

**CATCALLING PHENOMENON EXPERIENCED BY WOMEN
IN MAKASSAR: SEMIOTICS ANALYSIS**
**FENOMENA CATCALLING YANG DIALAMI PEREMPUAN DI
MAKASSAR: ANALISIS ILMU SEMIOTIKA**

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**POST GRADUATE PROGRAM OF ENGLISH LANGUAGE STUDIES
FACULTY OF CULTURAL SCIENCES
HASANUDDIN UNIVERSITY
MAKASSAR
2023**

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As one of the requirements for achieving Master degree

English Language Studies Program

Written and submitted by

Jumardin Muchtar

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To

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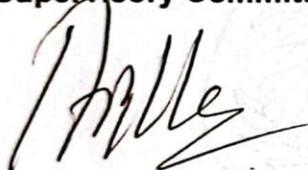
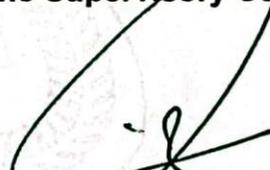
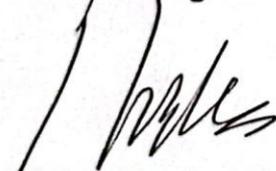
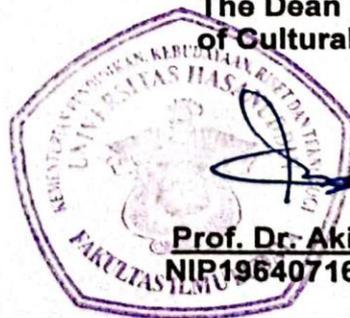
THESIS**CATCALLING PHENOMENON EXPERIENCED BY WOMEN IN
MAKASSAR: SEMIOTICS ANALYSIS**

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Truthfully states that the thesis was the result of my own work. If it is proven later that some part of the entire part of this thesis is the work of others, I am willing to accept any sanctions for my dishonesty.

Makassar, June 22nd, 2023



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Makassar, June 22nd 2023

Jumardin Muchtar

ABSTRACT

JUMARDIN MUCHTAR. *Catcalling Phenomenon Experienced by Women in Makassar: Semiotics Analysis.* (Supervised by Harlinah Sahib and Fathu Rahman).

The research aims to (1) explain the types of sign catcalling have been received by women in Makassar. (2) Explain the causes of sign catcalling occurrence activity in Makassar and (3) Explore strategies used by women in dealing with the refusal sign of catcalling in Makassar. This research uses descriptive qualitative research type. This qualitative research type begins with assumptions, a worldview, the possible use of a theoretical lens, and research problems that ask about the meaning that individuals or groups attach to a social or human problem. And also the participants of this research are women and men who have experienced catcalling. In the sense that women are victims and men are perpetrators of catcalling in Makassar. And also the number of research participants is thirty-eight people with details of twenty-seven women and eleven men with different university origins in Makassar. The findings indicate on the types of catcalling on verbal signs pioneered by Ferdinand Saussure's theory are Love Flirty Words (LFW), Flattery Flirty Words (FFW), and Desire Flirty Word (DFW) while the types of catcalling on non-verbal signs are Personal Touch (PT), Intimate Contact (IC) Body Proximity (BP). The causes of catcalling by men to women in Makassar are based on Eye-Catching, Parthral Culture, Fulfilling Biological Needs, and Social Media Spectacle. To overcome the refusal of catcalling, women must have strategies such as Ignoring to the Perpetrator, Fighting to the Perpetrator, Reporting to the Police, Leave, Places Prone to Catcalling, Pretending to call Family, and Reprimanding with Sound Loudly.

Keywords: *Catcalling, Semiotics, Women, Verbal sign and Nonverbal sign*



ABSTRAK

JUMARDIN MUCHTAR. *Fenomena Catcalling yang Dialami Perempuan di Makassar: Analisis Semiotika.* (Dibimbing oleh Harlinah Sahib dan Fathu Rahman).

Penelitian ini bertujuan untuk (1) menjelaskan bentuk-bentuk tanda catcalling yang dialami oleh perempuan di Makassar. (2) menjelaskan alasan/penyebab terjadinya aktivitas catcalling di Makassar dan (3) mengeksplorasi strategi yang digunakan oleh perempuan dalam menghadapi penolakan catcalling di Makassar. Penelitian ini menggunakan jenis penelitian kualitatif deskriptif. Jenis penelitian kualitatif ini diawali dengan asumsi, pandangan dunia, kemungkinan penggunaan lensa teori, dan masalah penelitian yang menanyakan tentang makna yang dilekatkan individu atau kelompok pada suatu masalah sosial atau kemanusiaan. Dan juga partisipan dari penelitian ini adalah perempuan dan laki-laki yang pernah mengalami catcalling. Dalam artian perempuan sebagai korban dan laki-laki sebagai pelaku catcalling di Makassar. Dan juga jumlah partisipan penelitian sebanyak tiga puluh delapan orang dengan rincian dua puluh tujuh orang perempuan dan sebelas orang laki-laki dengan asal universitas yang berbeda di Makassar. Hasil penelitian menunjukkan jenis-jenis catcalling pada tanda verbal yang dengan menggunakan teori Ferdinad Saussure adalah Love Flirty Words (LFW), Flattery Flirty Words (FFW), dan Desire Flirty Word (DFW) sedangkan jenis-jenis catcalling pada tanda non-verbal dengan menggunakan teori Charles Sanders Pierce adalah Personal Touch (PT), Intimate Contact (IC), dan Body Proximity (BP). Penyebab terjadinya catcalling oleh laki-laki kepada perempuan di Makassar didasari oleh Menarik perhatian, Budaya Parthisme, Pemenuhan Kebutuhan Biologis, dan Tontonan Media Sosial. Untuk mengatasi penolakan terhadap catcalling, perempuan harus memiliki strategi seperti Mengabaikan Pelaku, Melawan Pelaku, Melaporkan ke Polisi, Pergi, Tempat Rawan Catcalling, Berpura-pura Menelepon Keluarga, dan Menegur dengan Suara Keras.

