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Semiotics in the Age of Disruptive Innovations

Semiótica en la era de las innovaciones disruptivas

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RESUMEN

El estado de los signos y el lenguaje es inestable. Al ser fluido debe presentarse libremente sin barreras intermitentes. El cambio en la innovación disruptiva es un factor clave para que el lenguaje de señas / lenguaje fluido, ya no sea estático o congelado, de modo que no podamos separar la verdad de la falsedad, las cosas reales de las ilusiones y la libertad de la confusión. La innovación disruptiva hace que los conceptos digitales reemplacen a los analógicos, lo que hace posible el enfoque dualista de los signos en el desarrollo del procesamiento del software.

Palabras clave: Innovación disruptiva, Semiótica, Signo.

ABSTRACT

The state of signs and language is unstable. As it is fluid, it must present itself freely without intermittent barriers. The change in disruptive innovation is a key factor in making sign language / fluent language no longer static or frozen, so that we cannot separate truth from falsehood, real things from illusions, and freedom from confusion. Disruptive innovation makes digital concepts replace analog ones, making possible the dualistic approach of signs in the development of software processing.

Keywords: Disruptive innovation, Semiotics, Sign.

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INTRODUCTION

Saying semiotics in the age of disruptive innovations are too drastic changes. It means that the paradoxes between the structuralism approach of semiotics and the effects of disruptive innovations since the latter have the unstructured approach to use by the social trend. Although disruptive innovations/technology-based itself is a structural thinking methodology, it is also a logical step of computer programming which should get along well with the structure-oriented approach of semiotics. The impact of disruptive innovation is devastating the semiotics and causing the semiotics to find new explanations for itself, such as how to find a way to survive when the tide of postmodernism times advanced into the end of the last century.

In the short-term past, there was a drastic change in disruptive innovation, which was a catalyst for the production of software used in computers to keep up with the information and data processes resulting from the software. It is destroying the concept of structuralism of the semiotics used in society by disruptive innovation of software or app store despite its structuralism. The survival of semiotics is by adapting itself to structuralism compatible with a software programming set of disruptive innovation with high structuralism of science and technology (Johannessen & Leeuwen: 2017) While having the distinctive characteristics of its use, it is the smooth flow of information and raw data, like linguistics and semiotics in postmodernism or poststructuralism. The use of languages and signs that flow from the internet, especially social media that uses new signs, such as the implementation of icons, indexes, and symbols, appear and wither away quickly all the time. It is therefore not surprising that we use the language, images, indices, and symbols occurring until a large group of people is unable to catch up and cause people in the society to follow. Especially, the Parole that appears in social media, which rapidly degrade the power of the Langue. Criticism and linguistics are not on time to use language and communication comprehensively for their meanings (Burkeman: 2015).

For this reason, the scope of the signs cannot be explained or described by the definition between the signifier and the signified of the exact pairing that has been known before. On the other hand, it may be said that no signifier matches the signified by determinism and finalism. Speaking, writing, paralinguage, or image also has meaning, however, it is not from the sound of the letter or its picture. It has a broader scope of communication and meaning without any discrimination and barrier. Communicating meaning from a specific sign has no boundaries, unlike how speaking and writing was once practiced.

Language, linguistics, and including fine arts are all part of a broad scope of semiotics, such as the abstract imagery form, code, picture, or even cartoons, etc. Language, including those things, could not be continued or proceeded inconsistently if it had failed to reach the semiotics, which should be in their canons. The previous semiotics, thus, has conditions under static structures and with stable processes. This is contrary to the reality of today's society that has undergone disruptive innovation. The field of semiotics may have gone thitherto bankrupt, forasmuch as their survival had to make themselves flow like fluids.

Therefore, any sign, any language, and others used to communicate within the system of semiotics also a fluid state. If speaking familiar and narrow, messages in all languages are fluid. And if it violates this fact, linguistics and semiotics are not things that can exist and must disappear from the society of disruptive technology (Sowa: 2014; Ramirez & Hugueth: 2017).

