-kun died because he was old and was exiled from his colony. He became iconic because, in his life before his death, he was accompanied by a board with a picture of an anime character named Holulu from

the anime series Kemono Friends (Giard, 2020), where the character actually wore a penguin costume.

Without the connotative meaning in this meme, readers will only assume that this meme only shows two animals that died in a zoo, therefore the connotative meaning is used in this meme which uses the template Virgin vs. Chad. The connotation meaning in this meme shows that the figure of Harambe is depicted as less dominant (Virgin) and the figure of Grape-kun is depicted as more dominant (Chad), this is all due to several factors, especially how they died. Harambe was shot dead while Grape-kun died because of his age. Harambe was shot dead because he was afraid he would hurt a three-year-old child who had entered his cage, while Grape-kun not only died because of his age, but also because he was exiled from his colony. So just by depicting an honorable death, Grape-kun is already more dominant, plus several texts attached to support the theory of the meme.

Texts that support the theory that Harambe is a Virgin include how Harambe was killed by getting shot at his cage at the age of seventeen years old, because it grabbed and dragged a child roughly, as mentioned in ***Shot in an enclosure at age 3 for moronically grabbing child***, although the text says 'shot at the age of three', Harambe's actual age at the time of the shooting was seventeen (Storlie, 2021). To be precise, the attached age three text shows the child's age, not Harambe's age. People who sympathize with him are only enlivened by children who only pouted, mentioned in ***Only "fans" were stupid children who snickered at him***, how the gorilla itself is a dangerous animal, written in ***Insecure Gorilla Slouch***, and how it looks, as in ***Wimpy Flailing Arms***. On the right side, several writings support the theory that Grape-kun is Chad, including how his end of life was quite touching, Grape-kun died because he was old, not because he was shot dead, and also he died peacefully with his *waifu* beside him, as mentioned in ***Died at grand-old age of 20 with waifu by his side, Is now in Heaven with beloved Waifu***, apart from Most of the text supports Grape-kun's dominant appearance, as written in ***Confident Penguin Posture*** and ***Cute flapping wings*** and how the penguin figure itself is cute, as in ***Adorable Penguin Shuffle***.

The conclusion from this meme is that the data above has a denotative and connotative meaning which contains a comparison between Harambe and Grape-kun. The context of this meme is comparing two animals that both died in a zoo, the causes of their deaths were different but the news of their deaths became trending in society. Harambe is described as a Virgin or less dominant because his death was caused by his rude behavior towards a boy which caused the zookeeper to be forced to shoot him. On the other hand, Grape-kun is depicted as Chad or more dominant because his death invites feelings of concern and care, apart from dying of old age he was also exiled by his colony, but he did not die lonely because he was accompanied by the image of his penguin waifu named Hululu. That's why Grape-kun is depicted as more dominant than Harambe, because of how their lives ended.

Swole Doge vs. Cheems - Doctors 1620 vs. Doctors 2020

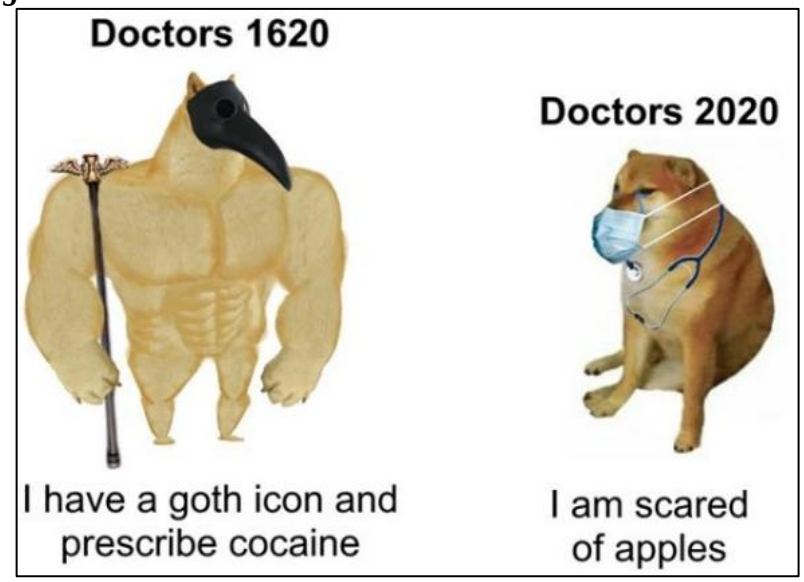


Figure 5. "Doctors 1620 vs. Doctors 2020"
(source: https://www.instagram.com/p/CHoC_LnFcVq/?igshid=MzRlODBiNWFlZA==)

