

ABSTRACT

Mememes on social media, especially on Instagram, have become a highly effective form of digital communication for reaching audiences because they combine humor, visually appealing content, and easily understood and shareable pop culture references. On the @netflixid account, mememes are developed with a focus on video/reels format, humorous themes, and a passive stance, in line with Limor Shifman's (2014) theory on form, content, and stance. This study analyzed 60 pieces of content (30 mememes and 30 non-mememes) using a quantitative-descriptive approach, measuring engagement rates and comment sentiment. The results show that the average engagement rate for mememes reached 13.67%—higher than non-mememes at 6.23%—and analysis of 396 comments revealed 43% positive sentiment, 51% neutral, and 6% negative, indicating a dominance of positive interactions. Based on the results, further research is recommended, and account managers are advised to explore formats, themes, or stances that are rarely used, such as informative mememes, interactive stances, and collage formats, to expand content variety and engagement potential.

Keywords: *Engagement Rate, Instagram, Meme, Sentiment.*