ABSTRACT

This research is talk about social issues ahead of the 2019 presidential election which is replicated or duplicated into memes thas was posted on @memecomic.id 's instagram account. The purpose of this research was to find out the social issues that were discuss ahead of the 2019 presidential election in the form of internet memes and then to find out how the content of the social issues of the 2019 presidential election which are discussed in the form of internet memes on Instagram accounts @ memecomic.id

This research was using qualitative method with descriptive content analysis based on meme's element that said from Shifman (2014:7), there are form, content, and stance. And then, the pradigm that used in this research is structuralism paradigm. Data collection techniques are carried out through from sort out meme that posted by @memecomic.id's instagram period August – November 2018 which corresponds to the social issues ahead of the 2019 presidential election. And the validity technique of the data uses by analyzing content that supported by real data that occurs in the field such as data from news portals, as well as other data.

The results of this research indicate that there are six social issues discussed by Instagram @memecomic.id. Other than that,these memes are made based on the results of criticism of the issues towards the 2019 presidential election. That criticism are made into meme images that in the form of non-frontal satire. Then the content created by that memes are also made by serious content and not serious content. Meaning that memes are made by adding humor into each story on the memes.

Keyword: *Meme, Social Issues, Presidental Election 2019*