When the sign including the language is fluid. The Langue or mother tongue is not important anymore. Then, it will not be any different from the Parole since all the symbols can flow alternately and swirl like the current. It left stability into instability, so that the semiotics, as well as languages, acted fluently, in keeping with the innovations and technologies that plunged into the society of the digital age, 5G and Industry 4.0. In science and linguistics, it is necessary to produce new messages that can be used and compatible with the effects of disruptive innovation so that the department of semiotic has remained to survive.

Rather, the primary language or Langue cannot divide the people, while the Parole will move openly into a society to mix with the Langue in the new age which cannot be completely separated from the Langue, such as using more new words. From social media, the Langue has some Parole to fill in to communicate the complete meaning. In the other words, the Langue is not possible to stay alone, such as using the language

in the internet blending with the Parole in a society such as lol (laugh out loud) or emoji. Until the Langue mutation makes a new key line of Langue with structureless and flows more (Barbieri: 2019, pp. 21-29; Villalobos et al.: 2020, pp. 984-1018).

METHODS

In the creation of names and naming of things, whether in abstract ideal form and or the content of the signifier, new names will emerge rapidly following every step of disruptive Innovation. While innovations or technologies in the digital age have become shorter because of new technologies constantly change. What makes the name used to call for innovation, technology, and their products are accordingly shorter or unstable too? Therefore, nomenclature, which comes from the name assignment, is a name that represents all things unstable. That name allows the social constructionism to describe the whole thing in its entirety. Nomenclature indicates the state of what the words mean through referentiality in the performance of one side of the sign when things in the age of disruptive innovation are changing rapidly. Hence, names and assignments must also change quickly. The names of things are being quickly forgotten as well as the rapid emergence of new words as the result of the pace in the age of disruptive innovation (Harper: 2016).

For this reason, the extreme truth of all things is everything exists independently of the semiotic system we have ever used. Since the tokens that refer to objects and other signs are dead when the new age of disruptive innovations has replaced the signs of the names of things. They do not somewhat exist permanently, as in the era of pure philosophy. Because of the state of things that the words meaning change rapidly as the situation of disruptive innovation. Therefore, we are no longer able to describe noumena, phenomena, and being there (Dasein) anymore. Unless we have to make it static to say its name or word to describe it. The name refers to noumena that may be perceived as ideation. In short, it is the state of being or thinking that is the inner world, such as pure philosophy or metaphysics. A phenomenon is an event that can be realized with data senses. Otherwise, it said that it is the existence that consists of all objects in the external world, such as science and behavioral science. There is a state of Dasein that appears in front or somewhere or being out there, which requires clarification by the way of crushing or refining of both internal and external facts of the object that is out there. All of these things are structures oriented. They are noumena, phenomena, as well as dasein, which can be described and explained by the static signs. However, all three things or events in the age of disruptive innovation will make the names of noumena, phenomena, or dasein get the place filled with deceptions that are constantly overlapping as simulacrum. So, they cannot follow the disruptive innovation in time. All these explanations and descriptions can only be conceived under the watchful or presence, but we may not be perceived in the missing of the dark side or absence.

For this reason, the sign may not represent what it refers to. How long-standing allows the signs of those referenced objects to be sustainable? Therefore, the signs may no longer be used for explanations of reason, trust, correctness, or even truth, such as the views of Saussure, Pierce, or Jacobson. Due to refer to the referential, it cannot stop the trend of disruptive innovation in the world. Which was the sign unable to catch up with the disruptive innovation made accordingly the meaning of the signs slipping too? Therefore, semiosis is just a creation of social construction which can represent knowledge that is only true for a moment. Rather, the signifier and the signified may slip apart which makes the meaning of the sign constantly changing. On the other hand, significant systems will transform into the anarchy of words and meanings. Both of which do not need to be paired together (Harper: 2016).

The example of a wristwatch reflects that it is not merely an index of workers. However, it is an index of people who like to exercise. The wristwatch for work day by day is lost with the replacement of a wristwatch for exercise that can be used to watch the time for work too. Rather, the model of the Peircean signs can be divided into 3 types: the icon, the index, and the symbol. All are no longer static and stable because each type may have a meaning to flow as following the disruptive innovation change. Other than each type may have

overlapped. Nonetheless, it is an overlap of paradox methods that are more complex than they used to be, such as exercise watches that are currently popular for working with an index of vital signs of exercise. It is also an icon that is different from watches in the past because it has a unique shape that can be seen as a wristwatch for exercise. Besides, it may also be used as a symbol, not just for the icon, but also for the worth, such as wristwatches in the past. As a result, it is also a symbol of agility and enthusiasm. With disruptive innovation, Peirce's inflexible types are to die too. Because the form and function of the wristwatch fluctuate in its use, which affects the power of the traditional language system, such as the traditional wristwatch, will no longer have a place to rest.

