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Non-Verbal Communication Used by University Strudents' Examinee in Thesis Proposal Seminar

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Abstract: This thesis entitled Non-Verbal Communication by University Students; Examinee In Thesis Proposal Seminar. Students have a proposal and final thesis examination where they present and explain the research that they have conducted. The researcher interested to provide views and further investigating the meaning of appearance which is expected to obtain a detailed picture of the meaning of non-verbal sign constructed on the meaning of the appearance by semiotic analysis. For this reason, this study aims at 1) To describe the kinds of non-verbal communications used by the student of English Department in the proposal seminar, and 2) To describe the meanings of the non-verbal communications used by the student of English Department in the proposal seminar. The theory of three basic semiotic elements proposed by Peirce (2003) is used to identify the sign action and also determined better the nature and rhetorical function of both verbal and non-verbal representation. The method used in this research is descriptive qualitative. The data of this research are the non-verbal communication of the students from the English department through their Facial Expression, Eye Contacts , Emblems, Adaptors and Body Action. The source of the data obtained one video from the seminar proposal. A semiotic visual image of signs, in the seminar proposal video. There are 7 kinds of non-verbal communication the student showed that obtained and observed by the researcher. The result of this research shows that five types of the non-verbal communications are found in the seminar, i.e. fear, amusement, agony, surprise and disgust. The most dominant type of non-verbal communication is the state of surprise with 2 expressions.

Keyword: *Non-verbal Communication, Semiotics, Proposal Seminar*

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1. Introduction

Every student in school or campus must face a final exam to pass as required to design a final paper in order to achieve a bachelor's degree, the researcher has proposed, and presented a proposal during the proposal seminar namely chapters 1-3, then after the proposal, students must do research and carry out it in a thesis assignment. Students also do a thesis exam where they present and explain the research they have done before. The research related to lecturer-

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students' interaction has been done by Hanafiah, Mono, and Yusuf (2021) in terms of code-switching phenomenon. They conclude that even the medium is English, code-switching in Bahasa Indonesia sometimes appear in the interaction.

Most communication is verbal communication, even on some occasions, there are more research findings that are concerned with verbal fashion than what is observed non-verbally. The meaning of the conversation using non-verbal language is the concept of communication. Non-verbal communication is communication using non-verbal messages. Non-verbal terms are usually used to describe all communication events outside of spoken words and writing. Theoretically, non-verbal communication and verbal communication can be separated. But in reality, these two types of communication are mutually intertwined, complementing each other in the communication that we do day-to-day.

Rakmat (1994) grouped non-verbal messages as kinesics message. The kinesic message is non-verbal messages that use body movement, consisting of three main components: facial messages, gestural messages, and postural messages. Facial massages use face to convey a certain meaning. Various studies show that the face can convey at least eleven types of meaning: happiness, shock, fear, anger, sadness, nausea, calmness, criticism, interest, amazement, and determination. The gestural message shows the movement of some limbs such as eyes and hands to communicate various meanings. Postural messages pertain to the whole limb, meaning that can be conveyed. The three of these are considered visual semiotics. Generally, visual semiotics is a new semiotic branch that analyzes how visual signs or visual images convey messages. Visual semiotics emphasizes the way visuals communicate and systems dominate their use. In visual semiotics, a sign can be a word, sound, or visual image (Parsa,2009: 847).

This is what makes the researcher interested to provide views and further investigating the meaning of appearance which is expected to obtain a detailed picture of the meaning of non-verbal signs constructed on the meaning of the appearance by semiotic analysis. In this research, Peirce's theory is used because its theory is very detailed in identifying the sign action and also determined better the nature and rhetorical function of both verbal and non-verbal representation. It is suitable to analyze appearance which consists of pictures and the formulation of the study is What are the kinds of non-verbal communications used by the student of the English Department in the proposal seminar and what are the meanings of the non-verbal communications used by the student of English Department in the proposal seminar.

The sign is something physically shaped and can be captured by the 5 five human senses and is something that refers (represents) things other than the sign itself. The mark according to Peirce consists of symbols (a sign that emerges from the agreement), icons (signs that arise from

physical representation), and index (a sign that appears from a cause-effect relationship), while the reference called as an object. Object or reference is the social contexts that become a reference to a sign or something that the sign represented. Interpretant or user is the person who is using the sign and lowering it to a certain meaning or meaningful in someone's mind about the object. The most important thing in the process of semiotic is how meaning arises from a sign when a sign used by people to communicating (Sobur,2009).

