

# Analysis of Signs in Various Countries Found in Dale Philip Tiktok Account

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**Abstract.** The title of this research is "Analysis of Signs in Several Countries Found on Dale Philip's TikTok Account." This study aims to analyze the types and meanings of signs contained in Dale Philip's TikTok Account. This research uses qualitative methods to collect data. The data used in this study were taken from Dhale Philip's TikTok account, which is relevant to this research. This study uses two steps to analyze existing data. First, the data is classified based on Pierce's "Three Types of Signs" theory about Icon, Symbol, and Index. Then, the meaning of these signs is analyzed based on Leech's "Seven Types of Meaning." The results found in this study are 4 Icons, 6 Symbols, and 4 Indices found in several images. These signs have different meanings according to the type and meaning of the sign itself.

**Keywords:** kinds of sign; meaning of sign; tiktok



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## 1. Introduction

Humans and culture are the things that cannot be separated, and the two together make up life. Humans come together in the form of a socio-cultural entity called society. Human society is responsible for creating, growing, and developing culture. Humans and culture are interdependent. There are no humans without culture, and vice versa; there is no culture without humans. Moreover, there can be no society without culture, and conversely, there can be no culture without society. Culture continues to develop along with human development. Cultural development can be achieved in various ways, from the talk of parents to society and even through technology. Technology is one of the things that cannot be separated from human life today. Human development also affects the development of existing technology. Social media is one of the technologies that continues to develop following the times and humans. Social media refers to websites and programs that emphasize communication, community-based input, engagement, content sharing, and collaboration. People use social media to communicate and interact with friends, family, and members of various communities. In social media, many things, often called "content," are shared in the form of photos, captions, or videos. In the current era, many social media platforms, such as TikTok, Instagram, Twitter, and Pinterest, continue to emerge. Almost anything, such as news, promotions, and even someone's problems, can be found on social media today.

TikTok is a short-form video hosting service platform owned by a Chinese company. The platform posts user-submitted videos. The TikTok platform was first released in September 2016, and TikTok reached 1.7 billion users in 2023. The rapid use of TikTok gave rise to the sharing of educational content such as video content about a person's trip to a country, educational videos, promotional videos, and many more, where the content creator can enjoy not only culture or views. However, it can also provide education to the audience. TikTok's content also contains signs to convey information to the audience. Not only certain signs but also verbal and nonverbal elements are present in the content created so that the audience can better understand and capture the meaning of the sign shown in the content.

Signs are a visual communication medium that uses images, words or sounds to convey meaning to the general public. On the other hand, signs help deliver information quickly because if a piece of information is conveyed using long sentences, people tend to be too lazy to read it. Meanwhile, if people use a sign in the form of a visual image, people will be more interested in seeing it. The existence of signs is essential in daily human life; even employers and company managers are required to install safety signs according to national or international standards. According to the standard, safety signs make the sign function more effectively; workers and other people in the company environment find it easier to recognize and understand the meaning of the signs. There are so many signs that people can find in daily life. For example, the sound of an ambulance on the road indicates that someone is injured or an accident has occurred. There is also a love-shaped sign on TikTok, and the icon is used to show likes to a video. On TikTok, signs exist in various forms, such as images, videos, shapes such as arrows, love, and many more. The sign is shown to make conveying messages easier for TikTok users to understand.

In relation to the background, several previous studies have been used as references in this study. The first study by Koo et al.(2022) aims to analyze the types and meanings of signs in the advertisement of Adhy Jaya Hotel. The result of this study is that twenty signs were found in Adhi Jaya Advertisements, including eight icons, four indexes, and eight symbols. These signs have different meanings according to the type and meaning of the sign itself. Their study explains the meaning and types of signs as a medium of information and focuses more on the signs in an advertisement. For example, the Adhi Jaya Hotel advertisement uses social media to promote its hotel to be seen by many people; because Adhi Jaya hotels have attractive advertisements, this research used Adhi Jaya hotel advertisements.

There is also research on signs in public places, whose research was conducted by

Mahayana et al. (2023). In the research conducted on Candidasa Tourism Objects, it was found that various languages were used in the signs contained in the tourist attraction. The languages found are monolingual language, bilingual language, and multilingual language. Based on the findings in the Candidasa Tourism Objects area, the language that is more widely used in public signs is English as a monolingual sign, with a percentage of 45.05%.

Based on previous studies, many of which discuss signs in movies, public spaces, and advertisements on Instagram. However, not much research has been found on signs on the TikTok platform, especially on Dale Philip's account, so this research seeks to address the existing gaps.

TikTok has many users, one of whom is Dale Philip. Dale Philip is a travel vlogger from Scotland who has visited several countries worldwide, such as Indonesia, India, Egypt, Dubai, and many more. The travel footage is shared on various social media, including TikTok. Dale Philip's TikTok platform has more than two thousand three hundred followers. However, before TikTok, the video was uploaded to YouTube, which has 2.73 million subscribers. Dale Philip has visited various countries in the world; of course, in the content made by Dale Philip, there are many cultures from various countries. The signs that exist in every culture in the world are different, and this is quite interesting to research. The signs obtained in each culture can give the audience new knowledge of signs and cultures in various countries. So, this analysis will focus on the types and meanings of signs in various countries visited by Dale Philip's TikTok account.