The explanation of the language in the text is therefore no longer an object. It is only a moment for its static from an object representing the signifier and the signified. Both can be changed by an unstable world, which is always variable with the advancement of technology or innovation. Thus, there are no noumena, phenomena, or being there where identity or unique characteristics have. No matter what the sign has a meaning that is always skiddy (*differáncia*), not only the signified, even the signifier is slipping as well.

On the sign and the language become fluid, so the sign and the language are then highly variable due to the disruptive innovation that is a stimulus and deeply penetrates the world into a state of technological revolution again. That does not only appear infrequently but starts to increase in quantity, quality, and frequency every minute that it goes by. In the past there was a similar study approach called the empty sign or floating sign means that the signifier and the signified lacks and slips off the pairing, which causes the sign to not represent what it means. Likewise, the sign that we do not reach for disruptive innovation becomes a sign of nothingness. This is why disruptive innovation will cause an all-round impact. It does not limit the spread of influence to a particular field or subject. It can say that it is readily possible to create an empty sign or floating one by the meaning of the text and the message itself flowing smoothly ahead according to the current trend of disruptive innovation (Lehto: 2018, pp. 248-267).

Even though the sign and the language of the object world are in front or presences but its text or message always consists of parts that are always missing or absence. We do not notice the missing part because it is pressed by the text or message of the part in front. Therefore, despite the absences, it may not be a sign of emptiness. The absence remains, but we cannot notice it. Notwithstanding, it does not have to be an empty sign, even though we may not see the absence since because it is hidden in the semiotic system. If we come to mind to rub and bleach the body of messages with true knowledge. It may move to the dark side of absences, which is invisible, such as the status of some people who are pressed. Most of the time, the absences will become the front or presences, only when innovative science or disruptive innovation reveals it. However, sometimes it is hard for normal people to see it from the habit of being with the presence. The absence looks like the virtual image in the mirror that we think is not real. Nevertheless, we can see because it is the reflection of the part in front of it that appears in the mirror (Pennycook et al.: 2019).

The model of Saussure's semiotics in the abstract language originated in the brain or mind. Any sign is the result of psychology in the social construction of the referential for the brain to transmit in language. And since in the form of language, it is a sign that there is a movement or dynamic that flows very fast in the age of disruptive innovation. It, therefore, makes a sign, which even if it is abstract, should move easily or slipperly in response to the situation (Sinha: 2018, pp. 239-255). However, it is still behind the pace of disruptive innovation that has occurred, shut down, and developed rapidly, such as the transition from the 2G era to 5G took only an estimated time from the beginning of this century. The abstraction within the form of the idea without shape cannot follow the concrete invention, even more also artificial or virtual. Subconscious and unconscious mind are increasingly occupying the way of life and the decisions of humans. It can be said especially the cyberspace and globalization are moving fast. The subconscious and the unconscious will become the dominant worldly way. That means humans no longer decide to live their conscience.

However, according to the concept of Saussure, it is believed that the signified had existed in the long past ago. In this period that is an age of disruptive innovation change causing humans to watch more differently

than they believed. The signifier may come first, and it already floats. The pre-existing signifier, then, takes effort to find meaning to explain the phenomena that Derrida proposed, such as absence that do not appear in society. A sign almost cannot be left alone, because they may make people wonder its meaning. Therefore, it must rely on the other sign that surrounds it to make the statement understandable. For this reason, the phenomena consist of a plane of many signs that some signs are connected to become the same issue or topic.