The researcher only took two samples because the researcher wants to do an up-close, in-depth, and detailed investigation of a subject of study. Moreover, the limited time that the researcher has also become one of the main reasons why the researcher only took two sample. sampling in the research process pays close attention to technique, time, and energy. It would be better if the samples used must also be correct so the results will be effective. The most important thing is how the sampling will get valid conclusions.

There are researches about visual semiotic, as Verbal and Visual Expression of Emotion on Kaskus by Tina Marlina. This research investigates the type of emoticons which occurred on Kaskus, this Qualitative research. The writer tries to find the data from the emoticons on Kaskus. After the writer finds the data about the emoticons on Kaskus, the writer analyzed the data. After the writer analyzes the data, the writer classifies them based on kinds of emotions or expressions. The writer conducts an analysis in terms of semiotics studies to get the meaning of each emoticon. In the final step, the writer make conclusions from the analysis. This becomes the reason why this topic is reanalyzed.

2. Review of Literature

In analyzing the non-verbal communication, semiotic analysis is used. Therefore, we have to know what semiotic is. In semiotic study, there are some semioticians who contribute in sharing their idea about semiotic. The founders of semiotics itself are Ferdinand de Saussure and Charles Sanders Peirce. In this research, it is used Pierce theory.

2.1 Verbal and Non-Verbal Communication

Verbal communication is a form of communication delivered by the communicator to the communicant in a written (written) or oral (oral) manner. Verbal communication occupies a large portion. Because in reality, ideas, thoughts or decisions, are more easily conveyed verbally than non-verbally.

Verbal symbols or messages are all types of symbols that use one or more words. Language can also be considered a verbal code system (Mulyana,2005). Language can be defined as a set of symbols, with rules for combining these symbols, which are used and understood by a community.

Non-verbal communication is communication in which messages are packaged in words without form. In real life, non-verbal communication is used far more than verbal communication. In communicating almost automatically non-verbal communication is used. Therefore, non-verbal communication is permanent and will always exists. Non-verbal communication is more honest in expressing things that want to be expressed because it is spontaneous.

Non-verbal communication legisigns (Peirce, 1931) can be analyzed by these followings:

a) Bodily contact: this is culturally variable and determines who touches whom, where and in whatcircumstances

b) Proximity or interpersonal spacing: this is culturally variable and determines how far the space between one andanother.

c) Facial expression: usually accompanied to speech, and, like posture, is a reliable indication of someone's emotionalstate.

d) Gestures: body movement with meaning and some gestures are culturally distributed.

e) Posture: interpersonal attitude and can be an indication of one's emotional state along a tense-relaxeddimension.

f) Appearance: self representation that is sending out signals about the self such as, one's personality, mood, social status, occupation, or the social group one belongsto.

Classification of Non-verbal Messages (Rachmat, 1994) groups non-verbal messages as follows:

1. Kinesic messages. Nonverbal messages that use meaningful body movements, consist of three main components: facial messages, gestural messages, and postural messages.

2. Facial messages use facial expressions to convey certain meanings. Various studies have shown that faces can convey at least ten groups of meanings: happiness, surprise, fear, anger, sadness, disgust, reproach, interest, wonder, and determination.

Leathers (1976) concludes studies of the face as follows:

a. The face communicates judgment with expressions of pleasure and displeasure, which indicate whether the communicator views the object of his research as good or bad.

b. The face communicates an interest or disinterest in other people or the environment.

c. The face communicates the intensity of involvement in situations.

d. The face communicates the level of individual control over one's own statement, and the face may communicate the presence or lack of understanding.

3. Gestural messages indicate the movements of some limbs such as the eyes and hands to communicate various meanings.

4. Postural messages regards the whole limb, meaning that can be conveyed is:

   a. Immediacy is an expression of joy and dislikes for other individuals. A posture leaning toward the talk shows joy and positive judgment.

   b. Power expresses a high status in the communicator. You can imagine the posture of a proud person in front of you, and the posture of a humble person.

   c. Responsiveness, individuals can react emotionally to the environment positively and negatively. If your posture does not change, you express an unresponsive attitude.