The scope of discussion is important in a study because science is something that has no limits; of course, the research needs a scope to limit and make the research more specific. Based on the background and problem above, there are two problems that analyzed is types of signs are found in various countries in the videos of Dale Philip's TikTok Account and the intended meanings of the signs found in various countries in the videos of Dale Philip's TikTok Account.

## 2. Method

Research methods are very important and necessary when conducting research. Research methods are scientific ways to obtain data from sources that will be used in the research to be carried out. In this research, three methods are used: data source, method of data collection, and method of data analysis.

This research uses videos uploaded by Dale Philip on his TikTok account as data sources. This source was chosen because many signs can be studied on Dale Philip's TikTok account. The data collection method is observation, namely watching Dale Philip's TikTok video and then making notes of the information that will be obtained from the video, especially the signs. Data collection is carried out by classifying signs according to type and meaning.

After all the data was collected, the data was analyzed according to the type of sign found in Dale Philip's video using qualitative methods. Qualitative research is a method for investigating and comprehending the significance that individuals or groups attach to a social or human situation. The research process includes developing questions and procedures, data collection in the participant's environment, data analysis inductively building from particulars to general themes, and the researcher providing interpretations of the data's meaning (Creswell, 2007). The data was analyzed in two stages. Namely, the first was analyzing the type of sign based on Pierce's theory and then analyzing the meaning of the sign found based on Leech's seven types of meaning proposed in the book "The Study of Meaning Second edition-revision and updated." This study also compares similar signs found in different countries to identify whether they have a similar meaning or not. The last is to present the results of the analysis.

### 3. Result and Discussion

#### *The Kind of Sign in Various Countries Found in Dale Philip TikTok Account*

Signs take the form of words, images, sounds, odors, flavors, acts, or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. 'Nothing is a sign unless it is interpreted as a sign" (Peirce in Chandler, 2007:13). That is why people can find many signs in their daily lives wherever they go. Certainly, every country in the world has its signs, so there are several types of signs and their meanings in various countries.

##### **Icon**

There is some research about the icons, one of them from (Oktaviani et al., 2022:4). In this study contains a discussion of icons in the movie "2014 siapa diatas president?" in this study, several icons were found, and most of them were found in the image of the actors. Icons, originally called "likenesses" by Peirce, have a "topological similarity" to their object. Classical paintings and photography are unmistakably iconic because they visibly reflect their subjects. This resemblance need not be tangible: "Every algebraical equation is an icon, in so far as it exhibits, using the algebraical signs (which are not themselves icons), the relations of the quantities concerned" (Peirce, 1931, p. 107). For Peirce, the distinctive feature of an icon is its perceived resemblance. He states that the iconic sign represents its object 'primarily because of its similarity' (Peirce 1931-58, 2.276). Candler defines the concept of "icon" or "iconic" as a representation where the Symbol is understood to mimic or imitate what it signifies. This involves a noticeable resemblance in appearance, sound, texture, taste, or scent, sharing certain qualities with the original. Examples include a portrait, a cartoon, a scale model, onomatopoeia, metaphors, realistic depictions, sounds in program music, audio effects in radio dramas, a dubbed film soundtrack, and imitative gestures. The examples of icons found in Dale Philip's TikTok Account are as follows

Data 1



**Figure 1.** Picture of Garuda Bird

Source : <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken from a video on Dale Philip's TikTok Account when he visited Indonesia, and more specifically, Bali's Uluwatu Temple. When visiting the temple, he wears a shirt with a picture of a Garuda bird.

An "icon" or "iconic" is a representation in which a symbol is understood to mimic or imitate what it signifies. This involves an apparent resemblance in appearance, sound, texture, taste, or scent, which shares certain qualities with the original. The picture of the Garuda Bird can be called an icon. The shirt used by Dale Philip contains an embroidered Garuda bird which is very similar to the Garuda bird that characterizes the country of Indonesia. The embroidery on Dale Philip's shirt becomes an icon because it resembles the object it represents.

The icon of the Garuda bird is Representamen ( R ), which represents the object ( O ), which is a bird. Representamen and object have a relationship and produce Interpretant ( I ), where the bird represents the Garuda bird. The embroidered bird is an image that conveys the meaning of the Garuda bird.

According to Bogorkab.go.id, the Garuda bird is a mythical bird derived from Hindu Mythology that originated in India and developed in the Indonesian region since the 6th century. The Garuda bird symbolizes strength, while its golden color symbolizes majesty or glory. Dale Phillip's shirt has an image of a Garuda bird that is very similar to its original form, so the image is called an Icon.

Garuda is a very important bird and will be everywhere in Indonesia, in schools, offices, or civil service offices. The Garuda bird displayed has five parts, such as stars, gold chains, banyan trees, bullheads, and rice and cotton, which, of course, have their respective meanings that are important to us Indonesians.

Data 2



**Figure 2.** Picture of star

source: <https://www.tiktok.com/@dalephilipvlogs>

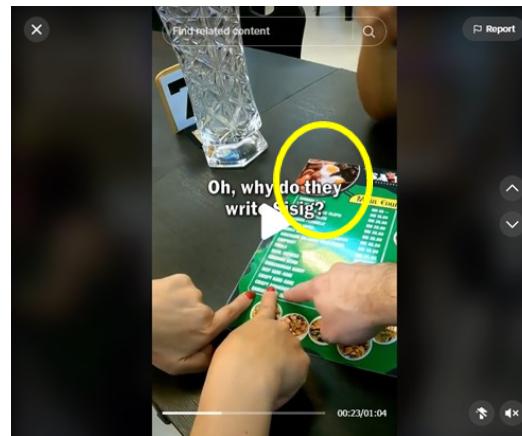
The picture above was taken from a video on Dale Philip's TikTok Account when he visited Indonesia, specifically Bandung. The picture shows Dale Philip wearing a shirt with a picture of a star on it.