Kata kunci: *Catcalling, Semiotika, Perempuan, Tanda Verbal dan Tanda Nonverbal*



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CHAPTER I

INTRODUCTION

1.1. Research Background

Language is communication tool to express idea and feeling to those who is invited to talk. As we know that people interact with other interlocutors concerning signs to understand each other about the sign conveyed. Language is a medium of communication to acquire the information of culture and others (Rahman & Letlora, 2018). As line with Mehawesh (2014) refers that people can communicate with the use of signs. According to Rahman & Weda (2019), understanding is important to attain a more meaningful communication. To understand these signs, people must equate concepts to avoid misunderstanding. Abakumova, et al. (2022) state signs include verbal and non-verbal aspects. As for what is included with the verbal sign, such as speech, idiom and sound, while the non-verbal sign is gestures, actions, and tactics, both become signs if given meaning. Somadi et al. (2022) declare that Semiotics studies the process of signing something, both physical and mental, and then giving meaning. Through semiotics science, humans can know that this world is full of signs that can be interpreted by everything.

In addition, if signs can be interpreted, people can understand the given sign in language through communication. Therefore they can adapt to their environment. in short, through communication, people can understand the meaning conveyed, yet signs cannot always be understood well and similar by others. Each individual has their explanation with various background experiences (Murphy, 2014).

Dissimilar to the experts above, the researcher revealed the relation sign with experiences using semiotics analysis. Some researchers of semiotics have proposed the idea of semiotics. Lestel (2006) suggests that without semiotics, it will never find signs that occur in social

environments. People interpret each phenomenon in their lives differently from others. The differential meaning undergoes because each individual has divergent experiences. In this case, it is not limited to cognition and affection that occur when the phenomenon is gone through. It is also related to memory, idea, and other aspects possessed by each individual before sustaining it. Besides that, Metro-Roland (2009) concludes that such an effect is the end of the semiotic process. However, it does not mean that all signs are mind, but also Pierce emphasizes significant facts in his sign theory which shows that some signs are experiences.

As for examples of catcalling experiences by Indonesian man towards woman, the first individual is an Indonesian man has the impression that he has held a woman's chest without being married. Then this phenomenon is known as catcalling, which is widespread in Indonesia. When citizen view cognitively, they will undergo two processes in their mind: holding the chest is a Signifier, and the manner concept is as Signified. Meanwhile, the second individual is an American citizen, and they do not have the same experience and cognition as the first individual. In their experience, touching the chest of the opposite sex without marital status is common in their country, so they tend to calm down when they view a female being touched.

Therefore, if the communicator feels uncomfortable with the surrounding, it can be categorized as catcalling (Walton, 2021). Such behaviour leads to verbal and non-verbal sexual activities such as advising, praising, whistling, gesturing and flirting with anyone passing by on the street. In this case, females are most vulnerable to catcalling and feel their bodies are like objects to be enjoyed by the foreign male. In line with Bretthauer (2007) considers that female objectification will show that males have power.

Based on the statement above, this also happened in Makassar; catcalling can be felt by almost every public place user, such as

roads, public transportation, work area and even campus area. As for some evidence of catcalling or harassment that occurred in Makassar as follow below:

1. UNM lecturer allegedly harassed student during guidance published in detiksulsel newspaper on Friday, July 08, 2022 at 23.46. <https://www.detik.com/sulsel/hukum-dan-kriminal/d-6170016/oknum-dosen-unm-diduga-lecehkan-mahasiswa-saat-bimbingan-dinonaktifkan>
2. Unhas Students Experience Sexual Harassment) was published in the Hasanuddin University Identity newspaper on Tuesday, May 14, 2022. <https://identitasunhas.com/lagi-mahasiswa-unhas-alami-pelecehan-seksual/>
3. Victim of Harassment at UIN Alauddin Reluctants to Report to the Police Judged Reasonable, Sociologist Explains the Reason, published in Fajar.co.id newspaper on Wednesday, March 22, 2022. <https://fajar.co.id/2023/03/22/korban-pelecehan-di-uin-alauddin-enggan-melapor-ke-polisi-dinilai-wajar-sosiolog-jelaskan-alasannya/>

Furthermore, seeing a catcalling phenomenon that continues to be discussed by societies in Makassar, this research delves further into the relation of signs to women's experiences as well as quite a few who consider rude behaviour. Based on the background described, this research entitled "Catcalling Phenomenon Experienced by Women in Makassar: Semiotics Analysis", because this research is considered essential for women to deal catcalling in Makassar.

1.2. Research Question

Based on background, the researcher formulates research questions in the following:

1. What are the types of catcalling sign that experienced by women in Makassar?

2. Why do men conduct catcalling to women in Makassar?
3. What are the strategies used by women in dealing with refusal catcalling in Makassar?

1.3. Research Objectives

Based on research questions, the research objectives are:

1. To explain the types of sign catcalling have been received by women in Makassar.
2. To explain the reasons/causes of sign catcalling occurrence activity in Makassar.
3. To explore strategies used by women in dealing with the refusal sign of catcalling in Makassar.

1.4. Research Significance

Theoretically, this research can be helpful to the reader in understanding sign in semiotics theory on the experience of catcalling women in Makassar. In this case, the rules of semiotics become an essential aspect. There is no right or wrong in different rules of semiotic signs, but they allow us to interpret rather than misunderstand and clarify a sign's meaning.

Practically this research can be a practical example of sign understanding. People will not be surprised by culturally different responses and will not misunderstand other people from different cultures if they realize that they have rules for interpreting different signs. However, if people ignore such cultural differences, humans misjudge the signs or even misunderstand other cultures. Therefore, the public must understand verbal and non-verbal signs of sexual harassment (catcalling) and use them as reference material so that there is no error in interpreting signs in the surrounding environment. Therefore, this research serves as a guideline for a better understanding and as a basis for further semiotics studies.

1.5. Research Scope

This research focuses on semiotics studies of signs based on women's catcalling experiences. The researcher observes and interview research participants about how they experienced catcalling so that researcher can analyze and explore verbal and non-verbal signs based on semiotics theory. Apart from describing types of sign and finding the cause of catcalling, this research provides an answer for women on how to experience with and strategies used in dealing with refusal catcalling in Makassar. However, depth-interview is practical a method and technique of data collection because research participants reveal their relationship with the truth based on research participants' experience in the past time therefore, this research can be analyzing catcalling signs either verbal and non-verbal signs experienced by women in Makassar based on semiotics theory.

