

Analysis of Satirical Content on Instagram @politicalmemes.id Regarding the People's Demands 17+8

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ABSTRACT

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This study aims to analyze the form of satire in the content of political memes on the Instagram account @politicalmemes.id related to the issue of the People's Demands 17+8. The study uses a qualitative approach with Klaus Krippendorff's content analysis method to understand the meaning of messages represented through visuals, text, symbols, and humor in political memes. The results show that the meme content on the account contains several forms of satire, namely Horatian satire, Juvenalian satire, parody, and irony. Satire is used as a digital political communication strategy to convey social criticism of the government, political institutions, and the state of democracy through a humorous approach that is easily understood by social media audiences. This study also found that political memes function not only as digital entertainment, but also as a medium for political expression, education, symbolic resistance, and the formation of public opinion in cyberculture. The characteristics of cyberculture are seen through the participatory nature of memes, easy to disseminate, and can be modified by other users according to the developing social context. Thus, satirical memes on social media can be understood as a form of digital political communication that plays an important role in building public discourse in the era of digital democracy.

INTRODUCTION

The development of social media has transformed the way people express political opinions in the digital public sphere. Platforms like Instagram are not only used for entertainment but also as a means of disseminating social and political criticism. One form of digital political communication that is widely used today is the meme. Memes serve not only as visual entertainment but also as a medium for conveying messages, satire, and social reflection on various political issues.

This phenomenon is evident in the @politicalmemes.id account, which consistently posts political memes combining humor, irony, and social criticism. One issue frequently highlighted by the account is the 17+8 People's Demands, a movement

that demands law enforcement, corruption eradication, environmental protection, and social justice. The issue is not only discussed through demonstrations and mass media, but also develops on social media through satirical memes that can be understood and shared by the public, especially the younger generation (Boukes, 2019).

Political satire memes have the power to convey criticism in a lighthearted yet meaningful way. Through a combination of visuals and ironic text, memes can shape public opinion and increase political awareness. The high use of social media by Gen Z also makes political memes an effective form of digital communication in conveying social and political criticism. According to a survey by the Katadata Insight Center, 80.4% of Gen Z obtains political information through social media. Satire in political

communication is also understood as a strategy for conveying criticism through humor, parody, and irony (Gray & (Eds.), 2009).

Previous research has discussed political memes as a medium for critical communication and the formation of symbolic meaning. Research by (Indra et al., 2024) shows that political satire in the form of humor can attract audience attention, while research by (Nizar & Aesthetika, 2024) explains that political memes function as a medium for digital communication critical of government policies. However, these studies primarily focus on the general role and function of political memes in digital communication and do not specifically examine the forms of satire employed in responding to a particular socio-political movement. In contrast, this study focuses on identifying and analyzing the forms of satire presented in political memes related to the 17 + 8 People's Demands on the Instagram account @politicalmemes.id, thereby providing a more context-specific understanding of how satire is constructed in response to contemporary political issues. Therefore, this study aims to analyze the form of satire in political meme content on the Instagram account @politicalmemes.id related to the issue of the People's Demands 17 + 8.

LITERATURE REVIEW

Content Analysis according to Klauss Krippendorff

Klaus Krippendorff's content analysis theory does not view text as merely a collection of stand-alone symbols, but rather as a meaningful social communication practice that is always related to the social, cultural, and political context in which the text is produced and consumed. It begins by establishing a conceptual framework with the aim of drawing justifiable conclusions from the text towards broader social phenomena. Through this approach, the author can understand how the message is constructed, disseminated, and received by the general public in a particular social context. The analysis focuses on revealing hidden meanings, namely the implicit critical messages behind the humor, satire, and symbolism used in the content.

According to Klaus Krippendorff (2018), the stages in applying qualitative content analysis to analyze social media content include determining the unit of analysis and the research corpus. Each piece of content is treated as a single unit of analysis consisting

of visual elements, text within images, captions, and the political symbols used. Meanwhile, the context of the analysis refers to the socio-political situation in Indonesia when the demands emerged and became public discussion on social media.

Satire

Satire is a form of communication that uses humor, irony, sarcasm, and parody to convey criticism of social and political phenomena. Using an indirect style, satire can highlight errors and injustices in the public sphere without resorting to overt offense. It emphasizes its role as an effective political communication strategy by encouraging audiences to think critically about public issues. Satire is not only present in written form but can also appear in visual forms such as videos, caricatures, and others (Holbert, 2014) .

