Signs of Happiness on The Captions of Cinta Laura Kiehl's Instagram

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Abstract

This research especially focuses on the semiosis process identified from Cinta Laura Kiehl's Instagram captions as a celebrity in Indonesia who is known as a celebrity who not only achieve recognition in acting but also singing, presenting, and others. This surely attracts a lot of audiences making the investigation on the semiotic phenomenon retrieved from Cinta's Instagram page where she communicates and inspires people becomes interesting. The semiotic sign relation is seen through her captions by including the text and emoticons added in the captions. Anchored in sign relation theory by Charles Sanders Peirce and the perception of happiness by Martin Seligman, this study applied the qualitative research method to present the data analysis. The first result shows that the symbol sign relations in Cinta's Instagram captions are in the form of texts that conveyed meaning in the expression of happiness that Cinta shares based on her life. Moreover, the emoticons in her Instagram captions have the function to enhance the expressions and contexts that the symbol initially stands for. The second result shows that the signs of happiness from Cinta's Instagram captions are divided into two main aspects of relationship and achievements.

Keywords: Semiotic, Sign, Happiness, Instagram captions

1. Introduction

The use of online social media platforms is very popular and highly used by people of all ages all over the world. Online social media are commonly used as a means of communication and a tool for sharing information effectively with the help of an internet connection where people can access almost all types of information regardless of the time and place. Aside from its main functions of communication and information sharing platforms, online social media is widely used as a platform for creativity and expression. Social media has functioned as a means of communication between users as well as a platform to produce contents that spread online (Nasrullah, 2015). The term 'contents' that people produced over the online platform vary greatly starting from written texts, pictures, video, audio, and so forth. Social media content is usually limited by guidelines for the community. Based on how online social media platform allows people to share their content, the phenomenon relating to how language is used in this matter becomes essential to further analyzed.

Language phenomenon within the popular use of online social media and advanced technology is interesting to be discussed how the language itself is used in the community that dynamically develops over time. One of the social media platforms where people can share their thoughts and other various purposes in the form of text and pictures is Instagram. Instagram creates an online community where people build their social network as well as share their activities by uploading pictures, videos, and texts as captions to the attached picture or videos (Bestari et al., 2020). In this sense, Instagram combines several types of elements that are used for certain purposes aimed by the users where each element of media is interrelated to one another in a particular sense. The combined elements provided through Instagram represent the use of language that does not only refer to spoken utterances and written texts but also includes the use of other forms such as visual and audio. Language takes various forms starting from visual to verbal signs that are further interpreted by the participants in the present communication (Nisak & Muyassaroh, 2022). Relating to the online social media platform, especially Instagram, the language phenomenon in its various forms is present through the practices in moments and expression sharing by the users. Not only with the combination of pictures, videos, and texts but also with the use of emoticons as symbols that emphasizes what is being delivered through the Instagram posts.

The discussion on how language takes various forms and how meaning is interpreted belongs to the linguistic sub-field addressed as semiotic. Semiotic refers to the wide and diverse sub-field in linguistics that focuses on the relation between sign systems of language represented through varied media and channels to convey certain meaning (Prior, 2014). This means that semiotics deal with the discussion of how meaning is interpreted from the sign system that consists of combined elements of language. Charles Sanders Peirce, one of the influential figures in the semiotic field determines three main types of sign relations consisting of symbol, icon, and index. A symbol refers to a certain entity that is related to a certain meaning, impression, or sensation through the process of symbol-using mind

association (Chandler, 2017). In other words, the symbol refers to the sign interpretation through habitual or contextual relation between an object to its meaning. Moreover, the icon as the type of sign relation refers to the resemblance or similarities of an object towards certain quality. Peirce explained that icon refers to the imitation of certain qualities through senses such as appearance, feelings, smell, taste, and sound (Chandler, 2017). This means that icon relates to its object from the particular quality that the sign has and represents. Lastly, index refers to the cause-effect and physical relations between the sign and meaning. Peirce explained that indexical sign relation refers to the direct sign relation that can be inferred and observed such as natural signs; 'the sky is somber as the sign with the interpretation that it will rain soon. This demonstration shows the direct inference and physical sign relations of the index (Chandler, 2017).