Especially in the era of disruptive innovation, the language, which is a set of signs, is constantly changing. Due to the constant force of innovation that is unceasingly pushing, so that the phenomenon consisting of signs waiting to be proven (hypothesis) to become a theory also requires a rapid change (Bridle: 2008). Therefore, it is not surprising that the theories and concepts of passing the days become a shorter utility. Human knowledge and innovations are therefore lost and rebuilt all the time (Barbieri: 2019, pp. 21-29).

Our perception of the vocabulary is to combine the signifier and the signified together, that are indivisible. The signifier has become transparent because people are not attached to the proposed vocabulary. But the receiver will acknowledge all the statements and interpret them at once. That is, in our brains or in our minds to be unbreakable into words that form a sentence together in our heads.

The discovery of innovation and new knowledge needs to present the truth about science and technology through the media to users. In the presentation of the application of innovation and knowledge is related to the meaning or semantics of the sign or statement that represents the material world. The findings and the use of language must be closely adjoined to each other for the presentation of the work which leads to mutual understanding. In general, the close attachment between the findings (material world /phenomenon) and language may be difficult. It causes distortions of the truth employing a system of communication meaning, whether consciously or unconsciously. Despite true intentions, sometimes it may be the result of being deceived by unknowingly or even consciously, even as scientific and technological communication. Nevertheless, it may be perceived and conceived what they find is the knowledge that replaces the truth (material world) in their presentations. It may not be the existence of an independent sign in the world of society. The sign therefore not only represents the object and the object is not the only referential, but it is also the carrier for any concept of the object (Burkeman: 2015).

When we talk about all things, we always have their concepts or conception. Therefore, we will make us understand and have a social construction about it. This is not just about being there, but it may also be an object with a direct meaning symbol. For example, the Nazi Swastika is an object that has a direct meaning symbol to the state of being of Aryan Nations of which also means ethnicity over other Nations. When the language is abstract, the token is the preferentiality of the object representing the sign. Thus, the linguistic sign is something that does not entirely object because it is an abstract that is used to represent the object it refers to. For this reason, non-material conditions (immateriality) of the sign is a distinctive feature that is rarely understood, because it is something that is already unknown known (Burkeman: 2015). Now that this speaking is not stable and static anymore due to a different man will be conceivable distinctively with another perspective.

Within the sign system, it helps us to use language with distinction and helps us to adapt easily by using language well with versatility, even if it is in the context of language is naturally smooth slippery. Even with the free flow, there may be no connection between the signifier and the signified. While the nature of the sign and the language amid disruptive innovation is incompatible with the human being, it is impossible to define the meaning of sign or language while talking. Despite reading works because they have already become fluid. We, therefore, see the form and meaning of the word nowadays changing all the time, so that some people cannot catch up, especially those who do not use social media regularly (Bridle: 2008).

In virtue of the sign and the language are fluid, the nature of the connection between the signifier and the signified is temporary. Some people recognize the same signifier but they may be interpreted with a signified of different meanings. If the signified would rather be interpreted differently than being distorted by others than people can accept. The speaker cannot determine the interpretation of the message aside from the need to

identify the meaning of the signified. The variance of meaning occurs all the time as long as people communicate. This is because all signs and languages use objects as referentiality or tokens in their interaction. When an object, that is a referentiality, is an invention that does not exist, its status is never stable. Especially in an era of disruptive innovation, as a result, the meaning of it is flowing skiddy and smoothly. In addition to the identification of a sign as a priori that is established and true in itself. It will also always become something that exists and become a real existence in history that cannot change because it is abstract and true by self. Its abstractness makes it possible to flow into subsequent periods. Thus, such self-knowledge is to stop empirical knowledge or a posteriori. That means not only philosophy aside from having a fluid nature, not an object, but it has the meaning of fluid as well.

The signifier is something that humans use to communicate instead of meaning that he has. Therefore, the signifier represents the object used as a referential. Because the signified to be communicated makes it possible for humans to connect with objects or the social world in sync with one another. However, it may not seem like a problem. But in reality, the signified is comparable to the signifier, because humans communicate it instead of the object. It means that the signified comes from the interpretation of the message by senders (Sinha: 2018, pp. 239-255).