5. Proxemic messages are conveyed through distance and space settings. Generally, by adjusting our distance, we express our intimacy with others.

6. Artifactual messages expressed through the appearance of the body, clothing, and cosmetics. Although the body shape is relatively sedentary, people often behave in relationships with others according to their perceptions about their body (body image). Closely related to the body is our effort to form a body image with clothing and cosmetics.

7. Paralinguistic messages are nonverbal messages that relate to how to pronounce verbal messages. The same verbal message can convey different meanings when spoken differently. This message by Mulyana (2005) he called from the expert.

8. Touch and smell messages. Touch receptors are skins, which are able to receive and distinguish emotions conveyed by people through touch. Touching with certain emotions can communicate: love, fear, anger, joking, and without attention. Smells, especially pleasant ones (fragrances) have been used by people for centuries, also to convey messages - mark their territory, identify emotional states, images, and attract the opposite sex.

2.2. Non-verbal Message Function

Mark L. Knapp (1972) mentions five non-verbal message functions that are translated with verbal messages:

a. Repetition, namely repeating what has been presented verbally. For example, after saying to me, I shook my head.

b. Substitution, namely the decision of verbal symbols. For example, without a word we say, we say ask by nodding our heads.

c. Contradiction, rejecting verbal messages or giving other meanings to verbal messages. Suppose you 'win' a friend's achievement by pouting his lips, saying "Great, you're great."

d. Complement, which is to complement and enrich the meaning of nonverbal messages. For example, your expression shows a level of suffering that is not expressed in words.

e. Accentuation, which confirms a verbal message or underlines it. For example, you express how annoyed you are by hitting the table.

2.3 Facial Expressions

Ekman (2003: 144) explains five emotions that human expresses. The description will be explained below. (1) Sadness and agony are unhappy emotions caused by a great loss of something or someone. Agony deals actively with the cause which makes it sort suffering; meanwhile, sadness is more passive feeling that lasts longer than agony. The facial expression can be seen as mouth open, corners of lips down, raised cheek, eyes look downward and upper eyelids droop; (2) Anger is the face of attack or violence caused by disappointment, frustrated, revenge, or when someone hurt physically either to himself or to other that he cares the most. The facial expression can be seen as eyebrows pulled down, eyes wide-open, hard-staring and lips pressed; (3) Surprise and fear often comes in sequence. Surprise lasting only a few seconds then merges into fear, amusement, relief, anger, disgust and so forth. It is commonly caused by the threat of harm either physically or psychological. The facial expression on surprise is eyes wide open, eyebrows raised and jaw drops open. While in fear, eyebrows raised, jaw drops open, upper eyelids raised and straight staring; (4) Disgust and contempt are quite similar emotion but differ in intention. Disgust is a feeling of aversion, not only tastes, smells, touches or thought, but also actions and appearance of people or even ideas. The facial expression seen as nose wrinkling, upper lip raised and eyebrows pulled down. Contempt is related to disgust but in lighter intention. The expression is one side of the face which corner lip tightened and slightly raised; (5) Enjoyable emotions such as pleasure, amusement, excitement, relief, wonder and ecstasy has an expression of cheek pushes up, mouth drawn back at corners and wrinkled skin under the eyes.

2.4 Semiotics in brief

Semiotic derives from the Greek *semeion*, meaning sign, *semainon* which means signifier and *semainomenon* meaning signified or indication. Generally, semiotic is the study of signs or an epistemology about the existence or the actuality of sign in societal life. Many pioneers, researchers, practitioners, and authors of semiotic such as Ferdinand de Saussure, Charles Sanders Peirce, Roland Barthes, Roman Jakobsen, Charles Morris, and Umberto Eco (Eco, 1979; Leeds-Hurwitz, 1993; Panuti&Zoest, 1996; Chandler, 2002) have agreed on the simple definition. For understanding and clearer purpose, semiotic accounts for everything that can be seen or be interpreted as a sign as postulated by Umberto Eco in his book titled *A Theory of Semiotics* who indicated that "semiotics is concerned with everything that can be taken as a sign-off. A sign is everything which can be taken as significantly substituting for something

else" (1979;7). According to Umberto Eco, that 'something else' does not necessarily exist exactly at the same time when the sign represents or replaces its position.