The meme above is quite interesting because it involves the proverb "*An apple a day keeps the doctor away".* In the denotative view, this meme compares two figures depicting two doctors from different generations, which is depicted in the form of a dog, on the left there is a large shiba dog wearing a scary bird mask and carrying a stick, and on the right is a small Shiba dog dressed as a doctor. Meanwhile, in the connotative view, a large shiba dog on the left depicts the figure of the Doctor in 1620, its position in this meme is on the left, indicating it plays the role of Swole Doge and is more dominant than the figure on the right and the small Shiba dog on the right represents the Doctor in 2020, his position in this meme is on the right, indicating he plays Cheems and is less dominant than the figure on the left. The meme template used is the original template 'Swole Doge vs Cheems' which has only been edited by adding a costume figure that suits the profession of doctor according to their respective generations to reflect the role being portrayed.

Several texts written about the figure of Doctor in 1620 contain information about why he is more dominant than Doctor in 2020, namely: It is written ***I have a goth icon and prescribe cocaine***, This statement shows that doctors in 1620 had a more gothic, dark, cool but scary appearance and also they created and used drugs as a means of healing. Although this drug is not actual cocaine, various fumigants and perfumes could also help, resulting in beak-shaped plague doctor masks that could hold various aromatics, such as lavender, to combat bad air (Olson, 2022). Meanwhile, on the other hand, several texts written about the figure of Doctor in 2020 contain information about why it is less dominant than Doctor in 1620, namely: It is written ***I am scared of apples***, This statement is actually just a quote taken from a proverb that says "*an apple a day keeps the doctor away*", this statement means due to the numerous health benefits popularly associated with the ingestion of the fruit (Oyenihi, Belay, Mditshwa, & Caleb, 2022), which means that consuming apples every day will make the body healthy so there is no need to go to the doctor. It's as if with apples, doctors will lose their jobs, so it's like doctors are afraid of

apples. But apart from that, today's doctors are also less dominant in appearance when compared to doctors in 1620.

This meme concludes that the data above has denotative and connotative meanings that contain comparisons between doctors in 1620 and doctors in 2020. The context of this meme is to compare their appearance as well as the depiction of their nature. Although both are doctors, their appearance and what is depicted in the meme above are very different. Doctors in 1620 were described as Swole Doge or more dominant because they were described as more totality, cool clothes, gothic, and equipped with a bird's head mask and carrying a stick, their treatment also used drugs that are currently prohibited. On the other hand, doctors in 2020 are described as Cheems or less dominant, because doctors in 2020 look ordinary, use masks, and have quotes that make doctors seem afraid of an apple.

Conclusion

Based on the result of the research, namely observing the meanings of all the data that had been taken, the author made two conclusions based on the research questions, as follows: Firstly, this research contains the denotative and connotative meanings contained in the 'Virgin vs. Chad' template and connotative and denotative meanings always appear in all memes. The results of the analysis show that the denotative meaning here is the meaning that is understood by readers, especially lay readers, when looking at memes, that is just by looking at the data presented without knowing other hidden meanings, they are more interested in seeing the main object, especially in images that have generally been edited as creatively as possible by the creator of the meme, while the connotative meaning here is a description of the reader when they know the real meaning that presented in the meme, especially in the text, because of the meme template 'Virgin vs. Chad' and the 'Swole Doge vs. Cheems' apart from relying on pictures of figures, also relies on written texts, the opinion of which has also been strengthened in this research by several sources.

Secondly, After the author examines the connotative and denotative meaning of 'Swole Doge vs. Cheems' template, the author also concludes that connotative and denotative meanings always appear in the 'Swole Doge vs. Cheems' and the resulting conclusions are similar to the data based on the previous research question, namely that readers prefer to see the main object of the attached meme and sometimes miss the hidden meaning conveyed. The difference is, that the meanings written on the template 'Swole Doge vs. Cheems' are fewer than in 'Virgin vs. Chad' and the text is more like something spoken by the object than just data, which makes the data written in 'Swole Doge vs. Cheems' is easier to understand than the written data on 'Virgin vs. Chad' and people are more easily offended if they feel portrayed by the 'Swole Doge vs. Cheems', because the object used as the main template in this meme is a dog, which is an animal that is quite taboo to describe a person.

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