CHAPTER II

LITERATURE REVIEW

2.1. Previous Research

The researches about catcalling has been conducted on these days, even though the numbers of catcalling research are still low from the small number of researchers about catcalling there are five researchers conduct research about catcalling such as:

Firstly, Keller et al., (2018) have research with the title "Speaking 'Unspeakable Things Documenting' digital feminist responses to rape culture." The research examines how females use digital media platforms to drown out the culture they experience daily.

However, Keller uses the liveliness theory discussed by Kember and Zylinska in 2012. He uses an ethnographic method, such as semi-structured interview and discursive textual analysis to enable research participants to express their experiences by documenting digital media of sexual culture (catcalling).

They suggest that adolescent women showed affective traits in responding to the catcalling culture connected to the feminist community on social media platforms. The similarity of the research is considered one of the goals of explaining the strategy in dealing with catcalling culture. However, the difference is that Keller's research deals with catcalling using the activity theory proposed by Kember and Zylinska in 2012. Then, this research explains the refusal catcalling strategy by analyzing signs using the semiotics theory.

Secondly, Fisher, et al., (2019) entitled: "The Effects of Exposure to Catcalling on Women's State Self-Objectification and Body." The purpose of this study is to describe the effect of sexual harassment in a specific form called catcalling or harassment on the street/strangers that occur in public spaces using the objectification theory proposed by Fredrickson and Roberts in 1997. The findings show that women's

bodies continue to be a sexual object. Sexual objectification can occur in interpersonal interactions, and as a result, body image dysfunction and mental health are threatened.

It is similar to previous research that describes catcalling forms that occurred in public places. The difference in previous research is measuring the effect of catcalling on their body image using objectivity theory. Then this research explores signs in response to females' experience of catcalling with a semiotics theory approach. .

Thirdly, Gennaro (2019), the title of the research, namely "Blurred Lines: The Relationship between Catcalls and Compliments," The purpose of research is responding to speech acts on videos of sexual harassment behavior (catcalling) in an attempt to determine the relationship of sexual harassment (catcalling) to praise. Apart from that, this his research instrument uses a survey method to collect viewers' views on sexual harassment (catcalling) and Bailey's speech act analysis in a sociolinguistic approach.

The research shows that catcalling is a compliment that deviates from women's inequality. However, the similarity is the core issues of content studied by researchers both researched catcalling, but there are several differences, namely: 1. the research purpose is related to analyzing speech acts in the video so the audience can give feedback regarding catcalling. 2. Gennaro uses a sociolinguistic approach, such as speech acts, based on Bailey's theory. In contrast, the current research uses a semiotic approach to analyze the relationship between signs and females' catcalling experiences. 3. Gennaro's research instrument uses a survey method to gather viewers about catcalling. While this research uses interviews where the research participants reveal their experiences with the truth.

Fourthly, the research entitled "Public sexual harassment mayhem on public transport in megacities-Karachi and London: A comparative review," that performed by Hoor-UI-Ain (2020). He discloses sexual

harassment (catcalling) dangers in public; females meet on public transport, such as in London and Karachi. This research finding is from a comparative review of the existing literature, surveys, and reports focusing on women's sexual offenses and assault difficulties in public spaces or transportation. The methodology used is Rapid Evidence Assessment (REA), which is to search for all-encompassing literature within a specific time limit, draw up a descriptive outline of the available evidence, analyze and evaluate critically, screen for poor-quality studies, and provide an overview of the evidence. Hoor-Ul-Ain reveals that crime leaves victims in psychological turmoil and physical and emotional stress, which undermines their mental, social and personal well-being.

The similar provides an overview of the evidence that catcalling occurs in public places. The difference is that this research focuses on the sexual violations, difficulties, and assaults women face in public spaces or transportation with a sociological approach to literature. Meanwhile, this research will be conducted to look for catcalling signs

Lastly, the research about catcalling is conducted by DelGreco et., al (2021), entitled "Communicating by catcalling: power dynamics and communicative motivations in street harassment." His research aims to understand the males' communicative motivation involved in catcalling and the connection between power and experience. DelGreco's research foundation is dyadic feminist theory to analyze the relationship between power and experience in catcalling. He suggests that males have the lowest power compared to females in reporting catcalling.

The similarity of this research is that it uses a semiotic approach to explain the sign of catcalling. Meanwhile, the difference is males' communicative motivations and power relations, while this research is about women's experience with catcalling phenomenon.

2.2. Theoretical Backgrounds

This research describes several theoretical backgrounds that underlie this research. There are several theoretical backgrounds must be considered before the recipient takes action against catcalling. However, the act of catcalling itself has threatened some recipients. Therefore, it is necessary to do a sign analysis based on semiotics theory to find out the types and causes of catcalling to produce strategies that are used to overcome catcalling in Makassar. These are as follows:

2.2.1. Semiotics

Semiotics is an analytical method used to find the meaning contained in a sign. In semiotics, it is assumed that social phenomena in society and culture are signs. According to Trevarthenn (1990), judging a symbol or sign is important; animal life is conveyed through feelings (feeling), but human feelings are conveyed through various concepts, symbols, and language. It examines the systems, rules, and conventions that allow signs to have meaning. The study of semiotics occurs in two paradigms, namely the constructive paradigm and the critical paradigm (Ahlqvist & Rhisiart, 2015). The constructivist paradigm is a paradigm that is almost the opposite of an understanding that involves observation and objectivity in finding reality. This paradigm sights social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social actors involved in shaping their social world. The critical paradigm is an alternative paradigm related to society, the purpose of which is to criticize and justify the status quo existing in society and to provide alternative knowledge in order to be able to create a better social order.

Etymologically, semiotics comes from the Greek word Simeon which means "sign." Terminologically, *semiotics* can be defined as

a science that studies a wide range of objects. Events of all cultures as signs (Chandler, 2007). De Souza (2010) claims that semiotics is a systematic study of the creation and interpretation of signs, how the system works, and what advantages it has on human life. Lyons (1981) asserts that semiotics is a science that studies signs in their broad meaning in society, both literal and figurative, as well as those using language and non-language. The language, a symbol system, usually contains mysterious things. Behavioral semiotics is creating a particular action or behavior to achieve a specific goal and applying syntactic, semantic, and pragmatic dimensions for analyzing a text (Lestari, et al., 2020). Therefore it is significant to understand signs. Semiotics purpose is to understand the sign's meaning so someone knows how to convey a speaker to an interlocutor.