Meme

Memes are a form of digital communication that is very popular in the era of social media. The term meme was first introduced by Richard Dawkins in 1976 in his book *The Selfish Gene*. Dawkins explained that memes are units that have the ability to replicate, like genes that spread from one organism to another. In the context of memes, they are understood as a form of cultural transmission that moves from one individual to another through the process of imitation. Richard Dawkins then also coined the term meme to describe the application of Darwinism in explaining how cultural phenomena, Richard Dawkins gave examples of various forms of memes, such as word associations, beliefs, clothing styles, and technological advances (Dawkins, 2006) .

In today's digital era, memes have evolved into a communication phenomenon that combines elements of text, images, and humor to convey messages quickly, easily, and engagingly. Memes are a form of netizen creativity that emerges from interactions between social media users and develops within online communities (Milner, 2016) . Each user has the opportunity to modify, imitate, or combine visual and text elements according to their own understanding, making memes a form of collaborative communication.

Memes can spread rapidly between individuals through digital platforms or internet networks. In this context, online media is understood as a digital-based

communication tool. Generally, memes contain humorous or entertaining images and text, capable of bringing a smile to the viewer's face. However, behind their humorous appearance, memes often contain an implicit message or meaning intended by their creators. Their purpose is not merely to entertain but can also serve as a form of satire, mockery, criticism, or reflection on an issue (Listyorini, 2017).

In this study, the concepts of satire and memes serve as the analytical framework for interpreting the content of political memes. The theory of satire is used to identify the forms of criticism expressed through humor, irony, sarcasm, and parody, while the concept of memes is used to understand how visual and textual elements work together to communicate political messages. These theoretical perspectives are applied within Krippendorff's qualitative content analysis to interpret the meaning embedded in the selected Instagram posts.

Instagram as a Space for Political Expression

Social media has now become an inseparable part of people's lives, with some platforms even having a user base exceeding the population of many countries. Currently, social media continues to innovate, building new systems that serve as interactive spaces that anyone can use to expand their social network for various purposes (Asyari, 2021) .

Instagram is a social media app popular among digital users. The name Instagram comes from the words "insta," originally "instant," and "gram," from "telegram." So, Instagram is a combination of "instant" and "telegram." It's understandable that Instagram functions to quickly disseminate information through photos or videos. The number of users of this app is growing rapidly due to the increasing number of features offered by Instagram (Asyari, 2021) .

Instagram provides a visual space that captures users' attention and allows them to express themselves politically through images, text, and short videos, or reels, enabling political messages to be conveyed creatively and emotionally. Unlike other conventional media, Instagram leverages the power of persuasive and emotional visual language, making political messages more subtle yet meaningful (Highfield & Leaver, 2016) . In digital political communication, there is a phenomenon marked by a shift from formal

political communication to participatory and expressive, horizontal politics, where netizens become both content creators and consumers of political messages (Vaccari & Valeriani, 2021).

METHOD

The research method used by the author to conduct this study is a qualitative approach with a content analysis model as developed by Klaus Krippendorff. A qualitative approach is a research approach that focuses on in-depth understanding through understanding the meaning, context, and also experiences of a social phenomenon, a method that produces descriptive data in the form of speech or writing, as well as observable behavior of individuals or groups. In this case, a qualitative approach is considered appropriate because it allows the author to interpret the symbols, language, and implicit messages contained in the content (Given, L., 2019) .

Content analysis according to Klaus Krippendorff does not view text as merely a collection of symbols that stand alone, but rather as a social communication practice that is full of meaning and is always related to the social, cultural, and political context in which the text is produced and consumed (Krippendorff, 2018). This method is used to interpret the meaning of texts through systematic and replicable procedures (Rumata, 2017). In this study, the analysis was carried out through several stages. First, the researcher determined the research corpus by selecting Instagram posts related to the 17 + 8 People's Demands. Second, each selected post was established as the unit of analysis, including visual elements, textual captions, and symbols contained in the meme. Third, the content was categorized based on the forms of satire identified in each post. Finally, the findings were interpreted by considering the socio-political context surrounding the emergence of the 17 + 8 People's Demands, in accordance with Krippendorff's qualitative content analysis approach.

This approach was chosen because it allows for a deeper exploration of the meaning of social media content in the posts on the Instagram account @politicalmemes.id. The theoretical framework in this study utilizes the concept of content analysis. The analysis will focus on an in-depth discussion of the content posted on Instagram.

RESULTS

This study uses Klauss Krippendorff's Content Analysis method to examine the meaning of satirical messages contained in political satirical content on the Instagram account @politicalmemes.id. This content analysis is used as a research method to systematically interpret the meaning of communication messages based on visible data. This approach focuses not only on the explicit message but also examines how hidden meanings are represented through symbols, language style, and visuals within the content.