The investigation of language phenomenon especially in the field of semiotics on its use in online platforms has been taken into the main concern of several researchers. Cara reveals the semiotic relations from Instagram that further convey cultural aims in the published contents through visual and verbal language that are shaped not only to be informative but also aesthetically pleasing (Cara, 2018). This means that the semiosis process provided on the Instagram platform does not only function as a medium of communication but is also designed to attract viewers from the aesthetic display that combine the elements of verbal and visual language. As Instagram post includes the caption feature, how the language used within the online manner varies with the use of emoticons. Jannah, Maharania, and Winarta reveal that the use of emoticons in Instagram captions are used in expressing gestures or feelings relating to the post that is shared for the context within the field of the symbol as the sign relation in the semiosis process. This further explained that emoticon acts as symbols in language with interpretation in meaning based on the established context and sign relation process (Jannah et al., 2022). Emoticons are also known to enhance textual and contextual communications. This is related to how emoticons are highly used in online communication that often requires the participants to communicate through text where emoticons help them to clarify what they mean more clearly (Hanafi et al., 2021). Meanwhile, Kirana reveals that Instagram captions in the form of text and Instagram pictures are used for various purposes one of them as promotions or advertisements (Kirana, 2020). This demonstrated the use of the semiosis process and sign relation in aiding language based on the aimed purpose by manipulating the various elements available.

As the discussion on the semiotic phenomenon in online social media varies in results, this research especially aims to deepen the analysis of how the semiotic phenomenon portrays the expressions of happiness through the sign relation system identified from Instagram post captions. This discussion becomes interesting to determine how language is used in capturing the expression of happiness within the semiotic sense. This research specifically investigates the signs of happiness from an Indonesian public figure's Instagram account Cinta Laura

Kiehl who uses the platform as a way to connect with her fans and share about her personal life. The guiding concept of the semiosis process by Charles Sanders Peirce and Seligman's happiness theory is used as the basis of the analysis included in this research.

2. Method

This research applied the qualitative method to present the data analysis. The qualitative research method includes the analysis of certain phenomena relating to human beings and their relation to society in the form of text, pictures, or any gathered data from the research participants (Cresswell & Cresswell, 2018). This is considered suitable to be applied in this research as the analysis focuses on the language phenomenon and its use within the online social media community. Moreover, the qualitative research method allows the analysis to be presented in the form of coherent texts including the ground theory and supporting facts gathered from the investigation (Cresswell & Cresswell, 2018). It further supports this research with the analysis that is guided by the ground theory of sign by Peirce and the theory of happiness by Seligman to provide a deep and comprehensive analysis of this research.

The main subject of this research is the selected Instagram posts captions from Cinta Laura Kiehl's Instagram Instagram page. Cinta Laura Kiehl is an Indonesian public figure who uses their Instagram page to share about her works and daily activities as a celebrity. The main subject of this research is the collective Instagram captions that identified signs of happiness that were further analyzed in terms of the semiosis process through the concept of sign relation interpretation.

There are several steps done in collecting the data in this research. The first step is for the researchers to go through the Instagram posts captions from Cinta Laura Kiehl's Instagram page. Secondly, the researchers mark the captions that include the expression of happiness. After the data is gathered, the researchers categorize the data based on the sign relations relating to Peirce's theory of sign. Lastly, the researchers develop the analysis by relating the gathered data with Peirce's semiosis process.

In analyzing the data, there are several steps followed by the researchers. Firstly, the gathered data are categorized based on the sign relations of symbols and icons. Next, the semiosis process is determined based on Peirce's sign relations of representamen, object, and interpretant. After the semiosis process is determined, the researchers analyzed the meaning interpretation and its relation to the expression of happiness identified from Cinta Laura Kiehl's Instagram captions. Moreover, in determining the trustworthiness of the data, this research applied theory triangulation in qualitative research. According to Denzin's theory triangulation refers to the use of several theoretical schemes in supporting the arguments and analysis in certain research. This is related to the use of the main theory of sign by Charles Sanders Peirce and the theory of happiness by Martin Seligman that are applied as the basics

of analysis made in this research (Noble & Heale, 2019). Lastly, the conclusions are drawn based on the results of the analysis.

