

ABSTRACT

The Internet meme is one of contemporary digital culture, digitalization allows transfer without loss of information. The number of copies that are created in the unit of time is also greatly improved, the internet facilitates rapid diffusion of each message that is given to many users. Meme challenge becomes an attraction for internet users and its presence into the study of memes new phenomena in the virtual world. This study entitled "Analysis of Internet Meme Content #10yearchallenge", the research objectives are: (1) to know forms digital meme "#10yearchallenge"; (2) to find out the contents of the content of meme "#10yearchallenge"; (3) to find out the attitude of the meme "#10yearchallenge". This type of Qualitative Research with the constructivism paradigm using content analysis techniques Shifman. In its analysis using 3 stage Shifman are the form, content and attitude. The research results are made based on the meme phenomena that develop in the middle of the community. The meme is packed way to bring up the meaning, and follow a theme which is carried by the maker.

Keyword: Internet meme, contemporary digital culture, content analysis