DISCUSSION

This discussion presents each research finding/analysis of research results compared with previous relevant theories or research results, or with the reality in the field, along with comments and logical analysis from the researchers.

This is the use of translated text in discussions as needed. Example:

Content Analysis by Type of Satire



Figure 1. Horatian Satire

The content uploaded by the Instagram account @ politicalmemes.id represents satir political in culture cyber through the use of visual meme formats as a medium of criticism social to giving sign service to a number of figure politics . The meme display figure public like Bahlil Lahadalia, Puan Maharani, and Burhanuddin Abdullah who were combined with expression Jair Bolsonaro's emotional use as a humor template . expression the functioning For convey criticism political in a way implicit to decisions that are considered controversial by some public .

Form satir in uploads This including Horatian satire because criticism delivered through humor light and entertaining approach , not attack aggressive direct change Jair Bolsonaro's expression on each panel reinforces impression satire to situation current

politics discussed . In the context of culture cyber , this meme show how social media used as room participation digital politics , where society can convey opinions and criticism through easy humor , visuals, and satire understood as well as fast spread on social media .

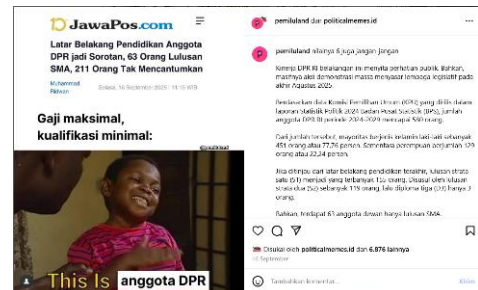


Figure 2. Juvenalian Satire

The content uploaded by the Instagram account @ politicalmemes.id represents form satir political in culture cyber critic quality education members of the DPR through satirical visual approach . Upload the display piece news about background behind education members of the DPR accompanied the sentence " Salary" "Maximum , Minimum Qualifications " as the core of the criticism to competence officials public . The use of the "This is" meme with expression child small smiling figure labeled " Member of DPR " strengthens impression mockery to quality representation politics that is considered No comparable with facilities and positions held .

Content This including in category Juvenalian satire because convey criticism with a more tone sharp , cynical , and full satire to condition assessed politics problematic . The sentence " Maximum Salary , Minimum Qualifications " becomes form criticism direct to inequality between not quite enough answer position and capacity individual . In the context of culture cyber , this meme show how social media utilized as room digital resistance , where visual humor is used For build opinion public at a time convey criticism socio-political in a way effective and easy spread on social media .



Figure 3. Parody Satire

The content uploaded by the Instagram account @ politicalmemes.id represents form parody in culture cyber through use visual humor and modified internet trends become content funny . Upload the featuring Ahmad Sahroni with domination color red young , green , and white combined with the caption “New Color Palette Just Dropped” and combination palette color certain . Similarities color between images and palettes color used For create effect engaging visual humor attention audience .

Content This including form parody Because copy trend the “color palette” aesthetic that is popular on social media , then mispronounced become material digital humor . In the context culture cyber , formats such as This show practice *remix culture* , namely merger popular visual references with objects that are not related For produce meaning new in nature entertaining . The meme show how social media used as room digital creativity through use of absurd visuals, internet humor , and modification trend culture popular .



Figure 4. Ironic Satire

The content uploaded by the Instagram account @ politicalmemes.id represents culture cyber through use of movie meme templates featuring contrast between demands government and conditions socio-political society . The meme show figure politics that asks public pay tax , while in other parts it is displayed situation full chaos with writings such as “Police brutality”, “DPR greedy and blundering”, “ Arrest activist ”, “ Death demonstrators ”, and “17+8 People’s Demands ”. Visual of the fire used as symbol crisis social and dissatisfaction public to government .

Content This including form irony Because show conflict between invitation For obedient pay tax with reality socially fulfilled criticism to abuse power , violence apparatus , and the decline trust public figures in the meme is depicted still calm in the middle situation messed up , so bring up meaning that government considered ignore problem main society . In culture cyber , usage irony become an effective digital communication strategy Because capable

convey criticism socio-political in a way sharp without use statement aggressive direct .

Analysis of Memes as Political Space

The development of social media in the era of digital democracy has made political satire an increasingly relevant form of political communication within society . This find that The content uploaded by the Instagram account @ politicalmemes.id is not only utilized as digital entertainment , but also as means delivery criticism social and political , especially in respond issue People's Demands 17+8. Through satirical memes , criticism to government and elite political packed use humor , irony , and visual symbols so that the message conveyed become more short , interesting , and easy understood by social media users .