3. Findings and Discussion
3.1 Sign Relations in Cinta Laura Kiehl's Instagram Caption

In this section, the symbols and icons identified from Cinta Laura Kiehl's Instagram captions are further analyzed based on the semiosis process that determines the meaning drawn from the relation between the representamen and the object. The relations between symbols and icons are the representations of reality as the meaning needs to be further explored and understood based on the cultural associations that the communication participants mutually agree on (Ibrahim & Sulaiman, 2020). This means that the relations between symbols and icons are determined through the process of meaning interpretation that requires the participants to mutually understand the context related to the signs. The definition of the symbol itself refers to how the symbol stands for the actual object based on the symbol-using mind (Chandler, 2017). It means that symbols describe the object that it stands in which the relations are agreed upon. Jagalimu and Kasi also explained that the meaning interpretation of symbols can only be determined through the semiosis process as symbols do not always relate to their object in the literal sense (Jagalimu & Kasi, 2018). Thus, the meaning interpretation of symbols requires a sign interpretation process where the relationships between each aspect to one are determined. Aside from symbols, icons also require the semiosis process to determine their meaning. Van Niekerk explained that the iconic sign relation refers to the sign that has the characteristics of the object it stands for (van Niekerk, 2018). This means that icons have the visual representation that the object owns. Icons appear in several forms consisting of visual and audio (Ariwibowo & Priaditya, 2016). Relating to the analysis based on Cinta's Instagram captions, the icons appear in the form of emoticons used along with the text caption she posted to her followers online.

Based on the Instagram captions gathered from Cinta Laura Kiehl's Instagram page, she uses emoticons along with the text attached to the picture she posted to her followers. The use of emoticons is commonly identified in the online community in which their ways of communication are aided with the enhancement of visual icons that represent expressions from what they communicated in text. Emoticons refer to the icons or symbols used in non-verbal communication or texts that clarify the meaning aimed by the participants (Al-Mjdawi & Jabi, 2020). It means that emoticons enhance the clarity of what is being communicated through text. Moreover, the use of emoticons varies based on the user's intention starting from expressing their feelings, gestures, colors, and so forth with the main use based on its particular context (Gibson et al., 2018). This explains how emoticons are used after the given context in the form of text which is also identified from the semiotic structures represented through Cinta's Instagram caption that expresses happiness and other positive expressions in

her Instagram posts. This section particularly includes the analysis of symbols and icons identified from Cinta's Instagram post based on Peirce's semiosis process.

The first data analysis is taken from Cinta Laura Kiehl's Instagram post that expresses her happiness and excitement as the cover girl for the magazine Cosmopolitan. The Instagram caption consists of short text and emoticons that further convey a different meaning.

Data 1

> claurakiehl I'm really excited to announce that my cover for Cosmopolitan is finally here! Very proud to be the first Indonesian celebrity to grace the cover of @cosmoindonesia in two decades! Thank you so much for choosing me. Truly is an honor! 💕 📷: @wongsim, styled by @michaelpondaag, 💄: @bubahalfian, 👗: @coach

Figure 1. (Kiehl, 2018a)

The sign relation identified from the Instagram caption is symbol and icons. The symbol is identified from the text that expresses Kiehl's happiness and excitement as the cover girl for Cosmopolitan. The words that describe Cinta Laura Kiehl's happiness and excitement taken from the caption are 'excited', 'very proud', 'thank you', and 'truly is an honor'. The Instagram caption in its entirety is identified as representamen meanwhile the object from the symbol relation is the fact that Cinta Laura Kiehl is the first Indonesian celebrity to be on the cover of Cosmopolitan after two decades. Moreover, the interpretant concluded from the relation between representamen and object is Cinta Laura Kiehl's expression of happiness and excitement as well as the announcement of being the cover girl for Cosmopolitan where the last Indonesian cover girl for the magazine was two decades ago.

Moreover, the icons identified from the Instagram caption convey further meaning. The heart and camera emoticon followed by an Instagram username @/wongsim refers to the photographer who takes the picture posted in the Instagram post. The emoticon acts as the representamen while the object is a photographer. The interpretant is concluded from the relation between the representamen and object that implies the tagged username belongs to the photographer who takes the picture on the Instagram post. The second emoticon is the lipstick emoticon which is the representamen of the make-up artist as the object. The interpretant from this iconic relation is username @/bubahalfian belongs to the makeup artist who did the makeup portrayed in the picture. Lastly, the dress emoticon acts as the representamen for the outfit worn by Cinta Laura Kiehl in the Instagram post. The interpretant is the username @/coach is the brand of the dress she is wearing in the post. Therefore, both symbol and icon identified from the Instagram caption are interrelated where the symbol refers to the expression of happiness and excitement of announcing the

news that she is the cover girl for Cosmopolitan while the emoticons refer to the people who help Cinta in achieving the look for the cover.

