

Representasi Meme pada Kampanye Politik Capres 2024 di Media Sosial Twitter/X

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ABSTRAK

Era digital telah mengubah strategi kampanye komunikasi politik, salah satunya melalui pemanfaatan meme di platform Twitter/X selama Pemilihan Presiden (Pilpres) 2024. Penelitian ini bertujuan mengungkap representasi makna di balik meme politik serta peranannya dalam membentuk diskursus publik menggunakan pendekatan Semiotika Ferdinand de Saussure dan Teori Memetics. Melalui metode kualitatif, data diperoleh dari observasi partisipatif pada akun @memefess, dokumentasi, dan wawancara mendalam terhadap lima pemilih muda. Hasil penelitian membuktikan bahwa meme berfungsi sebagai replikator budaya yang mengonstruksi realitas politik secara ringkas, humoris, dan kritis. Secara semiotik, relasi penanda dan petanda dalam meme mampu menyederhanakan isu kompleks sekaligus membingkai citra kandidat secara efektif. Secara memetika, partisipasi aktif warganet dalam mereplikasi dan memodifikasi meme menjadikannya instrumen komunikasi dua arah yang mampu bertahan lama di ruang digital. Kesimpulannya, meme politik dalam Pilpres 2024 tidak sekadar menjadi hiburan digital, melainkan entitas budaya dan sarana kampanye strategis yang berdampak signifikan terhadap pembentukan opini serta persepsi publik.

Kata Kunci: Komunikasi Politik, Meme Politik, Memetics, Pemilihan Presiden 2024, Semiotika, Twitter.

The Representation of Memes in the 2024 Presidential Political Campaign on Social Media Twitter/X

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ABSTRACT

The digital era has transformed political communication campaign strategies, one of which is through the utilization of memes on the Twitter/X platform during the 2024 Presidential Election. This study aims to uncover the representation of meaning behind political memes and their role in shaping public discourse using Ferdinand de Saussure's Semiotics and Memetics Theory. Through a qualitative method, data were obtained from participatory observation on the @memefess account, documentation, and in-depth interviews with five young voters. The results prove that memes function as cultural replicators that construct political reality in a concise, humorous, and critical manner. Semiotically, the relationship between signifier and signified in memes is able to simplify complex issues while effectively framing the candidates' image. Memetically, the active participation of netizens in replicating and modifying memes makes them a two-way communication instrument capable of surviving long-term in the digital space. In conclusion, political memes in the 2024 Presidential Election are not merely digital entertainment, but cultural entities and strategic campaign tools that have a significant impact on shaping public opinion and perception.

Keywords: *Memetics, Political Communication, Political Memes, Presidential Election 2024, Semiotics, Twitter.*