An "icon" or "iconic" is a representation in which a symbol is understood to mimic or imitate what it signifies. This involves an apparent resemblance in appearance, sound, texture, taste, or scent, which shares certain qualities with the original. The star image can be said to be an icon because the image is very similar to the stars in the sky, which humans usually see at night. The star image on Dale Philip's shirt becomes an icon because it has similarities with the object it represents. The similarities can be seen in the shape and color, which are similar to the stars in the sky.

The icon of the star is Representamen ( R ), which represents the object ( O ) in the sky. Representamen and objects have a relationship and produce Interpretant ( I ), where the object in the sky represents the star. The embroidered star is an image that conveys the meaning of the star.

The meaning of the star are giant balls of hot gas – mostly hydrogen, with some helium and small amounts of other elements. Every star has its own life cycle, ranging from a few million to trillions of years, and its properties change as it ages. The two-star logo in the picture above is part of the logo of the Indonesian soccer club Persib Bandung. According to Wikipedia, two stars were added above the club logo as a sign of winning the league twice in 1995 and 2014.

Data 3



**Figure 3.** Picture of fried egg

source : <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Phillip visited a restaurant in Kuala Lumpur, Malaysia. In the picture there is a picture of a fried egg in the menu book.

An "icon" or "iconic" is a representation in which a symbol is understood to mimic or imitate what it signifies. This involves an apparent resemblance in appearance, sound, texture, taste, or scent, which shares certain qualities with the original. The fried egg image can be referred to as an icon because the image is very similar to the image of an egg being fried in hot oil. The similarity can be seen in the texture of the fried egg, the very similar color, and the shape of the fried egg.

The icon of the fried egg is Representamen ( R ), which represents the object ( O ), which is an egg put in oil and fried until cooked. Representamen and objects have a relationship and produce Interpretant ( I ), where the egg is put in oil and fried until cooked, which represents the fried egg.

Data 4



**Figure 4.** Picture of Dahi Ke Sholay

source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Phillip visited one of the traditional markets in

New Delhi, India. In it, you can see a picture of a food called Dahi Ke Sholay posted in front of the food stand to attract customers.

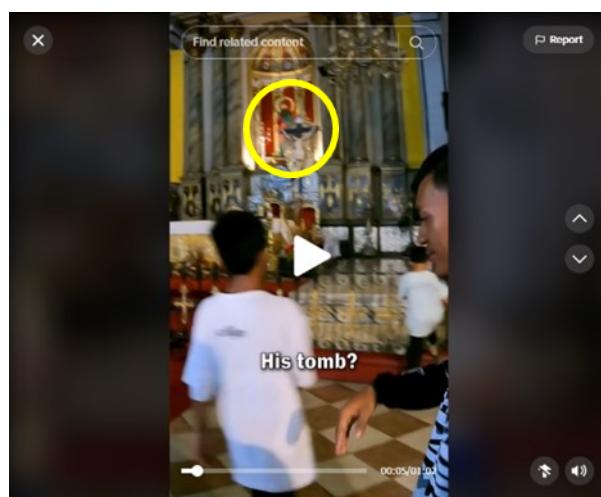
An "icon" or "iconic" is a representation in which a symbol is understood to mimic or imitate what it signifies. This involves an apparent resemblance in appearance, sound, texture, taste, or scent, which shares certain qualities with the original. The image of Dahi Ke Sholay is an Icon because it looks very similar to real food. The similarity can be seen in the shape, color, texture, and even the toppings of the bread. Dahi Ke Sholay is a popular Indian street food snack from the state of Rajasthan. "Dahi Ke Sholay" translates as "fire of yogurt" in English. It is a vegetarian dish with a spicy filling of mashed potatoes, onions, and spices that is filled inside bread slices. The packed bread slices are deep-fried till crispy and golden brown.

The icon of Dahi Ke Sholay is Representamen (R), which represents the object (O), which is a vegetarian food made from bread. Representamen and objects have a relationship and produce Interpretant (I), where vegetarian food made from bread represents Dahi Ke Sholay.

### Symbol

There is some research about the Symbol, and one of them is from (Suparmo, 2017). This research discusses various symbols related to religion, nationalism, the zodiac, and other symbols. For Peirce, a symbol is a sign that refers to the object that it denotes by virtue of a law, usually an association of general ideas, which causes the Symbol to be interpreted as referring to that object' (Peirce 1931–58, 2.249). A literary symbol is an object, a person, a circumstance, or an event in a story that has one literal meaning but indicates or reflects another. Languages are perhaps the most important symbolic sign systems: "Any ordinary word, as 'give,' 'bird,' 'marriage,' is an example of a symbol" (Peirce in Candler, 2017). According to Peirce in Candler, Symbol or symbolic is a mode in which the signifier does not resemble the signified but is fundamentally arbitrary or purely conventional - so that this relationship must be agreed upon and learned, for example, language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases, and sentences), numbers, morse code, traffic lights, national flags. Symbolic signs are constructed or "agreed upon" for given purposes in the internal or external world. The example of Symbol found in Dale Philip's TikTok Account are as follows:

Data 5



**Figure 5.** Picture of Cross

source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Philip visited a church in Manila. At the time of the church, Dale Philip was seen circling the church, and until he arrived at the church altar, a large cross stood firmly. The cross is a symbol of glory for Christians. Because Jesus Christ saved

humanity through the cross, the cross is also interpreted as a symbol of suffering. The cross has been recognized or agreed upon as a symbol of Christianity by many people, so the cross can be referred to as a symbol because a symbol is anything that refers to something else, usually something abstract, like an idea or belief. A literary symbol is an object, a person, a circumstance, or an event in a story that has one literal meaning but indicates or reflects another.