Data 2

claurakiehl Great conversation and company. So lovely meeting you @iloveruffag! 💕

Figure 2. (Kiehl, 2018b)

The Instagram caption above is identified as a symbol in the semiosis process. The particular caption expresses Cinta Laura Kiehl's expression of happiness as the account user through the post shared with her followers. The Instagram caption is identified as representamen, meanwhile, the object is Cinta Laura Kiehl's happiness in meeting the person tagged in the post. The interpretant or the meaning concluded is that Cinta shares her feeling of happiness and excitement over meeting the person tagged @/iloveruffag as she had a good conversation with the person. This particular meaning is also supported by the use of emoticon at the end of the caption. The heart emoticon is used which is identified as an icon in the semiosis process. The representamen is the heart emoticon for the object of happiness and 'like' expression. The interpretant that is drawn is the emoticon stands for Cinta's fondness of the person tagged in her Instagram post. Thus, the symbol and icon identified from the Instagram caption above interrelated to one another in achieving meaning aimed by Cinta as the writer of the account to express her happiness in being to meet with the person tagged in the post.

Data 3

claurakiehl Welcoming the first day of summer in the Southern Hemisphere. 🌸

Figure 3. (Kiehl, 2018c)

The Instagram caption above expresses Cinta's happiness and excitement in welcoming summer in Southern Hemisphere. In the sense of a semiotic process, the Instagram caption acts as a representamen for the object of Cinta's joyful welcoming manner towards summer in the Southern Hemisphere. The interpretant is underlined as Cinta's anticipating happiness over spending summer in Southern Hemisphere. Moreover, the use of the flower emoticon at the end of the caption is identified as the icon. The flower emoticon is the representamen of a good weathered day where the flower blooms as the object which supports the symbol. Meanwhile, the interpretant that the flower emoticon stands for is the impression of a good day with nice weather and flowery surroundings. Therefore, the symbol and icon are interrelated as demonstrated by the semiosis process of both sign relations.

Data 4

claurakiehl Thank you for all your love and faith in me. Truly blessed to have such wonderful fans! 💙 Lastly, thank you for supporting my decision. 👑

Figure 4. (Kiehl, 2019a)

The Instagram caption post above refers to the expression of happiness and gratitude. This particular expression is shared through the Instagram post by Cinta for her fans. The Instagram caption is the representamen for Cinta's expression of happiness and gratitude, meanwhile, the interpretant that is underlined from the relation between representamen and object is that Cinta has supportive and loving fans that she appreciated. There are also emoticons used along the Instagram caption. The blue heart emoticon placed after the mention of 'fan' acts as the representamen of Cinta's love and appreciation for her fans. The interpretant or the meaning and impression drawn from the sign relation is Cinta loves and appreciates her fans. Another icon is identified through the crown emoji at the end of the caption which expresses Cinta's gratitude for his fans for supporting her growth. The crown as an icon represents Cinta's growth as the object. Meanwhile, the interpretant is Cinta is now progressing to be the best version of herself which is represented by a crown emoticon.

Data 5

claurakiehl It's a wrap on my time in Sweden! 🎬Had the most amazing time making some great music! Feel so grateful to have worked with such understanding and amazing people. ︶ I can't wait to share it with you all. Stay tuned! 🎹

Figure 5. (Kiehl, 2019b)

The Instagram caption above expresses Cinta's happiness and gratitude after finishing a session of recording and music making in Sweden. The caption itself is referred to as the representamen in the semiosis process of the symbol as a sign relation. Meanwhile, the object is Cinta's happiness and gratitude for finishing recording and making music with good people in Sweden. Lastly, the interpretant that is drawn through the semiosis process is Cinta is happy and grateful for her finished music project and for working with good people she met in Sweden. Moreover, there are several icons identified from the Instagram caption. The first icon is a film which is the representamen of the recording activity as the object. Meanwhile, the interpretant indicates that Cinta has done recordings as further explained in the text caption. Another icon is identified from the piano emoticon which is the representamen of music as the object. The interpretant is the description that Cinta made some music as included in the text caption. Thus, the use of symbols and icons in

the Instagram caption interrelated with one another with the symbol gives context to Cinta's expression of happiness and gratitude for her activity while the icon further describes the activities Cinta had explained in the text caption.

Data 6

claurakiehl Blue skies make me happy 😄

Figure 6. (Kiehl, 2019c)

The Instagram caption above is made by Cinta Laura Kiehl to express her happiness because of the good weather. The caption is considered as representamen for the object of Cinta's feelings towards seeing the blue sky. The interpretant refers to Cinta's happiness and excitement upon seeing the blue sky. Moreover, this is also supported by the addition of a smiley emoticon. The smile emoticon is identified as an icon for the object of a person smiling. The interpretant from the icon sign relation is the feeling of happiness and smiling expression. Thus, the symbol and icon are interrelated within the Instagram caption to express how Cinta is feeling happy for being able to witness a blue sky.