2.2.2. Semiotic Figures Related to The Catcalling Phenomenon

1. Ferdinand Saussure

Signs describe social phenomena that arise in the situation, implying that signs are closely related to language. Semiotics is often employed in the analysis of texts (although it is far more than just a mode of textual analysis) (Sahib, 2020). Ferdinand Saussure describes his semiotics into four concept such as:

- a. significant and signified.
- b. language and parole.
- c. synchronic and diachronic.
- d. syntagmatic and paradigmatic.

The first further discussion is *significant and signified* as it is recognized that significance is the thing that our mind can receive, such as the object's original visual image. Signified is the meaning thought upon receiving the sign. For example, people use the door as an object to explain it as significant and signified. Therefore, the meaning of the door is the part of the

word, such as D-O-O-R. While signified from the meaning of the door is what is captured in people's minds when they see the door, which is a tool used to connect one space to another. Language is a text that must be related to the real world or what is really happening in the society (Sahib et al., 2017).

The second concept is a language subcategory subdivided into *langage* and *parole*. Hu (2002) suggests that language is people's knowledge about a particular subject. Language can be interpreted as a sign system. At the same time, parole is an act performed individually from the intelligence of an idea.

The third concept is synchronic and diachronic, Syntagmatic is the relationship that exists between concrete language units, while paradigmatic means the relationship that is not concrete (relationship in absentia) within language units.

Hence, Ferdinand Saussure's semiotics concept prioritizes signs with verbal communication. Verbal communication is one of the types of communication in which message or information is conveyed to someone orally or in writing. People can exchange thoughts and feelings, convey emotions, feelings, information and ideas through the words they express (van Kleef, 2010).

In relation to verbal communication with a catcalling sign is an utterance in the form of praise or things that offend the interlocutor in the form of harassment so that the communication is catcalling. for example Hi, my idol, are you all right?, how are you great woman, and the last is always be happy, Miss Sweet. The underscore utterance is a catcalling expression sign and if interlocutor likes those expressions and feel undisturbed so then it is not called a catcalling expression.

2. Roland Barthes

Roland Barthes is considered a modern semiotician and his model of semiotics has become the reference for linguistics and humanities research, particularly on sexual harassment (catcalling). Besides that, Roland Barthes uses the notion of denotation and connotation to show the levels of significant meaning in his analysis. Denotation and connotation concepts proposed by Roland Barthes are as follows:

1.) Denotative Meaning

The denotative meaning is the initial main meaning of a sign. In Barthes semiotics, denotation is a first-level system of meaning. Signification is the relationship between the signifier and the signified in a sign to external reality. According to Puntoni, et al., (2010), the meaning of the denotation is the objective meaning of the first level such as through the direct linkage between the sign and the indicated reality or symptom. Therefore, the denotation explains the relationship between the sign and its relation to reality, which generates an explicit, direct and definite meaning. Apart from that, this meaning is objective because the meaning of this designation is general. For example, when people say *your body shape is sexy*. So the expression of purpose is concept about a *sexy female's body*, such as slim hips and a large chest. In other that, the expression is also catcalling because it has a harassing meaning. In Roland Barthes's semiotics, denotation is a first-level system of meaning, which is then followed by a second-level connotative system of meaning.

2.) Connotative Meaning

The connotation is used to show the second stage meaning. It describes the interaction that occurs when the character encounters the humans' feelings or emotions and their cultural values. For example, *your body is very sexy*. Connotatively, the expression meaning is interpreted as something uncomfortable or angry, if the female does not like it, so it is clear that this is called a catcalling sign but it is different if the female feels happy with the expression because it is experienced by differences in culture or experience. According to Cunha et al., (2006), differences in experience are influenced by differences in the life processes experienced by each person. Therefore, expression can be interpreted differently by each individual. If the meaning of a word is viewed as the goal from the expression, then an expression's meaning is viewed as its subjective or emotional meaning. This can be explained by the image below.

1. Signifier	2. Signified
3. Denotative Sign	
4. Connotative Signifier	5. Connotative Signified
6. Connotative Sign	

Figure 1. Roland Barthes's Semiotics Systematic Model Source: Cunha et., al in 2006

3. Charles Sanders Peirce

Charles S. Peirce's semiotics theory is considered relevant in this research. Peirce considers that people's life is observed from existence "mix of signs". Everyone lives from communication. They

will exchange signs, both verbally and non-verbally, often one finds signs such as clothing models, texts, facial expressions, body movements, and sounds, all of which have a specific meaning. Moreover, Pierce defines semiotics as the study of signs and what is associated with them, namely the way they function, relate to signs, send and receive them by those who use them (Jariah & Rahman, 2022).

The basic principle of the nature of the sign is representative and interpretive. Representative means that a character can represent something else, while interpretive is the concept of using a character from a thought. Pierce is also known as the triadic model, that is, this model shows the three main elements of sign formation, namely representamen, interpretant and object (Sugiharti, 2018). If you are driving and you come to an intersection. There is a red light in front of you then this is an object. If the object is visible then you treat it as an interpretant. In your mind, it will come the interpretation to stop. As this picture can clarify the triadic concept of Pierce is as follows:

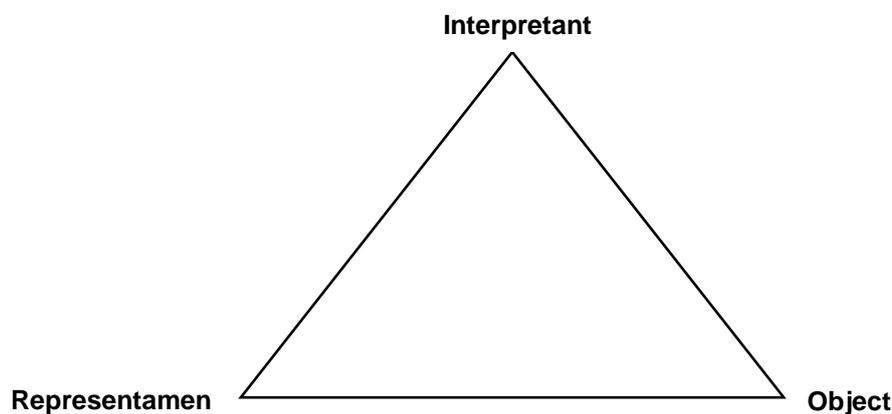


Figure 2. Triangle Meaning by Charles Sanders Peirce
Source: Sugiharti in 2018

Pierce's semiotics concept can be understood by following the description of the four formal requirements of the sign. According to