Even with the best transmission of language, there is no way that the results of the interpretation between the signifier and the signified will be in the perfect attachment in all respects. The result of the interpretation is, therefore, the beginning of a sign that will develop within the mind further. It is an endless process of meaning in linguistics or there is no finalism because the series of results from the interpretation are continuous subsequently so on

RESULTS

The end of the Peircean model of trichotomy

Apart from the sign of Saussurean models, the sign of the Peircean model gives completely different content from Saussurean's. Peirce believes that there are three types of signs in this world: icon, index, and symbol. The meaning of the three types of model allows people to interpret in different directions depending on their backgrounds and subconscious. However, there is a sign that is free from the referentiality. It makes this sign to be free, without any beliefs, is the foundation or no thinking about saying without meaning or not being interested in the message to communicate. Sign without referentiality to be free is without any foundation from a belief (Sowa: 2014).

However, what the people of the West show greeting in the style of the East pointed out that those people do not have access to the real greetings of the eastern culture. Because the east people use the way of respect of each country has different details, both in terms of signifier and signified, although Westerners recognize paying respect (Wai) as a symbol of greeting from Easterners. They did not understand what was beyond the meaning of Perce's trilogy.

Analog / Digital

When the world entered the digital age, it made an impact on the third wave. Under the previous wave of society, all had been in the age of analog for a long time. For this reason, analog is nowadays always hidden in our world or our objects. On the contrary, in modern times that our world has entered into the digital age for more than half a century (Timofeev: 2019). Especially, when humans produce computers, applications, telecommunications, and Wi-Fi, they change the way people think and live. Everything that used to be analog will become digitized for faster and more efficient and effective storage, search engine, data analysis, and application store. The digital age is better and easier than the analog system to operate due to the binary number system.

Although global society changes are moving into the digital age and leaving analog systems behind. Until a change in the way of life in which almost all people in the disruptive innovation trend perceive without knowing it and himself. In general, people in society tend to compare the differences between analog and digital systems. Analog systems are things that represent nature. Furthermore, the analog sign gives a feeling of a continuous relationship as if it were on a straight line. While the digital signs were invented in postmodern times, that has the opposite features of the analog system. The digital system is the binary number system. It, therefore, has no continuity. Nevertheless, the combination of the discrete binary numbers will give the result that is not different from analog systems such as images, sounds, text, and movies. It has a signal look likely in an analog system that is continuous, but some cannot be changed into a digital signal, such as the taste, emotion, and intelligence of humans. The signs may not be changed therefore to reflect the stories of those signals remain so fragile or sensitive that they cannot be completely digitized (Bickerton: 2016, p.49).

Although all signs may not be digitized whether the signs can be changed or not. Because all signs are still fluid. That means they can be fluid regardless of their condition between analog and digital.

The discrepancy of syntax and paradigm

The interpretation of a sign or language refers to an object as the referential. Even so, the sign and the language give more importance to communication or meaning than referring to the tokens. The emphasis is on the communication between chessboard and a road, in which the speaker did not pay attention to what shape and it was made of. We communicate to emphasize anything that acts under the sign that we are encoding anything that has the same form and function within the same communication system. We did not care if it was made from plastic or ivory. Object status in the meaning of the sign system has nothing to consider or it can be said that it is an emptiness or float to our discourse.

The function of words is a sign that represents an object. The kind of object itself is not necessary while talking. Since the language is an abstract sign that already represents objects. We aim for a state of being more than something that exists. Notwithstanding, the sign also became abstract because it separated from objects or matter during the speech or writing process. Saussure offers a framework that helps analyze differences in words by referencing both planes of expressions consisting of signifiers and signified. It is the meaning of their pairs of words in sentences or syntax (Danesi: 2019, pp. 243-258). The syntax is created by the connection between various signs from within each set of paradigms, which is chosen according to the specified rules or according to traditional ones that are appropriate or may be managed by certain rules such as grammar. All relationships of syntax, therefore, depend on sub-components, and sub-components depend on all relationships. The same syntax and paradigm will produce tales under the same set of beliefs because they have similar tales, but characters may have different names. But nowadays we will find that the paradigm and syntax are not something that will continue to be stable. Because the audience may choose any subject or predicate that does not need to be in the same paradigm, which may convert the paradigm to the syntax of the narrative to match disorderly. OR else it may skip using other paradigms to make syntax as desired, such as medley songs. It is only may cause a change in the relationship of the original meaning to the new meaning according to the change of terms. In the study of recent semiotics, syntax, and paradigm have static qualities. With alternating positions, in the age of disruptive innovation, the term becomes not an enduring thing. It has a meaning that is very often free flows (Lehto: 2018, pp. 248-267).