Data 7

claurakiehl Welcoming Monday with sweets and smiles — @wbaliseminyak. 🍩🍭🧁

Figure 7. (Kiehl, 2019d)

The Instagram caption above expresses Cinta's happiness and excitement in welcoming Monday at a café. The caption is identified as the symbol and acts as the representamen for Cinta's excitement and happiness. Meanwhile, the interpretant is Cinta's happy expression in welcoming her Monday at a cafe that serves sweets. This is supported by the use of several emoticons of donuts, candy, and a cupcake which is identified as an icon for the object of sweets. The interpretant is the food that Cinta has for starting her Monday cheerfully. The relations between symbol and icon identified in the caption is interrelated as the symbol indicates Cinta's happiness in welcoming Monday with sweet treats while the emoticon creates a clearer visual of the sweets mentioned in the caption.

Data 8

claurakiehl Beautiful Sunday at home! 🌞
Feeling super grateful.
•
#cintalaurakiehl #kiehlers
•
Carpet: @farahcarpetsofficial

Figure 8. (Kiehl, 2021a)

The caption above expresses Cinta's happiness in spending her time at home. The caption is considered a symbol of Cinta's happiness in spending her time at home as the object in the semiosis process. Meanwhile, the interpretant from the symbol is Cinta's happiness and gratitude for spending Sunday at home with good weather. This is further shown by the use of the sun emoticon at the end of the caption. The sun emoticon is considered a representamen of the sunny weather as an object. Therefore, the interpretant is clear weather with the sun shining which is related to what the caption wrote. The interrelation between the symbol and icon is defined through how the icon supports what is being written as the symbol in the caption. As the symbol includes Cinta's happiness and gratitude for spending Sunday at home with good weather, the icon further described an impression of how the weather appears to be with the sunny emoticon.

Data 9

Figure 9. (Kiehl, 2021b)

The caption taken from Cinta Laura Kiehl's Instagram above expresses the happiness and gratitude that Cinta shares towards her Instagram followers through the caption. The caption acts as the representamen in the semiosis process. Meanwhile, the object is Cinta's expression of happiness and gratitude delivered from the caption. The interpretant refers to how Cinta still feels immense happiness despite not being able to have Christmas Eve dinner with her parents instead she spent time with her close friends in Jakarta. The caption also expresses Cinta's gratitude for being able to meet the people she tagged in her Instagram captions.

There are several uses of emoticons identified as icons in Cinta's Instagram caption. The first emoticon is the laughing emoticon placed after the sentence written to describe the funny moment where Cinta's parents think she would be busy on Christmas Eve when it turns out she has a day off. The laughing emoticon acts as the representamen in the icon sign relation. Meanwhile, the object is the expression of laughing while the interpretant is that Cinta is laughing due to the experience she shared in the caption. Another icon is identified from the heart emoticon used when Cinta addressed her friends in the caption. The heart emoticon is the representamen of love and fondness as the object. Meanwhile, the interpretant drawn from the relation between representamen and object is Cinta's love for the friends she addressed in the caption along with the addition of the heart emoticon. Another sign relation in the form of the icon is also identified from the use of the star emoticon. The use of this emoticon is placed after the text that wishes Cinta's Instagram followers a greeting for the new season. The star emoticon is identified as the representamen for the bright impression. Meanwhile, the interpretant is drawn from the relation between the representamen and the object refers to Cinta's wish for everyone to have a bright and cheerful new season from the star emoticon as the icon.

Data 10

claurakiehl Create happiness in everything you do, even during tough times! 🦋 ·

·

Currently playing chess with my mom. 🤪
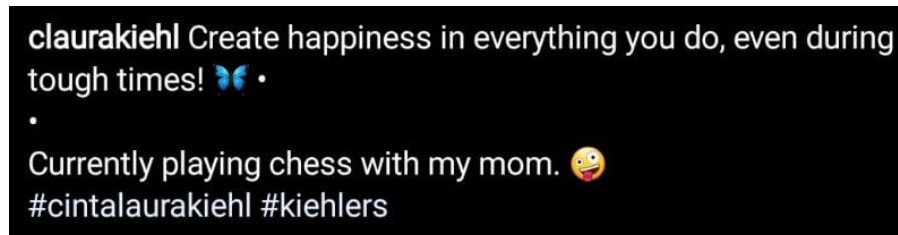#cintalaurakiehl #kiehlers

Figure 10. (Kiehl, 2020a)

The caption above expresses Cinta's happiness and playfulness of being able to play chess with her mom. In the caption, Cinta also added a wisdom word that has the meaning to always create happiness even during hard times. The text caption is referred to as the symbol which is the representamen in the semiosis process. Meanwhile, the object is Cinta's happiness, wisdom, and playfulness. The interpretant is Cinta shares words that inspire people as well as sharing her happiness and mood of playfulness while playing chess with her mother.

