

ABSTRACT

Memos Internet are considered as a form of new media that has an expressive narrative structure, where internet users have the full right to express their opinions and narrate. Facebook fanpage is one of the media for delivering internet memes. The emergence of global issues regarding the COVID-19 outbreak has made Indonesia's meme fanpage MRCI and overseas meme fanpage 9GAG also create COVID-19 meme content. The aims of this study are: (1) To find out the theme of meme conversation with Limor Shifman's theoretical approach, (2) To find out how memes are used to discuss global issues regarding the corona virus. This type of qualitative research uses a constructivist paradigm that uses Shifman's content analysis technique. In her analysis, Shifman uses three elements, namely form, content, and stance. The results of this study are found six categories of memes from the MRCI fanpage and three categories of memes from the 9GAG fanpage. The COVID-19 spike-themed content excels at MRCI, while the Quarantine-themed content excels at 9GAG. The discussion of the COVID-19 outbreak at MRCI using memes is not only for humor but also contains satire against the government and social society. There are the addition of an element of glocalization in the creation of COVID-19 meme content on both MRCI and 9GAG fanpages.

Keywords: *memes internet, content analysis, COVID-19*