

KONTROVERSI VIDEO *LAST HOPE KITCHEN* EPISODE PUDING BABI KURMA DI YOUTUBE (ANALISIS SEMIOTIKA CHARLES SANDERS PIERCE)

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Abstrak

Video *Last Hope Kitchen* episode Puding Babi Kurma yang ditampilkan di channel YouTube milik Tretan Muslim dengan *viewers* lebih dari 275 ribu menimbulkan kontroversi karena dinilai mengandung unsur SARA. Kontroversinya terlihat dari percakapan dan *gesture* yang ditunjukkan oleh Muslim dan Coki seperti “Daging babi dicampur dengan sari kurma, babinya jadi halal atau kurmanya yang jadi haram?”. Tujuan dari penelitian adalah untuk menginterpretasikan unsur SARA dalam video *Last Hope Kitchen* episode Puding Babi Kurma. Penelitian ini menggunakan teori diskursus, ruang publik, *critical discourse analysis*, dan semiotika. Metode yang digunakan adalah kualitatif dengan teknik analisis semiotika Charles Sanders Pierce, video dianalisis berdasarkan trikotomi semiotika yaitu tanda, objek, dan interpretasinya. Hasil penelitiannya adalah tanda berupa percakapan dan *gesture*, objek berupa simbol-simbol yang diperlihatkan dalam video menghasilkan makna bahwa Muslim dan Coki menampilkan video bergenre *dark comedy* yang masih sangat jarang ditampilkan di Indonesia dan mengandung unsur SARA. Konten komedi yang membawa unsur agama didalamnya sangat sensitif bagi masyarakat Indonesia.

Kata Kunci: Video *Last Hope Kitchen*, Kontroversi, SARA, *Dark Comedy*, Semiotika.

**VIDEO CONTROVERSY LAST HOPE KITCHEN EPISODE OF DATES PIG
PUDDING ON YOUTUBE (ANALYSIS OF SEMIOTICS CHARLES
SANDERS PIERCE)**

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Abstract

Last Hope Kitchen video episode of Dates Pig Pudding which is displayed on YouTube channel of Tretan Muslim with viewers of more than 275 thousand raises controversy because it is considered to contain elements of SARA. The controversy can be seen from the conversations and gestures shown by Muslims and Coki such as "Pork mixed with palm juice, the pig becomes halal or the dates become unclean?". The purpose of this research was to interpretation elements of SARA in Last Hope Kitchen video episode of Dates Pig Pudding. This research uses discourse theory, public space, critical discourse analysis, and semiotics. The method used is qualitative with Charles Sanders Pierce's semiotic analysis technique, videos are analyzed based on semiotic trichotomy, namely signs, objects, and interpretations. The results of this research are signs of conversation and gesture, objects in the form of symbols shown in the video produce meaning that Muslims and Coki display dark comedy genre videos that are still very rarely displayed in Indonesia and contain elements of SARA. Comedy content that carries the element of religion in it is very sensitive for the people of Indonesia.

Keywords: Last Hope Kitchen Video, Controversy, SARA, Dark Comedy, Semiotics.