Moreover, there are also the uses of icons in the caption that are identified through the emoticons. The first icon sign relation is identified from the butterfly emoticon placed after the wise words written in the caption. The text refers to how one should create happiness even during tough times, thus, the butterfly emoticon acts as the representamen for the object of metamorphosis or beautiful transition. The interpretant or the meaning achieved from the relation between the representamen and object in the icon sign relation is that the butterfly stands for the process of going through hardships for a moment full of

happiness and peacefulness like the metamorphosis of a butterfly. Another icon is identified from the sticking-tongue-out emoticon. This emoticon is placed after the text in the caption that describes Cinta as currently playing chess with her mother. The sticking-tongue-out emoticon is the representamen in an iconic sign related to the object of playfulness. The interpretant concluded from the relationship between the representamen and the object is Cinta's playfulness while playing chess with her mother which is described through the caption. Therefore, it is known that the symbol and icon in Cinta's caption are interrelated to one another to achieve the full meaning Cinta aimed as the user.

Data 11

claurakiehl Sunday morning glow. So excited to read a good book and finally relax. 🥰
•
Lashes by @everlash_lash_expert

Figure 11. (Kiehl, 2020d)

In Data 11, the caption expresses Cinta's happiness and excitement to have a relaxing time reading on Sunday morning. The text caption is identified as the symbol sign related to the caption itself as a symbol for Cinta's expression of happiness and excitement for free time as the object. Meanwhile, the interpretant is drawn as the caption stands for Cinta's happiness and excitement in welcoming her day off relaxing while reading a book. This short caption is also completed with the use of emoticon. The emoticon of smiley expression with heart is considered as an icon sign relation where the certain emoticon acts as the representamen for the expression of contentment as the object. Meanwhile, the interpretant refers to the impression that Cinta is feeling contented and excited over her free time to read and relax on her own. This further demonstrated the relation between symbol and icon in Cinta's Instagram caption that related to one another as completion in conveying certain meaning or impression regarding Cinta's expression and feelings shared through the post.

Data 12

claurakiehl Yin Yang sisters. ☯
Such a beautiful soul, so glad I got to see you on your last day in this city! 💜
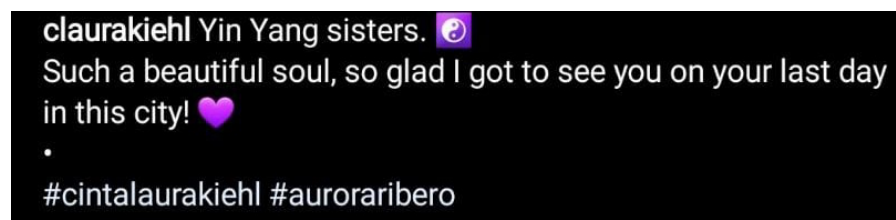•
#cintalaurakiehl #auroraribero

Figure 12. (Kiehl, 2020e)

Data 12 shows the caption that expresses Cinta's expression of happiness. The caption is identified as a symbol sign relation. The representamen is represented by the entire caption with the object of Cinta's expression of happiness. Meanwhile, the interpretant that is drawn from the relation between the representamen and the object is Cinta's happiness in meeting the person she meant on the picture posted along with the caption. Moreover, there are also icon sign relations identified from the use of emoticons in the caption. The yin and yang emoticon is used at the end of the text that describes Cinta's relation with the person in the picture with her that is addressed as 'yin and yang sisters'. The yin and yang emoticon acts as the representamen in a sign relationship that has similarities or the exact visual of yin and yang. Meanwhile, the object refers to the sisterhood relationship Cinta has with the person in the picture. Therefore, the interpretant refers to the description of Cinta's sisterhood with the person next to her which is similar to the yin and yang dynamic which means that they are so different yet they completed each other. Another icon sign relation is seen from the heart emoticon placed at the end of the caption. The heart emoticon is the representamen while the object is love and fondness. Thus, the interpretant is Cinta's love and fondness directed towards the person she addressed in her Instagram post. The symbol and icon interrelated to one another in expressing Cinta's feelings of being able to meet the person with the element of text and emoticon referred to as icons of her expressions.
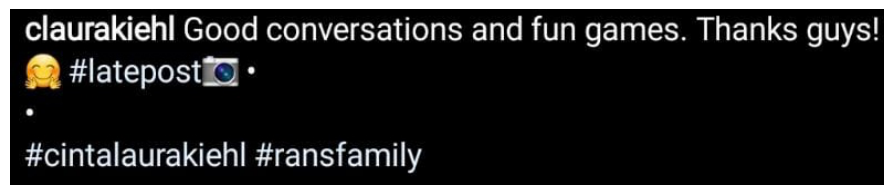
Data 13