Research result show that satirical meme own a number of function important , namely as a medium of expression , education and resistance symbolic . As a medium of expression , memes are used public For distribute anxiety and criticism to situation political in a way creative without must use language that is too formal. In function education , issues complicated politics simplified become more visual content light so that can reach larger audience wide . In addition , satirical memes also become form resistance symbolic Because capable present narrative rival to discourse dominant through use parody , irony , and hyperbole .

Phenomenon the show that social media has create room new for participation political society . In accordance with draft *mass self-communication* proposed by Manuel Castells, society now own chance For produce at a time spread message political in a way independent without depend on conventional media . In this case this , @politicalmemes.id is working as room alternative for public For build criticism and voicing view politics outside the mainstream media main .

Study this also found that form satire used No only nature sharp and attacking , but participate blend light and reflective humor . The combination between Horatian and Juvenalian satires made message criticism more easy accepted by various circles audience . Therefore that , digital satire can understood as form participation modern politics that has role important in guard sustainability discussion public

related issue People's Demands 17+8 in the digital space .

The Relationship Between Meme Content and Cyber Culture

Meme no only understood as a medium of entertainment , but also as form digital culture that represents method public convey , interpret , and respond issue social and political approach analysis content from Klaus Krippendorff used For understand How meaning in memes formed through context the social and digital culture that surrounds it .

Research result show that satirical meme reflect change pattern digital communication from form textual going to short , fast , and easy visual communication understood audience . Use images , symbols , text short , and humorous become the main strategy in convey criticism socio-political in a way effective without need explanation long . In culture cyber , form communication like This more easy interesting attention as well as more fast disseminated through social media .

In addition , memes in culture cyber nature participatory . Audience No only become recipient message , but also plays a role active through activity comments , share repeat , until modify content in accordance each person's interpretation . This show that meme has become room formation opinion public in digital media. The analyzed meme content also shows existence strong connection with reality current social and political develop , so that memes appear as response to current issues crowded discussed public (Krippendorff, 2018) .

Study this also found that satirical meme capable simplify issue complex politics be visually light and easy understood . Criticism of policy public , institutions government , as well as condition democracy delivered through satire , irony , and parody so that message still felt sharp However more easy accepted audience . Use of communication strategies the making memes an effective medium of criticism in contemporary digital culture .

In the process of delivery message , visual elements have role dominant in form meaning of meme. Use expression figure public , symbol certain , color , to piece news become part important in build message satire . However , the meaning towards memes is influenced by background behind audience . An audience that understands context socio-political tend more easy catch message the criticism contained

therein , whereas other audiences can just see memes as entertainment solely .

Characteristics culture cyber is also visible through phenomenon virality Meme content . Relevant , interesting , and easy memes understood own opportunity big For distributed reposted by other users . In addition , memes can be modified and adapted in accordance context new without remove meaning mainly . This is show that meme in culture cyber nature dynamic and continuous develop follow condition social issues that occur in digital society .

With Thus , satirical memes on the Instagram account @politicalmemes.id can understood as part from practice communication political in culture cyber . Meme no only functioning as entertainment , but also as a medium of expression , criticism social , representation opinion public , as well as means participation political society in the digital space . Therefore that's a satirical meme be one of form digital communication that has role important in form dynamics discourse public in the social media era .

CONCLUSION

Political memes on social media serve not only as digital entertainment but also as an effective medium for political communication in conveying social criticism to the public. Analysis of the content uploaded to these accounts revealed that critical messages were conveyed through visuals, text, symbols, humor, and the prevailing socio-political context within society. The use of a satirical approach allows for a lighthearted, yet powerful, and poignant message. Memes are no longer merely entertainment; they have become an effective medium for conveying political messages to the wider public, especially to younger audiences who actively access digital platforms.

This research also shows that political memes play a crucial role as a platform for political expression in the era of digital democracy. Satirical memes serve as an alternative means for people to express their opinions, concerns, and criticisms of government policies or political behavior without resorting to formal language or lengthy arguments. In this context, satirical memes serve as a form of symbolic resistance that allows people to construct narratives shaped by power. In addition to serving as a medium of expression, political memes also serve an educational function by simplifying complex political issues into

visual forms that are more easily understood by the public. The Instagram account @politicalmemes.id can package internet culture to reach a wider audience.

The use of satirical memes in political communication has limitations. The short nature of memes and their emphasis on humor can oversimplify complex political issues and lead to multiple interpretations among audiences. Not all social media users share the same understanding, so the critical message conveyed may not always be received as intended by the content creator. Nevertheless, satirical memes still play a vital role as a relevant form of digital political communication in cyberculture because they can convey social criticism creatively and are easily accessible to a wide audience.

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