

ABSTRACT

Jokowi's meme "Dilan" went viral after Jokowi conveyed his program in the fourth debate of the 2019 presidential election. Apart from having aesthetic values and entertaining humor, it contained a message that he wanted to convey to all Indonesian people. This study aims to analyze the content of the Jokowi meme "Dilan". The study used a qualitative descriptive method. Data collection using passive participatory observation method on the Twitter account @karyaAdalahDoa, Instagram @berita.nkri, and Instagram @sarisimorangkirofficial from March 30 to April 10 2019, and obtained five types of Jokowi "Dilan" memes. The meme was researched based on three meme elements according to Shifman, namely form (form), content (content), and stance (attitude). The form of Jokowi's meme "Dilan" is a juxtaposition form and contains text elements that support image elements by containing informative text and persuasive messages. The meme content contains a message so that people remember the Jokowi "Dilan" program, acknowledge and trust the program. The attitude conveyed through the meme is a reminder of the government program "Dilan", support, hope, and prayers so that Jokowi's program can be implemented and Jokowi excel in the 2019 presidential election. This meme also motivates the public to fully support Jokowi's program and elect Jokowi as president in the 2nd period, namely 2019-2024.

Keywords : content analysis, Dilan, Jokowi, meme