

ABSTRACT

Indonesia, as a democratic country, has seen a decline in political participation from its citizens in recent years. Stand-up comedy, as a medium of social criticism, holds significant potential to voice political issues in a light yet meaningful manner. This study analyzes how Pandji Pragiwaksono operates the power of knowledge through his stand-up comedy performance titled "Mulut Pandji Mata Najwa." Using Theo Van Leeuwen's social semiotics theory, this research identifies four key dimensions: discourse, genre, style, and modality. The analysis focuses on how Pandji utilizes discourse to deliver social criticism, the stand-up comedy genre to convey complex messages in an entertaining way, and verbal and non-verbal communication styles. Additionally, the modality applied by Pandji strengthens the message delivery. This approach helps understand how power and knowledge are communicated through popular culture in Indonesia.

Keywords: *Power, Knowledge, Pandji Pragiwaksono, Stand-Up Comedy, Social Semiotics.*