The symbol of the cross is Representamen (R), which represents the object (O), which is Jesus Christ. Representamen and objects have a relationship and produce Interpretant (I), where the cross is a representation of Jesus Christ.

Data 6

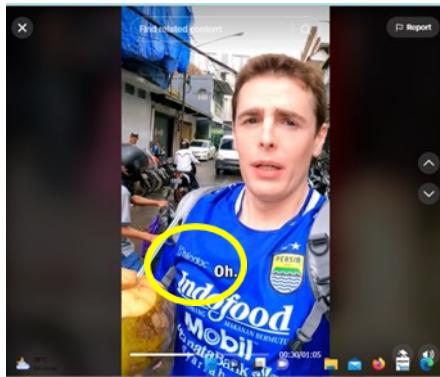


Figure 6. Picture of Halodoc logo

source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Philip was in Bandung, Indonesia; in the picture, Dale Philip is seen wearing a t-shirt with various pictures on it, one of which is a picture of the Halodoc logo. A symbol is anything that refers to something else, usually something abstract, such as an idea or belief. Literary symbols are objects, people, circumstances, or events in a story that have one literal meaning but show or reflect another meaning. The Halodoc logo represents an application and website originating from Indonesia that is engaged in the health sector; many people access the website, and even if they only see the logo, they can understand that the website is a health website or application. So, the logo of the website can be called a symbol.

The symbol of the Halodoc logo is Representamen (R), which represents the object (O), which is a health website. Representamen and object have a relationship and produce Interpretant (I), where the Halodoc logo represents the health website.

Data 7

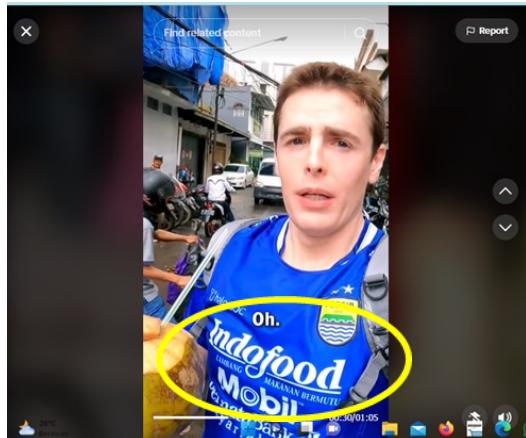


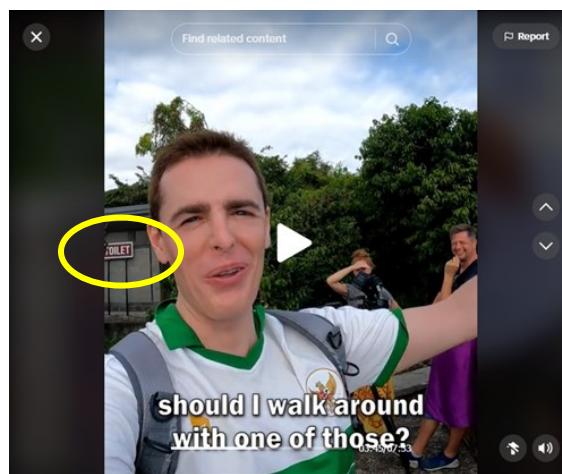
Figure 7. Picture of Indofood Logo

source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Philip was in Bandung, Indonesia; in the picture, Dale Philip is seen wearing a shirt with various images in it, one of which is the image of the Indofood logo. The Indofood logo represents a food and beverage producer company in Indonesia. The Indofood logo has been recognized to reflect a food and beverage producer company in Indonesia. A symbol is anything that refers to something else, usually something abstract, such as an idea or belief. Literary symbols are objects, people, circumstances, or events in a story that have one literal meaning but show or reflect another meaning. The Indofood logo is a symbol because it refers to a food and beverage company in Indonesia.

The Indofood Logo symbol is Representamen ( R ), which represents the object ( O ), which is a food and beverage company. Representamen and object have a relationship and produce Interpretant ( I ), where the Indofood logo represents the food and beverage company.

Data 8



**Figure 8.** Picture Toilet Sign

source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Philip was in Bali, Indonesia. At that time, he was visiting Uluwatu Temple, and in the picture above, Dale Philip passed a place with a toilet sign. The sign that contains the words "Toilet" is a symbol. Because the board reflects the room in it, namely the toilet room, with the sign, tourists can immediately know that the room is a toilet so they can enter the right room. The sign that reads "Toilet" is recognized by many people to reflect a toilet room, so this can be said to be a symbol because A symbol is anything that refers to something else, usually something abstract, such as an idea or belief. Literary symbols are objects, people, circumstances, or events in a story that have one literal meaning but show or reflect another meaning.