2.5 Ferdinand de Saussure dyadic theory

A sign, according to Saussure (1915/1966), is a combination of a concept and a sound-image, a combination that cannot be separated. But because Saussure does not find these terms quite satisfactory, he modifies them slightly:

> I propose to retain the word sign [*signe*] to designate the whole and to replace concept and sound-image respectively by signified [*signifié*] and signifier [*significant*]; the last two terms have the advantage of indicating the opposition that separates them from each other and from the whole of which they are parts (Saussure, 1983:67).
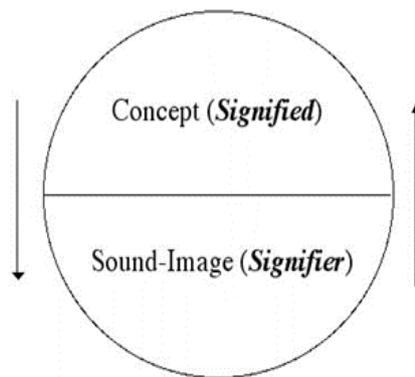
Figure 2.1.2a Ferdinand de Saussure Dyadic Theory

The relationship between the signifier and signified—and this is crucial—is arbitrary, unmotivated, unnatural. There is no logical connection between a word and a concept or a signifier and signified, a point that makes finding meaning in texts interesting and problematic. Saussure uses trees as an example. He offers a diagram of the sign in general and then of the sign tree.The difference between a sign and a symbol, Saussure suggests, is that a symbol has a signifier that is never wholly arbitrary.

2. 6 Semiotics and visual semiotics

Semiotics is the study of signs used in various field processes like communication, linguistics, psychology, zoology and so on. Sign is everything that represents other things with meaning. In this study, the data is a student consisting of pictures or photos with writing on it, so that the markings are shaped from images or visual material.

Through visual material, signs refer to ideas or feelings conveyed by students who are presenting their proposal seminar exams. Because these markings are in the form of images,

visual semiotic analysis is used. Visual semiotics is a new branch of semiotics which originated in the 1990s. (Parsa,2009:847) Visual semiotics emphasizes the way visual communication through sign which is a picture or picture. Sign is a key term in all fields of semiotics. In visual semiotics, the constitutional sign for Peirce is divided into monads (icon), dyad (index) and triad (symbol). The icon is monadic because of its character independent of whether it has an object or a representamen, because an icon is a sign existence can exist or not (e.g.: comics, figurative paintings, etc.). But in the index the case, the index is influenced by the existence of the object. It is impossible to have an index without objects (e.g. photos, films, etc.).

Therefore, the index is dyadic because the character structure is determined by objects that exist independently of interpreter. And symbols are triadic because signs and objects requirerepresentations of something together to be more general. Whereas in semiotics generally by Peirce, Icon is a sign that resembles its object by seeming to have something in common (e.g.: a map of Indonesia resembling the Indonesian state), An index is a sign that correlates with an object or has a causal relationship between signs and objects, (e.g., if it is cloudy, it means it will rain), and the symbol the sign refers to the object that is applied as a law (for example a traffic light).

In visual semiotics the sign determines the temporary object in general no; therefore influencing the classification of marks. In visual semiotics a photo is an index because the sign is there while in general semiotics are icons since the sign resemble an object. Signs can generally be classified into (1) rhematic iconic qualifications, (2) rhematic iconic sinsign, (3) rhematicsinsicalsinsign, (4) dicent indexical sinsign, (5) legisignrhematic iconic, (6) legisignrhematic indexical, (7) dicent indexical legisign, (8) rhematiclegisign symbol, (9) dicentlegisign symbol and (10) argument legisign symbol. (Freadman: 1903).

In analyzing a sign, it starts with determining the sign given. If we as sign a sign as a sign of sin, so that there is, it makes no sense to classify the object as a symbol. So, after determining the sign, classify the object based on the existing sign. The final step is to determine how the interpreter is, whether it is based on someone personal, facts or reasons.