For this reason, syntax and paradigm have a meaning that can change over time. The choice of terms to be placed in the syntax is therefore undefined in an ever-changing paradigm. For this reason, we have a story that may or may not have the same story but changed into a new story that perhaps may have a scent slightly more original story.

DISCUSSION

However, the use of words or expressions may be with varying degrees of concentration that we can use to communicate as semantic differentials because different words have different amounts and qualities, such as love hate, very agree very disagree, favorite disgust, etc. But the change in disruptive innovation, so communication cannot be used as a gauge/scale because it is not a matching thing like Picasso's paintings. In some cases, its pairing may reflect other implications that are more useful in describing social phenomena, as in the match between the presence and the absence, such as male: female, flowers: insects, or equality: oppression and so on. Although the term has varying degrees of concentration, in an age of disruptive innovation that does not always give a rating on an ordinal scale. Because their values are hidden in different meanings, they do not need to be sequentially ordered only in quantity. The word pairs in the above scale may not be a specific word pair of adjectives or adverbs. However, it may be a noun or other word pair, it is not just for the opposite word but also the presence and the absence. (Bailey: 2014)

Likewise, in the age of disruptive innovation, one pair of words that are fundamentally different are at the heart of the current situation: Digital:: Analog, that is to say, having the derivative of these two pairs of words for Digital is the subject of a pair of words that with:: without (either / or) so it has not the middle term between this pair of words. Since digital is a binary number and the analog is a pair of words between nothing short of more..... Less. Analog may, therefore, have values or interventions, such as quite a lot between more or less. For this reason, digital is a pair of words between there and none. Digital word pairs: with or without in a binary digit can be mixed into many events and phenomena in the modern era that rely on digital to determine the process and mechanism, including the working cycle through almost every computer software or application. Nonetheless, the effect of software or application processes that have an impact on the situation in the humanities, social sciences, and even science and technology, resulting in the matching of new word pairs from the digital results and consequence (Lehto: 2018, pp. 248-267).

For analog, there are a lot of paired terms of expressions due to the long experience we use with its familiar. However, the digital sign system has the word pairs of presence or words marked to appear in front of contents, which is an empirical observable event easily with general people. The other part is a pair of words in the absence, which cannot be marked any words from myths because it is a part that is pressed and invisible. If not delving or crushing almost illusion, true knowledge will not get out. Most people tend to understand that the present is an important part because it dominates society and leads to society. Since the presence is obvious and empirical, there is a research methodology to study and prove it. While the absence may be seen as a hidden part, society still does not see. Therefore, we are unable to study it with the research methodology of behavioral sciences other than using textual analysis instead, such as analysis through discourses, deconstruction, or criticizing some parts.

However, this can change whenever the situation time/space moves. It makes the appearance of the language, which means metaphor, metonymy, synecdoche, and irony can be explained by situations through language characteristics. Depending on the intention of what the storyteller wants to tell or discourse with the intention here not to be defined inflexibly in the mind (Lewis: 1982). But if it means the mind that occurs according to the situation which causes the subject to be non-static, it will flow following the free mind of the liberal speaker and the surrounding context. When the intention is abstract, it results in the difference between language by form or idea and language by letter.

This means that the differences are not fixed, are slipping because the level of the signifier depends on the difference in the signified between the meaningful words, both by denotation and connotation. Regardless of the nature of the sign, it will become a fluid from the differences between the couple signs. The more the meaning of the signified, the more the meaning of the signifier can be used in many ways and may not be able to find the final meaning.

Signs are words that are collectively used in communication. The most commonly used signs are in the language. Nonetheless, the sign may also include codes. Codes have a broader meaning than languages,

because, codes, also refer to languages, which does not only have the meaning of the *Lingue*, but it also means the ancient language. Moreover, the current code is a specific language used to conceal the meaning that is called the cryptograph (Moro et al.: 2019, pp. 1-23).