Figure 13. (Kiehl, 2020c)

In Data 13 the caption refers to Cinta's expression of happiness after being able to spend time with her friends. The caption is considered a symbol sign relation in which the entirety of the caption acts as the representamen. Another aspect of the symbol sign relation is the object that refers to Cinta's happiness. The interpretant that is drawn from the semiosis process refers to Cinta's expression of happiness for having spent her time with her friends by talking and playing games. This particular expression is also added with the use of emoticon at the end of the text. the use of emoticons in the caption is identified as icon sign relations. The hugging emoticon added at the end of words that addresses Cinta's friends is considered as the representamen. Meanwhile, the object refers to the expression of affection. Therefore, the interpretant drawn is that Cinta is delivering the expression of her affection at the mention of her friends through the Instagram caption.

Another use of emoticon is seen after the hashtag in the Instagram caption. The camera emoticon is identified as representamen in iconic sign relation. The object is taking a picture which is represented by the camera emoticon. Thus, the interpretant refers to the taken picture which is posted along the Instagram caption. The interrelation between symbol and icon in Data 13 still expresses signs of happiness shared by Cinta through her Instagram caption.

Data 14

claurakiehl Running into the week with a smile! 😋
Sending you all positivity! 💙🙏
#cintalaurakiehl #kiehlers

Figure 14. (Kiehl, 2020b)

In Data 14 the caption expresses Cinta's happiness and excitement over running as an exercise to start the week. The symbol sign relation is identified from the caption. The whole caption is representamen by Cinta's happiness and excitement as the object. Moreover, the interpretant refers to the condition where Cinta is expressing her happiness and excitement over entering the new week with running as an exercise. This particular expression is also added with several emoticons in the caption. The wide smile emoticon is placed after the sentence where Cinta expresses her excitement to start the week by exercising. The wide smile emoticon is identified as an icon with the sign relation where the emoticon itself is the representamen while the object is the expression of happiness and excitement. Therefore, the interpretant that is drawn is the expression of happiness and excitement which accentuates what Cinta wrote in her Instagram caption. The other emoticon that is placed at the end of the captions together is the heart and the hand sign emoticons act as the representamen for the expression of love and gratitude as the object. Therefore the interpretant is related to the text caption in which the emoticon accentuates the expression of love and gratitude behind Cinta's wishes of positivity for her Instagram followers.

Data 15

claurakiehl Lucky to have beautiful friends who encourage me
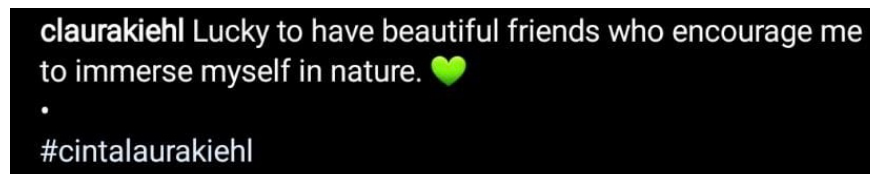to immerse myself in nature. 💚
•
#cintalaurakiehl

Figure 15. (Kiehl, 2020f)

In Data 15 the caption taken from one of Cinta Laura Kiehl's Instagram posts expresses her happiness to be able to spend time in nature and the gratitude of having friends who

support her for it. The caption is identified as a symbol. The caption refers to the representamen of Cinta's expression of happiness and gratitude as the object. Meanwhile, the interpretant refers to Cinta as feeling happy and grateful for being in nature and having to meet friends who encourage her to spend more time in nature. This expression is further completed with an emoticon that is identified as an icon. The iconic sign relationship consists of the green heart emoticon that stands for love for nature that is associated with the color green as an object. Therefore, the interpretant from this sign relation is the expression of love for nature which enhances what Cinta wrote in her caption about spending time in nature with friends who support her for it. The relation between the symbol and icon are interrelated in achieving certain meaning of happiness and gratitude expression of Cinta through the Instagram caption.