The symbol of the toilet sign is Representamen ( R ), which represents the object ( O ), which is a toilet room. Representamen and object have a relationship and produce Interpretant ( I ), where the toilet sign represents the toilet room.

Data 9

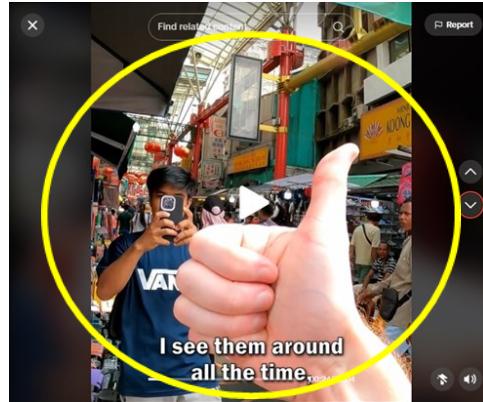


Figure 9. Picture of finger sign

source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Phillip was in Kuala Lumpur, Malaysia. When he was walking around in one of the traditional markets there, he was seen being invited to take pictures with local residents; at that time, Dale Phillip used the hand sign "okay." The hand sign used by Dale Phillip is one of the hand signs that is often used by the general public. The hand sign symbolizes that someone agrees to something, expresses an agreement, and has the meaning of "okay," "yes," and "ready." This hand sign is commonly used by the public and indirectly symbolizes approval. This hand sign can be called a symbol because A symbol is anything that refers to something else, usually something abstract, such as an idea or belief. Literary symbols are objects, people, circumstances, or events in a story that have one literal meaning but show or reflect another meaning.

The Symbol of the Hand sign is Representamen ( R ), which represents the object ( O ), which is an approval sign. Representamen and object have a relationship and produce Interpretant ( I ), where the hand sign is a representation of the approval sign.

Data 10

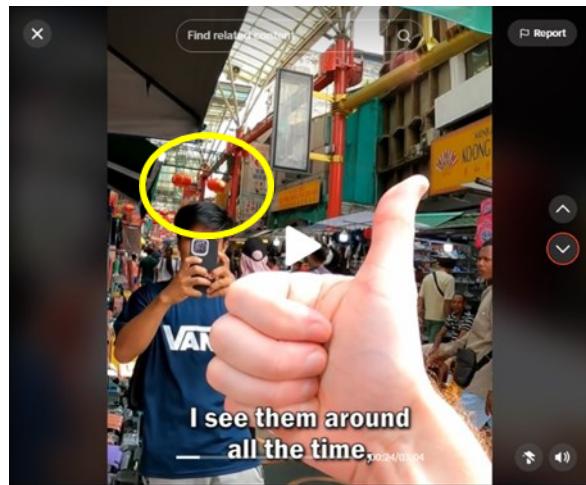


Figure 10. Picture of Imlek lantern

source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Phillip visited a market in Kuala Lumpur, Malaysia. In the picture, there is a round red object; the object is an Imlek lantern, a decoration usually hung by Chinese people. In Chinese culture, lanterns are generally red. This symbolizes the hope that the new year will be filled with happiness, luck, and sustenance. Chinese New Year lanterns are

installed to symbolize gratitude.

A symbol is anything that refers to something else, usually something abstract, such as an idea or belief. Literary symbols are objects, people, circumstances, or events in a story that have one literal meaning but show or reflect another meaning. This Imlek Lantern refers to the beliefs of the Chinese community that have been trusted and confirmed by many people.

The Symbol of the Imlek lantern is Representamen ( R ), which represents the object ( O ), which is a red lantern. Representamen and object have a relationship and produce Interpretant ( I ), where the Imlek lantern is a representation of the red lantern.

## Index

There is some research about indexes, and one of them is from (Ardyati et al., 2020). This research discusses the index in the Get Out Movie; in the movie, there are around 20 indexes found from various scenes in the Get Out movie, such as blood, fire, handshake, and others. Peirce provides various criteria for what constitutes an index. An index "indicates" something; for example, "a sundial or clock indicates the time of day" (Peirce 1931–58, 2.285). Then, Peirce outlined three types of indexes: tracks, symptoms, and designations (Johansen, 2002, p. 32). Tracks frequently have a physical, cause-and-effect relationship with their object but are not concurrent. For example, there are traces of perfume scent after spraying, fever is a symptom of infection, and smoke is a symptom of fire. Symbols require an interpreter to function as signs, whereas indices do not need an interpreter or "reader" to be considered signs. The example of the index found in Dale Philip's TikTok Account are as follows:

Data 11

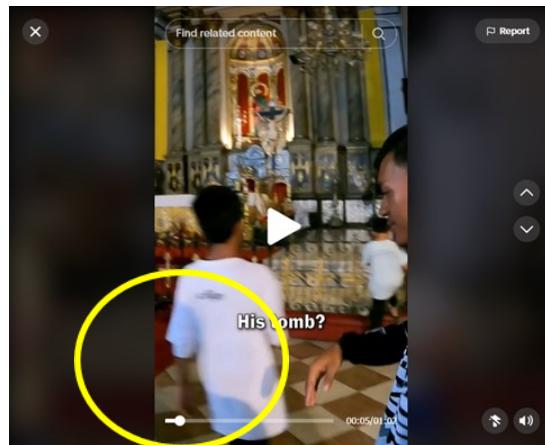


Figure 11. Picture of Human shadow

source: <https://www.tiktok.com/@dalephilipvlogs>

The first index is a shadow of a human as a representamen ( R ) that representamen an object ( O ), which is lamplight. Representamen and objects have a relationship and produce an interpretant ( I ), which is the lamplight reflecting the shadow on someone's back.

