

ABSTRACT

The use of the internet and social media by internet users around the world creates a new form of message in the form of internet memes. New creativity in delivering messages, which are used to discuss various issues so that they are viral and global. In practice, memes are closely related to social and controversial phenomena that attract public attention. Starting from Sitti Hikmawaty's statement about pregnancy in the swimming pool, it became one of the memes that were produced, discussed, and transformed through the internet by many people in a certain period of time. This study examines how the themes and content used in memes have been constructed in the form of signs so that they are able to represent criticism in the cyber era and understand how these representations are constructed in the Pregnant in the Swimming Pool meme. This research is qualitative research with the research method used is content analysis and Theo van Leeuwen's social semiotics as an analytical tool. In collecting data the researchers used exploratory methods on google search, Twitter search, and Facebook search. The results of this study indicate that memes have manifested as a medium for criticism of government officials, which is done with creativity in modifying color tones, saturation, and text placement. With satirical humor, the meme talks about government officials ignoring ethics, humility, integrity, and low credibility. The popularity of the "pregnant swimming pool" meme shows a form of public attention and participation in the performance of government officials.

Keywords: satirical meme, critical content, meme virality, criticism of the government