Pierce (Lizszka, 1996 p. 18-20), in order for representamen to become a sign, the following four formal requirements must be met:

1. Representative Conditions: Signs must correlate with objects.
2. Presentative Conditions: The sign must represent object in a certain relation or capacity.
3. Interpretive Conditions: The sign must define its interpretation both potentially and actually. The sign must be able to cause an interpretant in the mind of the sign user.
4. Triadic Conditions: Relationships related to ground, object, and interpretant must be triadic. Signs must represent something in certain terms to certain people.

Based on the object, Pierce divides the sign on the icon, index and symbol. Here is the description:

- 1.) Icon is a sign that has a relationship between the signifier and the signified. Which is the same, namely the natural form.
- 2.) Index is a sign that has a natural relationship between a sign and a causal signified. In the index, the sign is causally related to the object.
- 3.) Symbol is a sign that has an arbitrary relationship between the signifier and the signified.

In addition to signs based on the object, the relationship between signs and signs is as follows:

- (1.) Qualisign: it is based on its nature. For example, the nature of red is a qualisign, because it can be used as a sign to show love or danger.

- (2.) Sinsign: a sign based on the shape in reality. All individual utterances can be a sinsign. For example, a scream can come in the surprise, pleasure and pain form.
- (3.) Legisign: a mark based on an applicable regulation, convention or code. For example: A red traffic light means stop.

Meanwhile, this research uses Pierce's semiotic theory to see and connect signs to catcalling activities.

2.2.3. Basic Concepts of Experience

Experience can be defined as something performed or felt, whether it was a long time ago or what just happened. Hassabis & Maguire, (2007) claim that the experience can also be interpreted as episodic memory. Episodic memory receives individual events at a specific time and place. Kolb (2009) states that experience can be a guide and learning human. Small (2005) claims that experience is an observation that is a combination of vision, smell, hearing and past experience. Some of these opinions imply that experience is something felt and undergone which is stored in memory.

Experience and knowledge have similarities, namely the result of cooperation between knowing subjects and known objects. Styles (2005) conveys that knowledge is the result of everyone perceiving and hearing the object. In line with Libkin (2016) defines that knowledge is found certain objects. Therefore, relationship between experience and knowledge is that everyone gets objects through seeing and hearing.

However, everyone has a different experience despite looking the same object, as this is influenced with knowledge (Rach, 2020). The experience can be influenced by age, educational level, socio-economic background, culture, physical environment, work, and each individual personality. Experience has subjective properties that are influenced by. Whatever enters vision and noticed will be

stored in its memory as reference to respond new things (Hayes, 2008).

2.2.4. Definition of Response

Responses can generally be interpreted as results or impressions from observations about subjects, events, or relationships obtained by inferring information and interpreting messages. Järvillehto (1998) defines the response as an activity of the organism that is not merely a positive movement; every type of activity caused by a stimulus can also be called a response. Ince, et al., (2017) defines the response as the reciprocal transfer of information that has an effect. Matsuda (2018) also defines the response as a reaction to rejection or approval from a person after receiving a message. From this definition, it can be concluded that the response is a human's tendency to focus on something outside themselves because there are stimuli that encourage it.

The emergence of a reaction is caused by an exciting topic that conveys attention. The result of this reaction comes in two forms, namely, a feeling of joy or hatred. Usually, the response can come in the form of criticism or suggestions. According to Gay, (2002), responding to something is strongly influenced by the education experience of people responding. Understanding and exploring responses is a strenuous activity because everyone's response is different. The response here only discusses the response in linguistics study, where the response is the effect or feedback the speaker gives to the interlocutor after receiving the message. Interpersonal language is sending and receiving messages through symbols between two people or between a small group of people with effects and some feedback. The situation in interpersonal language allows interaction between communicators and

communication that takes place dialogically. Dialogue is a form of interpersonal language that shows the occurrence of interaction Heritage, (1989).

2.2.5. Response Types

The types of responses generally include three aspects: Cognitive, Affective, and Conative. Cognitive effects are related to knowledge that involves thinking processes, problem-solving, and fundamental decisions. Affective effects relate to likes or dislikes, opinions, and attitudes. While the conative effect is related to behavior. Based on the theory quoted from Forgas (2002), responses are divided into three, namely:

- 1) Cognitive responses occur when there is a change in what is known, understood, or perceived by the public. This response relates to transmitting knowledge, skills, beliefs, or information.
- 2) Affective responses arise when there is a change in what is felt, what people like, and hate. This response has something to do with emotions, attitudes, or values.
- 3) Behavioral response refers to actual behavior that can be observed, which includes patterns of actions, activities, or behavioral habits.

Some of the responses above, which are interpreted as responses, can be distinguished based on the senses used, their occurrence, and their environment. The formation of a pattern of life includes the ability to live up to the values of life in such a way that it becomes a personal property and becomes an accurate and precise guide in managing one's own life.

2.2.6. Response Formation Factor

Responses made by people can occur if the causative factors are met. It needs to be known so that the individual concerned can respond well; in the initial process, the individual holds a response

not only from the stimulus generated by the surrounding circumstances. Not all stimuli get individual responses because individuals do to the stimulus that is appropriate or that attracts them. Therefore, the individual answers the stimulus and depends on the stimulus from the individual himself. According to Cohen, et., al (1990), the response is influenced by attention, needs, sets, and value systems.

1) Attention: usually, our attention does not reveal all surrounding stimuli all at once, but it will focus on one or two objects.

2) Needs: everyone's needs will result in differences in perceptions that arise, and differences will have an impact on response difference.

3) Set is a person's expectation of a stimulus that will arise. Different sets cause different responses.

Value system: the prevailing value system and society affect the response.