3.2 Expressions of Happiness in Cinta Laura Kiehl's Instagram Captions

Based on the analysis of symbols and icons and the interpreted meaning, there are three expressions identified from Cinta's Instagram captions that consist of happiness, excitement, and gratitude. The three expressions have different reasons that are included in the caption Cinta wrote as the context. The discussion on the sign of happiness shown by Cinta on her Instagram page is analyzed based on Seligman's theory of happiness which divided happiness into two main categories of relationship and category. Seligman explained that the positive emotions in human beings are achieved through two domains of relationship which refers to the individual's good relationship with people, society, and achievement which refers to what the individual achieved in life (Arcidiacono & Martino, 2016). Based on this, Cinta's happiness is categorized based on the happiness achieved from relationships and achievements expressed through the Instagram captions she shared with her followers.

3.2.1 Cinta's Happiness through Relationship

Cinta's signs of happiness are shown through how she expresses her gratitude toward the people in her life that she appreciates. The semiosis process identified in Data 2, Data 4, Data 5, Data 9, Data 10, Data 12, Data 13, and Data 15 interpreted meaning relating to Cinta's appreciation and gratitude for having spent her time and company with her friends, colleagues, and family that further implies that she has good relationships with them. Within the concept of sign relations, a positive feeling is conveyed through each aspect of the sign system (Lomas, 2019). This means that the positive expressions and feelings are evident through the sign, object, and interpretant as analyzed in the preceding section. Relating to the sign of happiness identified through the symbols and icons sign relation from Cinta's Instagram caption, the expression of happiness is achieved through good relationships which are considered as one of the main factors in human being concept of happiness. Human beings seek happiness by increasing their positive emotions (Awaludin,

2017). This is portrayed through Cinta who achieves her happiness by maintaining good relationships with her friends, colleagues, and family. Happiness is achieved through three main aspects consisting positive emotion, engagement, and meaning (Seligman, 2011). This explains how Cinta achieves her happiness through a relationship which further demonstrates the good engagement she has with the people in her life. This particular happiness is shown through her expression of gratitude identified from the Instagram captions she wrote along with the pictures of herself with her friends, colleagues, and family.

3.2.2 Cinta's Happiness through Achievement

Cinta's expression of happiness is also seen through the achievements she shared with her Instagram followers. This particular meaning in terms of happiness through achievement is seen in Data 1, Data 3, Data 6, Data 7, Data 8, Data 11, and Data 14. The mentioned data reflected Cinta's happiness, excitement, and contentment she reaches in her life. Cinta's achievements that are shown through the Instagram posts she shared with her followers mostly related to her work as a celebrity and model while the other achievement comes from her contentment to spend her time relaxing and working out in between her busy life. Jahagirdar explained that happiness is achieved through positive emotions from the contentment of living a meaningful and successful life (Jahagirdar, 2020). This further describes what Cinta shared through her Instagram captions that show her achievements in various aspects of her life. Seligman explained that happiness does not only achieved through the positive emotions caused by big achievements in life but also from the concept of flourishing where the individuals can grow and develop in various aspects (Seligman, 2011). It relates to how Cinta through her Instagram captions also expresses happiness and excitement towards self-development things such as working out, reading books, and simply relaxing and enjoying the weather at home. Bremmer explained that the approach of psychological happiness in determining how human beings seek positive emotions is known to protect individuals from the development of mental illness (Bremner, 2011). This means that the maintenance of positive emotions helps the individual to focus on the positive sources of life, thus, keep developing their life for the better. This particular phenomenon is seen through the semiotic process reflected in Cinta's way of semiotic communication to express her happiness through the Instagram captions she shares with her followers.

4. Conclusion

There are several conclusions drawn from the analysis included in this research. The first result refers to the sign relations identified from Cinta Laura Kiehl's Instagram captions in the form of symbols and icons. The symbols in Cinta's Instagram captions are in the form of texts that conveyed meaning in the expression of happiness that Cinta shares based on her

life. Moreover, the icons are in the form of emoticons she uses in the Instagram captions. The emoticons in her Instagram captions have the function to enhance the expressions and contexts that the symbol initially stands for. Therefore, the relations between symbols and icons are known to be interrelated as identified from Cinta's Instagram captions. The second result refers to the sign of happiness which is divided into two main aspects consisting of happiness through relationship and achievement. The sign of happiness that is identified from the semiosis process shows that Cinta's happiness is based on the positive emotions she maintains from balancing her life by making good relationships with her friends, colleagues, and family. Moreover, Cinta's happiness is also maintained through positive emotions caused by achievements in the forms of her work as a celebrity and her self-development. Based on this research, there are several suggestions to do for future research, especially in the same field. Future research is suggested to explore more the semiotic phenomenon in various media which is presented in daily life and closely related to how people interact with one another. The use of other guiding theories and the issues that comes with the semiotic phenomenon is also encouraged to be explored in future research.

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