To communicate the signifier concerning the signified, it may be necessary to know both encoding and decoding. Encoding is the choice of the message or signifier that represents the signified. While decoding is a reverse process, it is an interpretation to get the meaning from the message that is in the form of the signifier. This makes the code more fluid in meaning because the code has a wider range of meanings than the language. Even without decoding manuals, the code becomes an empty sign that is, the code itself serves both the signifier and the signified which may be matched or not matched. The digital language is more used by the signs and is always in the form of codes with a logical structure. Because application programs need to create a set of code that is used with object language for the software to come out in the form of codes that humans can communicate with. From unreadable program commands into signs who can be understood and used. However, the apps that are released are codes that can be used in forms of unstructuralism, in addition to structuralism. As a result, they are the subject language of images, sounds, and messages, etc., depending on the intention of a media receiver (Moro et al.: 2019, pp. 1-23).

It is therefore not surprising that critics of dramas, movies, social media, and advertisements are obsessed with myths from the accumulated message for a long time. Until it cannot find true knowledge in behavioral science from semiotics. In other words, social science research methods cannot access the answers to any message or text that appears in society. Coding is both a process for creating apps that are based on science and technology that is both logical and unstructured but free flow from the application. Therefore, the code has two positions, namely the code as software and an app creation process with scientific structures. And the code as a product of digital media, which the content is always free-flowing, has a lot of meaning. Therefore, the code is something that humans must learn that is different from messages of social experiences. Codes are signs that appear in the text. Being the fluid of the sign or language of the text is, therefore, a multidimensional space that may contain a variety of communication meanings. That is no different from gravity in the universe's spacetime. For this reason, there is nothing new, or blend in, or conflict. Nevertheless, the text is like the tissue that unites the signs, which they all refer to before. The author or the communicator can only mimic the circumstances that preceded it. The power of the author is the only invention, or writing together in sequence. By the above approach, the story will never rely on one of those ideas, but the text from reading is also just bringing the old material together (*bricoleur*) the story up into a new-like work. This is because each author can unite the story differently and have no way to be the same as others. Because all texts are based on other texts that humans perceive as it is in social phenomena or content which existed before (Timofeev: 2019).

It is worth noting that if the allusion and relationship within the same body so-called intratextuality, discrimination may not look deep. It is caused to find other text to consider as well such as multidisciplinary, genealogies, and contextual events.

CONCLUSION

To sum up, the signs, whether in the form of verbal, nonverbal, code, or any other body, etc., each has its distinctive features. The state of the sign and language is unstable like a fluid that flows freely, it will be without intermittent barriers. The change in disruptive innovation is a key factor in making the fluid sign/language no longer be static or frozen. The more we enter the digital age, the more the semiotics/language become more fluid so that we cannot separate truth from falsehood, accuracy leaves things wrong, real things out of illusions, freedom out of fuddle. And until he no longer knew his identity, because he was also trapped in the noose of illusion.

In this essay, it reflects the sign, especially the language, as a fluid. It will have a more fluid state during the disruptive innovation era. As a result, the Langue is blended with Parole, especially in social media. It comes to the point that they cannot be separated as they are the languages of society. When a disruptive innovation period, it has resulted in the name of everything changing according to the trend of innovation. Old names disappeared with the replacement of new names or new meanings. The name is not important in semiotics. Besides, behavioral science that accepts the truth of what can be seen. However, it is no longer true because there is an absence or dark side of true knowledge. Especially the trend of society in the disruptive innovation age, the absence will gradually appear due to the help of innovations that make information easily accessible. It also affects the token and referentiality from the object world.

In the material world, when entering the G5 era, made the object representing the sign unable to maintain stability. This made it necessary to understand the neo-semiotics department, which has slippery and unsteady grip. It confuses the trilogy of Peirce's model because the message can mean anything, just as it does not have the desired meaning. It could lead to the end of both Saussure's and Pierce's models. The disruptive innovation causes digital concepts to replace the analog ones, which devastating to the signs. There is nothing between the with and the without of software development processing. Nevertheless, its application continues with a more realistic world flowing digital literacy also makes signs, and language codes become fluid.

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BIODATA

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