2.2.7. Catcalling Phenomenon

Catcalling is still a phenomenon that is discussed today because there is no clear answer as to whether it is something positive or negative. The term catcalling comes from an animated series created by Tex Avery in 1937. Avery created the popular cartoon wolf character "Little Red Walking Hood". In the cartoon, the wolf whistles to get the attention of his flock. Therefore, catcalling is considered correct term to describe a males' lust for females.

In the Oxford dictionary, catcalling is translated as whistle, shout and comments of a sexual nature. Quinn (2002) claims that catcalling behavior comments on a female's appearance.

According to Rosenbaum, et., al (2020), catcalling is the use of offensive language, verbal and non-verbal expressions found in

public places such as sidewalks and bus stops. Verbal expression aims to include comments about females' object and nonverbal expression also often takes looking and include meaningful physical gesture to assess a female's physical appearance. Apart from that, an abuser will boo or make a fuss of someone in public that makes them uncomfortable.

In Makassar, South Sulawesi, usually this catcalling is in idle compliments form speaks *Hi my heart, look here maybe you are my match (Hai pujaan hatiku lihat kesini dong siapa tau kita jodoh)*. Absurd greeting: *You are alone, do you want to be accompanied or not? (Sendirian aja nih, mau ditemani nggak?)*. And unreasonable attention form: *why is your face sullen? You have been dumped with your boyfriend (Kok cemberut? Sudah diputusin sama pacarnya yach....)*. The facts on the ground show that males vent their attraction to females in order to get attention from them. Even females wear hijab that often hailed on the street. Catcalling victims feel uncomfortable, causing fear to pass through the area. If victims (females) feel offended by the catcalling, they unconsciously judge themselves. catcalling can cause the victim to be like judged objects (self-objectification) (Calogero,2013).

Actually, females also have the same rights as males to realize of expression freedom in everyday life. It is very inappropriate to associate catcalling events with blaming women's facial expressions and body movements because they want to express themselves and move in some way, females are still vulnerable to catcalling from those around them. As said by Bourne, (2017), women have freedom of expression. Whatever the perpetrators' inspiration on the victim, catcalling act must still be minimized so that females can have a security sense in showing their expression freedom and also not become vulnerable to other street harassment.

2.2.8. Catcalling Types

According to Harendza (2018), Catcalling types are carried out in the form of speech form but lead to something related to sex which is usually often called catcalling behavior. These harassments can take the types of:

1. Joking and teasing the opposite sex or the same sex.
Asking some questions about sexuality in a non-sex chat.
2. Sexually oriented whistling.
3. Asking other people about any sexual desires that person has ever made that makes someone uncomfortable.
4. Criticizing and commenting on bodily forms that lead to parts of sexuality such as person's buttock and the genital size.

These verbal sexual harassment behaviors are considered normal and normal by people in Indonesia such as Makassar, South Sulawesi.

2.2.9. Catcalling Causes

Fairchild (2010) determined that the catcalling factor is described as follows:

1. Age. It is a factor causing catcalling because perpetrators see easy females' attraction.
2. Situation. It is the cause of catcalling because the surrounding environment supports catcalling.
3. Interest in seeing physical/object.

Those are some of the causes of catcalling that will support this research. Although there are many lacks of references about catcalling causes, this research will continue to find it based on females' experiences in Makassar.

2.2.10. Refusal Catcalling Strategy

According to O'Leary (2016), Women use various strategies in dealing with catcalling. This strategy involves neglect to avoid catcalling:

1. Verbal response: verbal response is a firm response to catcalling perpetrators so that men will not disturb them again. Verbal response marked like "I don't like that". "Go out" and shout.
2. Ignoring the behavior: Another strategy many of the participants discussed was ignoring catcalls.
3. Avoidance: Several participants felt the need to avoid catcallers altogether. This often took the form of taking a different route, crossing the street, avoiding eye contact, or walking with another person in hopes that a catcaller would refrain from engaging in catcalling behavior.

Thus, the most important preventing sexual harassment element, both verbal and non-verbal, is the victim's denial and unwillingness to all forms of sexual attention.

2.2.11. The Impact of Catcalling

Catcalling is often heard and seen in public; when people have experienced it, they respond differently to catcalling. It is influenced by various conditions surrounding the concept of catcalling and the understanding of catcalling experienced by females.

a. The Impact of Mental Health

The impact of catcalling on females varies and highly depends on the case's nature. Then, the psychological impact is divided into two: the short-term and the long-term. The women who experience cases of catcalling usually, the effects experienced will appear after a few days after the catcalling case occurred. As for the psychological effects that occur, victims are usually angry, humiliated, and embarrassed. These

include symptoms of difficulty sleeping (insomnia) and reduced appetite. Then, the long-term impact can be seen in negative attitudes or perceptions towards men due to trauma. Trauma is a mental injury that the victim feels after experiencing things that he feels are beyond ordinary and abnormal limits. If this lasts more than 30 days, the victim may experience post-traumatic depression. According to Sinha (2016), there are three categories of the most common post-traumatic depression symptoms, namely:

- 1) Hyperarousal: This symptom is influenced by the work of the body's hormones which also change along with changing psychological conditions. The most common symptoms are aggression, insomnia, and intense emotional reactions such as depression. This symptom is a feeling as if a bad event keeps happening.
- 2) Intrusion: Victims usually experience a constant feeling of the traumatic event and flashbacks of memories that keep repeating, such as flashbacks and, in severe cases, memory confusion.
- 3) Numbing: This symptom is usual, but it is not normal if it continues until the victim becomes indifferent and finally detached. If this happens continuously, the victim will have low self-esteem not confidence, constantly blame herself, and experience reproductive disorders (e.g., infertility or menstrual cycle disorders) because the victim feels depressed or is experiencing mental stress.

b. The Impact on The Fulfillment of Women's Human Rights and Social Relations

Acts of harassment, both physical and non-physical, cause women to suffer. Impact-experienced victims are often exacerbated by society's reaction when women are victims. They were lowered into a state which makes it difficult for them to be able to carry out their social roles, which can further result in their existence in social relations in society.