An index is something that can happen because of the relationship between one object and another. The shadow is an index because it comes from a causal relationship, and the representation cannot appear without its object. In the picture above, we can see an index in the form of a human shadow. The picture illustrates an event in a room with many shining lights. In front of the lights, the human body reflects a shadow that is seen on the back of someone in front of him.

Data 12



**Figure 12.** Picture of different skin tone

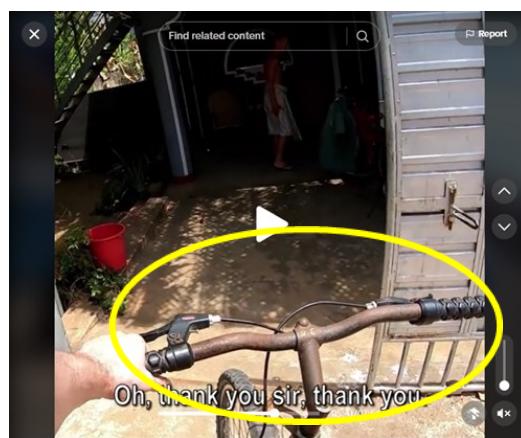
source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above shows a different skin tone of a human as a representamen (R) that represents an object (O), which is sunlight. Representamen and objects have a relationship and produce an interpretant (I), which is the sunlight reflecting the different skin tones of humans.

The picture above was taken when Dale Phillip visited a traditional market in Kuala Lumpur, Malaysia. The picture shows Dale Phillip talking to someone. During the conversation, there is a difference in the skin color of the person Dale Phillip is talking to.

Index is something that can happen because of the relationship between one object and another. The difference in skin color is an index because it comes from a causal relationship because the representation will not be able to appear without the object. In the picture above, an index can be seen in the form of differences in the color of a person's skin tone. The picture above illustrates an outdoor event at noon where the sun is still shining very brightly. In the presence of sunlight that is only half covered, it causes the skin to appear where half of it looks brighter, and half looks darker.

Data 13



**Figure 13.** Picture of rusty handle bars of the bicycle

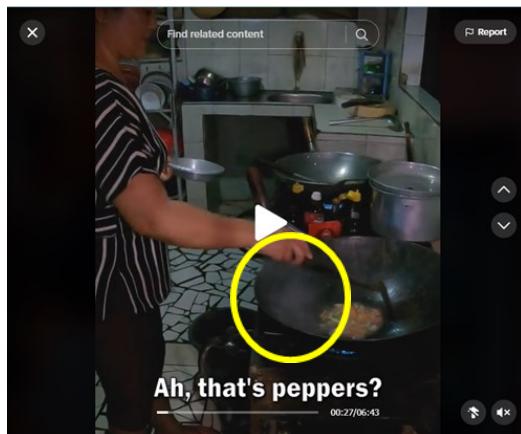
source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken when Dale Phillip visited a village in Sri Lanka. In the picture above, Dale Phillip is seen using a bicycle that is rusty on its handlebars.

Index is something that can happen because of the relationship between one object and another. The picture above is an index because of a causal relationship, which can be seen in the rusty handlebars of the bicycle caused by iron reacting with oxygen in the air. Iron oxidizes and forms iron oxide compounds, known as rust.

The picture above shows rust on the handlebars of the bicycle as a representamen (R) that represents an object (O), which is rusted iron parts on the bicycle handlebar. Representamen and objects have a relationship and produce an Interpretant (I), which is the rusty handlebars of the bicycle, representing rusted iron parts on the bicycle handlebar.

Data 14



**Figure 14.** Picture of smoke

source: <https://www.tiktok.com/@dalephilipvlogs>

The picture above was taken during Dale Phillip's visit to Bali, Indonesia, where he entered a restaurant and ordered food while watching the cooking process.

Index is something that can happen because of the relationship between one object and another. The smoke image in the picture above is an index because there is a causal process of the smoke. Which begins with starting a fire at the bottom of the frying pan, after the fire spreads throughout the frying pan area and causes very hot air until the smoke comes out of the top of the frying pan.

The picture above is smoke as a representamen (R) that representamen an object (O), which is hot steam from the frying pan. Representamen and object have a relationship and produce an Interpretant (I) which is the hot steam from the frying pan that causes the smoke.

### *The Meaning of the Sign*

#### **Data 1 – picture of Garuda Bird**

The embroidered Garuda bird on Dale Philip's shirt is an icon that has several meanings, namely conceptual and connotative. The first meaning is the conceptual meaning that relates to the literal and logical definition of the "Garuda Bird," which is a mythical bird derived from Hindu Mythology originating from India and developed in the Indonesian region since the 6th century. The Garuda bird itself symbolizes strength, while the golden color of the Garuda bird symbolizes majesty or glory. The second meaning is the connotative meaning; the "Garuda bird" icon has a connotative meaning as a mystical bird, golden in color, and very important for the Indonesian state.

