

ABSTRACT

Political satire packaging on Instagram social media (Quantitative Content Analysis of Videos on the account @politikinja for the period December 2023-February 2024).

Tedo Benaya Steffa ¹⁾, Isti Tyas Purwi Utami, S.Sos, M.I.Kom. ²⁾, Slamet Budiharjo , S.I.Kom., M.A. ²⁾

1) Students of Communication Science Departement, Universitas Pembangunan Jaya

2) Lecturer of Communication Science Departement, Universitas Pembangunan Jaya

Political satire is a message that helps critics deliver humorous critiques, making it easier for the audience to accept. The Instagram account "Politikin Aja" consistently produces satirical videos featuring various characters in the run-up to the presidential election. These characters have traits resembling real political figures well-known to the audience. This research aims to understand how political satire messages are packaged on the Politikin.Aja account. The study uses a positivist paradigm, a quantitative approach, and content analysis methods. The results show that politics is the main theme in all the satirical video content on the Politikin.Aja Instagram account. The most frequently appearing characters are Gahar Pratomo and Danis Busedan, supported by nine other characters who each have their own personas to complement and strengthen the delivery of the satirical message. The most common functions of satire found are criticism, implicit messages, humor, and emotional appeal, serving as the main pillars in each storyline of the satirical videos on Instagram Politikin.Aja. The dominant type of satire is Horatian, where the satire is subtly implied so that the subjects of the satire do not take offense. This Horatian satire is packaged by creating fictional characters and modifying symbols from real events. The audience's response to the satirical video content is predominantly positive, with many viewers appreciating the satire's message and marveling at the content's presentation. Keyword: Political Communication, Satire, Social Media, Instagram, Politikin aja.

Keyword: Political Communication, Satire, Social Media, Instagram, Politikin.aja

Libraries : 22

Publication Years : 2017 – 2024