3. Research Method

Qualitative methods are used in conducting this research. The purpose of this study is to visualize semiotic communication and the reason for using visual semiotics when communicating with other people. This study includes descriptive qualitative research, in which the researcherdescribes the visual phenomenon of semiotics in communication that occurs in seminar proposal by interpreting the data.

3.2 Location

The research was located in the English department, Faculty of Cultural Studies, University of Sumatera Utara.

3.3 Data and Source of Data

The data of this research are the non-verbal communication of the students from the English department through their Facial Expression, Eye Contacts , Emblems, Adaptors and Body Action. The data source in this study obtained one video from the seminar proposal. A semiotic visual image of signs, in the Seminar proposal video.

4. Result and Discussion

Data analysis is the process in transforming raw data to the useful information. The result of the data analysis is to answer the problem of the study. The raw data in this research is The Spongebob Movie : Sponge Out of Water and there are about 29 snapshot of the Spongebob Movie : Sponge Out of Water that is analyzed.

The result of the data is expected to answer the problem study about the sign found in the Spongebob Movie : Sponge Out of Water and its interpretation. These following are the analysis of the data by using Pierce's visual semiotic analysis. The sign that is found in the Spongebob Movie: Sponge Out of Water will displayed in a table as the answer of the first problem and followed by meaning explanation as the answer of the second problem.

4.1 Data Analysis

(Figure 4.1.19 Data Analysis at time 6:26)

From the following picture above found :

4. Sign (Qualisign)   : Feeling happy and sleepy
5. Object (Icon)   : Spongebob and Patrick

6. Interpretant (Rheme)   : The picture shows that Spongebob is feeling cheerful and patrick is sleepy.

After identifying the signs found in the data, then analyze the meaning through the 3 steps. The first step is identified the meaning, we analyze the legisigns, in this cartoon movie, it is analyzed based on Spongebob and Patrick posture. Spongebob is cheerful and Patrick is sleepy. According to Joumana Medlej in human anatomy fundamentals series (https://design.tutplus.com), happy is partially the eyes widen but you can still see the narrowing of the lower lid, eyebrows raised, and also big grin. While sleepy eyes is partially eyesbrows tensed above eyes that are forced to remain open, the eyes and other eyebrows relax completely as if sleeping, and also neutral mouth.

The second step, we analyzed the framing techniques. The frame takes Spongebob waving at Patrick and Patrick smiling with sleepy eyes.

The third step, we analyzed the communicative act. The verbal signs that found in the cartoon movie is the subtitle "Morning Patrick!". The sentences is a statemet because it ends with exclamation mark. The waving by the Spongebob happen because he wants to greet patrick.

4.2 Findings

The sign found in data 19 qualisign is Feeling happy and sleepy by the object Spongebob and Patrick with the rheme Spongebob is feeling cheerful and patrick is sleepy.The qualisign of feeling happy and sleepy are represent by non-verbal communication legisign especially happy is partially the eyes widen but you can still see the narrowing of the lower lid, eyebrows raised, and also big grin. While sleepy eyes are partially eyesbrows tensed above eyes that are forced to remain open, the eyes and other eyebrows relax completely as if sleeping, and also neutral mouth. The framing which shown by Spongebob waving at Patrick and Patrick smiling with sleepy eyes. The subtitle shows that Spongebob is greeting patrick. By the sign found in and the interpretation of the sign the snaphot want to express that in the morning, Spongebob and Patrick are meet each other.

2. Conclusion

This section must be based on the findings. In this section, the prospect of the development of research results and application prospects of further studies (based on result and discussion) can be added. After anayzing the Spongebob Movie: Sponge Out of Water, the researcher conclude some point such as:

1. The signs found in the Spongebob Movie are representament (Qualisign), Object (Icon), and Interpretant (Rheme). The qualisign shows the feeling of the object, which are feeling happy

and sleepy represented by the icon Spongebob. The rheme are Spongebob is feeling cheerful and patrick is sleepy.

2. The meaning of Spongebob movie : spongebob out of water is analyzing the non-verbal communication legisigns, framing techniques, and commnunicative act. The non-verbal communication legisign is identified based on the character's facial expression, posture, and gesture. The framing technique is identified based on what the picture shows. The communicative act is identified based on the verbal signs found in Spongebob movie.

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