## **Data 2 – Picture of the star**

The star embroidery on the shirt used by Dale Phillip is an icon that has several meanings, namely conceptual and connotative meaning. The first meaning is conceptual meaning, which relates to the literal definition or logical meaning of the "Star" icon. The conceptual meaning of a star is that it is a celestial object that emits light caused by nuclear fusion reactions that produce energy in its core. The second is the connotative meaning, which is that the connotative meaning of "Star" is light, visible at night, and objects in the sky.

## **Data 3 – Picture of fried egg**

The picture of the fried egg is an icon and has several meanings, namely conceptual meaning, connotative meaning, and social meaning. The first meaning is conceptual meaning, which relates to the literal definition or logical meaning of the "fried egg" icon. The conceptual meaning of the fried egg is that eggs are fried in hot oil until the texture becomes a bit solid, the color turns a bit brownish, and they are finally cooked. The second meaning is connotative; the icon "fried egg" has a connotative meaning as food, comes from chicken, and is yellow and white. The third is social meaning. Fried eggs are one of the foods that are easy to make and can be enjoyed by various groups, including children, adults, and even the elderly. In addition, fried eggs are a food that can be enjoyed by both the rich and the poor.

## **Data 4 – Picture of the Dahi Ke Sholay**

The image of Dahi Ke Sholay is an icon that has several meanings, namely conceptual meaning and connotative meaning. The first is a conceptual meaning, which is a meaning related to the literal meaning or logical meaning of "Dahi Ke Sholay." Dahi Ke Sholay is a popular Indian street food originating from the state of Rajasthan. The name "Dahi Ke Sholay" translates as "fire yogurt" in English. It is a vegetarian dish with a spicy filling of mashed potatoes, onions, and spices stuffed into bread slices. The packed bread slices are then deep-fried until crispy and golden brown. The second is the connotative meaning of Dahi Ke Sholay, which is an Indian food made from bread topped with yogurt that tastes spicy. The second is the connotative meaning of Dahi Ke Sholay, which is food made from bread, filled with yogurt, and tastes spicy.

## **Data 5 – Picture of the cross**

In the video of Dale Phillip in Manila, he was in a church, and there was a cross. The cross is a symbol of Christianity. This cross symbol has several meanings, namely conceptual meaning, connotative meaning, social meaning, and affective meaning. The first is the conceptual meaning, which relates to the literal meaning or logical meaning of the "Cross." The conceptual meaning of the cross is a sign of God's greatest love because he was willing to die for humans by being crucified to death. The second is the connotative meaning; the connotative meaning of the cross is shaped like a plus sign in the church, as a place where Jesus Christ is tied. Furthermore, there is a social meaning; the social meaning is related to the context of the religion that usually uses the cross, namely Christianity. Christians wear or use the cross a lot in their social life, such as when it is used as a necklace or long at home, which involves a lot of social interaction. Then there is affective meaning the Symbol of the cross can be associated with the feelings of Christians who give a feeling of emotion, safety, and blessing.

## **Data 6 – Picture of Halodoc Logo**

Halodoc logo is a symbol on Dale Philip's shirt that has several meanings, namely conceptual meaning and social meaning. The first meaning is conceptual meaning, which is a meaning related to the literal definition or logical understanding of the "Halodoc logo," which is a logo of a health website or application in Indonesia. The second is social meaning. The "Halodoc logo" is the identity of a health application or website, so many people often see the logo, which is a social interaction between the doctor in the application and the person who accesses it.

**Data 7 – Picture of Indofood logo**

The Indofood logo is a symbol on Dale Philip's shirt that has several meanings, namely conceptual meaning and social meaning. The first meaning is conceptual meaning, which is a meaning related to the literal definition or logical understanding of the "Indofood logo," which is a logo of a company engaged in the field of food and beverages in Indonesia. The second is the social meaning, the "Indofood logo" is an identity of a food and beverage company that is certainly widely seen by the general public. This involves a lot of social interaction between buyers of products from the company.

**Data 8 – Picture of toilet Sign**

The toilet sign is a symbol that has a conceptual meaning, which is a meaning related to the literal definition or logical meaning of this "Toilet sign." A toilet sign is a sign that is usually attached to the door of a toilet room to let people know that the room is a toilet.

**Data 9 – Picture of finger sign**

The finger sign is a symbol that has several meanings, namely conceptual meaning, affective meaning, and collocative meaning. The first is conceptual meaning, which is a meaning related to the literal definition or logical understanding of this "finger sign." This thumbs-up sign is a hand gesture to show approval of something. Then the second is affective meaning, where people who use this sign show a sense of pleasure, agreement, acceptance, and even pride. The third is collocative meaning, which is a meaning that contains word associations in the environment. This raised thumb sign is only one, but from the sign, it can mean several things, such as "okay," "ready," "cool," or "already."

**Data 10 – Picture of Imlek lantern**

The Imlek lantern is a symbol that has several meanings, namely conceptual meaning, connotative meaning, social meaning, and affective meaning. The first is the conceptual meaning which relates to the literal definition or logical understanding of the "Imlek Lantern", which is a red and generally round object that is usually displayed during Chinese holidays, this lantern is also used as a form of respect for the Buddha. The second connotative meaning relates to the nature or concept of the " Imlek Lantern," which is round, red in color, and hanging. The third is the social meaning, this " Imlek Lantern " is something that is often displayed during Chinese holidays, of course this lantern will be seen by various groups ranging from children to adults, and this involves social interaction from various groups. Then the fourth is affective meaning, people who display and see this lantern certainly feel feelings of joy, emotion, and gratitude.