Furthermore, the impact that appears on the victim shows that acts of violence hinder the fulfillment of rights human rights, namely respect as a sovereign human being and free from pressure or coercion to accept aimed at him. Socially, the impact is usually quickly recognized; the victim has difficulty building relationships with others, both in the immediate and broader environments.

c. Economic Impact

If the victim intends to file a lawsuit against the harassment she experienced through legal channels, the facts on the ground show that the victim needs to pay a large amount of money for that, at least for operational costs during the investigation process to court. It is complicated for poor women and can even happen to economically independent women; even being the breadwinner of the family or the breadwinner for the family will disrupt the family finances.

2.2.12. Catcalling in Gender Perspective

Gender is a vocabulary from English in the glossary referred to as sex and gender. Scott (2012) states that *gender* is defined as "an inherent trait of both men and women that are constructed between women and men which varies and is highly dependent on cultural, religious, historical and economic factors.

As for according to terminology, gender is one of the concepts of culture that seeks to make a difference in terms of roles, behavior, mentality, and emotional characteristics between men and women that develop in society. However, gender is not a western concept. This concept comes from the linguistic constructions of various languages, which give specific articles to distinguish between male and female gender. Gender is often identified with gender even though gender is different from gender. Moreover, gender is often understood as a gift from God or divine nature, even though gender is not solely like that. Gender is different from sex, although etymologically, it means the same as sex. However, in public, sex is used to identify differences between men and women regarding biological anatomy, while gender concentrates more on social, cultural, and other non-biological aspects. Suppose sex studies emphasize the developmental aspects of biological and chemical composition in a man's body and a woman's. In that case, gender studies emphasize the development of aspects of one's masculinity and femininity (Connell, 1996).

Furthermore, gender is controversial because many confuse the understanding between gender roles and gender differences. This error has implications for the unequal gender relations between men and women and the development of an unequal quality of life between the two. Therefore, people think of the issue of justice and gender equality as an attempt by women to compete with men. Meaning of gender justice is fair treatment given to both women and men.

Gender equality does not mean transferring all men's work to women. If this happens, it is not equality that is created but an increase in the burden and suffering of women. The essence of gender equality is to assume that all people are in the same and

equal position, both men and women; the only potential of women perceived by culture is their bodies. This view, in turn, underlies the perspective of women's body culture as if it is legitimate to be exploited intellectually, economically, and sexually, starting in various ways and forms in both private and public spaces.

In the context of gender relations, the fulfillment of women's rights is still a severe humanitarian problem. Social, cultural, economic, and political realities still place women as a demeaning identity. Furthermore, cultural perceptions still attach stereotypes that demean, discriminate and marginalize them. Therefore, there is a need for a balanced gender role, where women, with their capacities, have more equal opportunities to be involved in various public activities, including collective action. It will undoubtedly support the goal of empowering women, namely increasing access and control over resources and placing the benefits of these resources for the benefit of the community. Every individual has the same rights and respects their respective functions and duties so that no one party feels in power, feels better, or has a higher position than the other party (Goode,1960).

2.2.13. Gender Injustice

Gender differences are not a problem as long as it does not give birth to gender injustice. Therefore, gender inequality is a system and structure in which both men and women become victims of the system. Gender inequality results from misunderstanding the gender concept, which is equated with sex (Hammarström et al., 2014.)

Understanding how gender differences cause gender inequality can be seen in the current manifestations of injustice. Karubaba, et al., (2022) states that gender inequality is manifested in various forms of injustice, namely:

a. Marginalization

Marginalization of women is a process of impoverishment (marginalization) of one gender of women caused by gender differences. The separation between men and women has led to the marginalization of women. This marginalization of women has resulted in women no longer getting their rights as men in the social structure. In other words, women lose their existence from time to time because of male domination. Sokoloff & Dupont (2005) claim that marginalization of women occurs not only in the workplace but also in the household, community. The most dominant form of marginalization occurs against women caused of gender inequality and gender differences.

Apart from that, women can become victims consistently marginalized as members of minority groups in society. The mechanism of marginalization based solely on sex as a woman will cause injury to the rights of the woman, both psychological, emotional, economic, and social rights. Moreover, basing her sexual harassment on her as a woman is inhumane because the definition of sex, the difference between the two sexes of humans, is biologically determined. Thus, harassment with biological reasons can provide consistency of oppression to women. Harassment in open spaces can be specified on roads, city parks, public transportation, and the like. The dimension of the space for street harassment shows that the women's mobilization space is very vulnerable to harassment (McLaughlin, et al., 2012).

b. Subordination

Subordination is an attitude or action of society that places women in a lower position than men. Thus, the dominant societal values have separated and sorted out the gender

roles, men and women. Women are considered responsible and play a role in domestic or reproductive affairs, while men are involved in public affairs or manufacturing. It can happen because of the belief that the gender considered more important or superior is male. Gender position, which creates gender bias, affects relationship patterns between men and women. Apart from that, men become superiors in various walks of life because relationships with women are based on an understanding of male superiority and female inferiority. As the superior-positioning gender, men create legitimacy formed through patriarchal institutions to perpetuate hegemony over women's positions.

c. Stereotype

Negative Sign of a particular group or gender is generally called a stereotype. As a result of this stereotype usually arise discrimination and various injustices. One form of this stereotype is sourced from a gender perspective. There are so many stereotypes that occur in society that are generally placed on women, resulting in difficulties, limitations, and disadvantages for women. According to Lind, (2018), Women are considered inferior and positioned in domestic and reproductive roles. They are seen as incapable and unfit to participate in the public world. Negative signs on women that are well known include women who like to be teased, not independent, emotional, irrational, like to hide their feelings like to clean, are fussy, extravagant, and others.

d. Violence

Violence is an attack on the physical or mental integrity of a person's mental and psychological commitment against a specific gender, generally women, due to gender differences. Violence against women occurs a lot because of gender

stereotypes. Forms of crime that are categorized as gender violence are rape, beatings, forms of torture of the genital organs, violence in the form of prostitution, pornography, which makes women objects for profit, and catcalling. Violence occurs because of gender differences and very long gender socialization, so this weak assumption does not allow men to act arbitrarily toward women. Examples of violence that occur are psychological violence, i.e. utterances or whistles often done by men in front of public spaces, otherwise known as catcalling.