**Data 11 – Picture of human shadow**

The shadow in Dale Phillip's video is an index that has various meanings, namely conceptual meaning and connotative meaning. The first is the conceptual meaning, which is a meaning related to the literal definition or logical understanding of "shadow," namely an event where light is blocked by an object and a shadow is formed from a different barrier. The second is connotative meaning, the connotative meaning of shadow is dark in color, resembling the shape of an object that blocks light, disappearing when there is no light.

**Data 12 – Picture of different skin tone**

The color difference in the man's skin in the picture is an index that has a conceptual meaning. Conceptual meaning is a meaning related to the literal definition or logical meaning of "difference in skin color". This difference in skin color occurs because of the different light that hits the man's skin, causing a difference in the color of his skin.

**Data 13 – Picture of rusty handlebars of the bicycle**

The picture of a rusty bicycle handlebar is an index that has a conceptual meaning. Conceptual meaning is a meaning related to the literal definition or logical meaning of "rusty bicycle handlebar," namely the iron part of the bicycle caused by iron reacting with oxygen in the air. The iron oxidizes and forms iron oxide compounds, known as rust.

#### **Data 14 – Picture of smoke**

The picture of smoke is an index that has a conceptual meaning. Conceptual meaning is a meaning related to the literal definition or logical meaning of "smoke." Smoke is the suspension of small airborne particles (aerosols) from the incomplete combustion of a fuel. Smoke is generally an unwanted by-product of fires (including stoves and lamps). Smoke is sometimes used as a flavoring agent, preservative for various foodstuffs, and raw material for liquid smoke.

#### *Different Cultures*

In data 1, Dale Philip visits Uluwatu Beach in Bali, which, in addition to the beach, is also a place to worship Hindus. And in data 5, Dale Philip visits a Church in Manila. In the data, there are images that show cultural differences. When he visited Uluwatu, he had to wear a cloth commonly called "Kamen," while in the church in Manila, he could wear casual clothes only. Although both are the same as a place of worship of a religion, there are beliefs and cultures that distinguish them.

In data 4, there is a picture of Dale Phillip visiting India and buying one of the Indian foods, namely Dahi Ke Sholay. In data 14, there was a picture of a mother cooking one of the Indonesian foods. As we know, Indonesia and India are countries whose food is rich in spices. But according to kompas.com, both Indonesia and India have a variety of spices that vary greatly. So varied there are several types that are the same but different in terms of taste or characteristics. One of them is cardamom. Indian cardamom is called elaichi, which has a sharper flavor than Indonesian cardamom. Usually, the spices in one Indian dish are very complex compared to those in one Indonesian dish. Because of this complexity, Indians prefer to cook with powdered spices or combine various spices for one dish in powder form, such as powdered tandoori spices.

In data 2, it can be seen that Dale Phillip was at a market in Bandung. And in data 9, Dale Phillip was in one of the markets in Kuala Lumpur, Malaysia. In the Malaysian market, there is a hanger of Chinese New Year lanterns, which shows the existence of the Chinese community. Not only in Malaysia there are also many Chinese communities in Indonesia, but even though they are the same, there are still differences that distinguish them. According to intisari.grid.id, the most noticeable difference between Chinese people in Indonesia and Malaysia is in terms of language. Chinese people in Indonesia are generally fluent in Indonesian, the official language of the country, as their daily language. This shows the cultural assimilation that Indonesia has successfully carried out since the time of independence. Meanwhile, Chinese in Malaysia mostly use Mandarin or other Chinese regional languages as their primary language. This is due to the existence of a vernacular education system that teaches Mandarin or Tamil as the language of instruction. As a result, there are many Chinese in Malaysia who cannot speak Malay as their own national language. The next difference is in the cultural sector, where Chinese in Indonesia are more varied and creative in terms of their culture as they adopt and adapt to diverse local cultures. Chinese descendants reflect the uniqueness and richness of Indonesian culture, with characteristics such as kebaya clothing, soy sauce pork food, or the art of wayang potehi. Chinese in Indonesia are also more open and flexible when it comes to culture, as they respect and appreciate other cultures. Whereas the Chinese in Malaysia are more conservative and traditional in terms of their culture, as they preserve and maintain their original culture from mainland China. The Chinese in Malaysia are more closed in terms of culture, as they have less contact and interaction with other cultures.

#### 4. Conclusion

Based on the results of data analysis, it can be concluded that signs can be found in several countries through Dale Philip's TikTok account. This research analyzed the concept of signs in visual communication using Peirce's theory of three types of signs (icons, indexes, and symbols). In this analysis, four icons, six symbols, and four indexes were found in several relevant videos uploaded by Dale Philip on his TikTok account. The icons found include a picture of a Garuda bird, a picture of a star, a picture of a fried egg, and a picture of a Dahi ke Sholay. Symbols found include Crosses, Halodoc logos, Indofood logos, toilet signs, a picture of a finger sign, and Chinese New Year lanterns. Indexes found include images of shadows, differences in skin color, rust on bicycle handlebars, and smoke.

The meanings of these signs were also analyzed using Leech's seven types of meaning (conceptual, connotative, social, affective, reflective, collocative, and thematic). The results of the analysis show that the signs do not only function as communication tools but also as complex and dynamic shapers of meaning, which are strongly influenced by cultural and social contexts.

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