2.2.14. Patriarchal Culture

Patriarchy comes from the word patriarchate, which means a structure that places the role of men as the sole, central, and all-powerful ruler. The patriarchal system that dominates society's culture causes gender gaps and injustices that affect various aspects of human activities. Men have a role as the primary control in society, while women have little influence on society economically, socially, politically, and psychologically, even including the institution of marriage (Okin, 2018).

Kynaston (1996) defines patriarchy as a culture built systematically and continuously. It has become part of the social institutions of the Indonesian people and is consciously or unconsciously contained in their daily behavior. It is because men are too prioritized, so gender differences are not a problem as long as they do not cause gender inequality. However, it turns out that gender differences through myths, socialization, culture, and government policies have given birth to laws that are unfair to women. In a patriarchal society, cultural values related to women's sexuality reflect gender inequality, placing women in an unfair position. Therefore, the firm stance of a patriarchal society has made the community less likely to respond to acts of violence

against women. Because people often find more comments and show attitudes that corner women.

2.3. Conceptual Framework

The conceptual framework is depicted by diagram below:

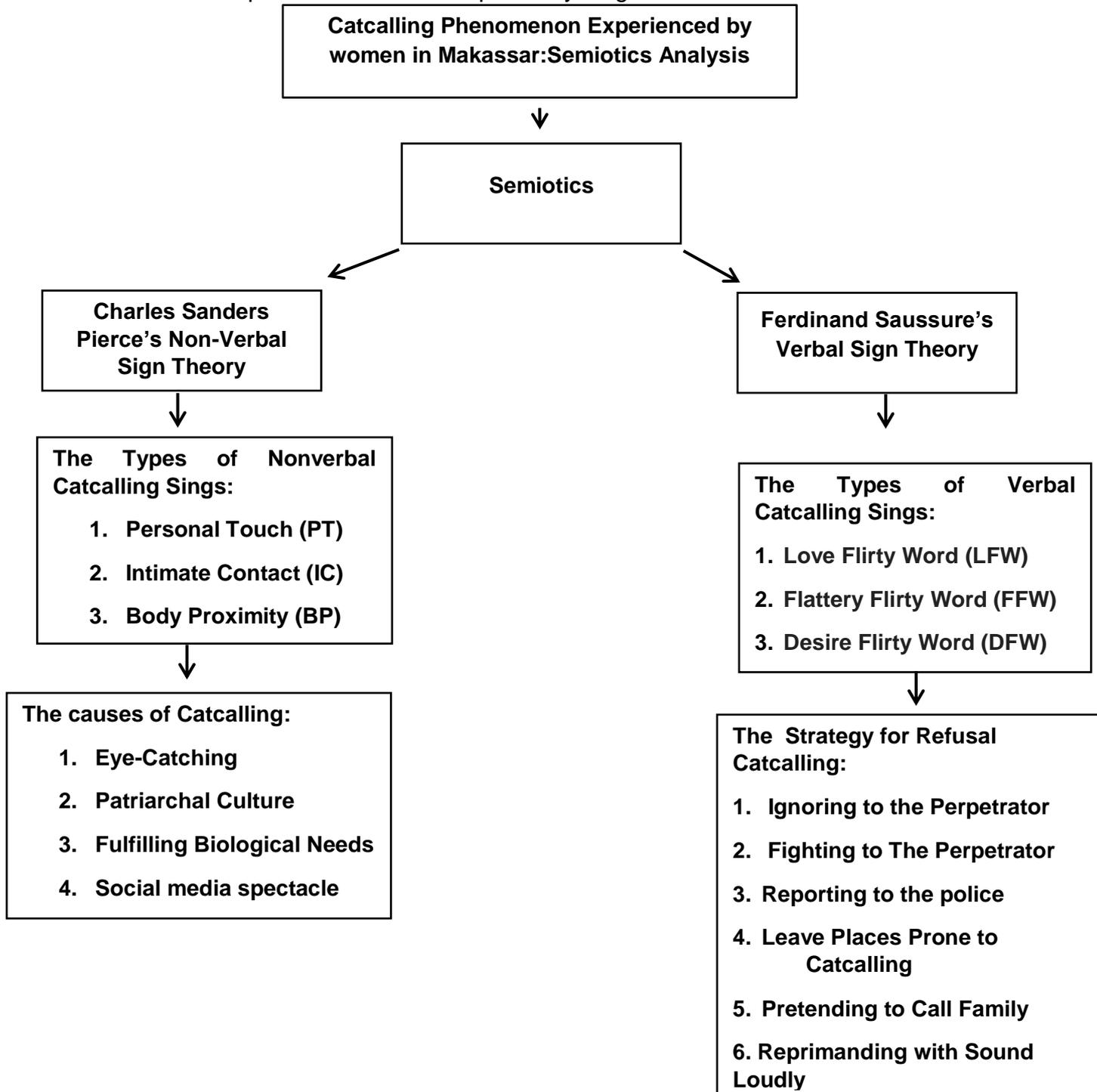


Figure 3. The Conceptual Framework

In the conceptual framework, the researcher analyzes the catcalling phenomenon based on the experiences of women in Makassar. Furthermore, seeing the catcalling phenomenon that continues to be discussed by the people of Makassar, this research examines more deeply the relationship between signs and catcalling on women in Makassar and not a few who consider it as harassing behavior. In addition, the researcher examines the semiotics of signs using two theories, namely the theories of Charles Sanders Peirce and Ferdinand Saussure. Charles Sanders Peirce put forward his theory of nonverbal signs, while Ferdinand Saussure put forward the theory of verbal signs and will then connect the types, causes, and rejection strategies of catcalling.

The results of the research on the types of catcalling on verbal signs pioneered by Ferdinand Saussure's theory are Love Flirty Words (LFW), Flattery Flirty Words (FFW), and Desire Flirty Word (DFW) while the types of catcalling on non-verbal signs are Personal Touch (PT), Intimate Contact (IC) Body Proximity (BP). The causes of catcalling by men to women in Makassar are based on Eye-Catching, Parthrical Culture, Fulfilling Biological Needs, and Social Media Spectacle. To overcome the rejection of catcalling, women must have strategies such as Ignoring to the Perpetrator, Fighting to the Perpetrator, Reporting to the Police, Leave, Places Prone to Catcalling, Pretending to call Family, and Reprimanding with Sound Loudly.