

## ABSTRACT

Memes are popular content that is created, imitated and distributed through the internet like a virus that spreads rapidly to the human body. Memes are a phenomenon of the spread of a group of digital content with common characteristics, forms and attitudes, which are made with shared awareness, disseminated, imitated and transformed through the internet by many people. Some popular phenomena are then replicated and become viral, namely Korean music video singer PSY uploading the video "Gangnam Style". Not only viral and attract the attention of the community. However, many people are interested in copying and imitating video movements. The ease of disseminating information through the internet is also supported by the presence of platforms that make it easy to process information such as social media, websites that can access information and create their own media. In early 2019, a phenomenon emerged about the virality of a tweet from the owner of the Twitter account @salzabillarm. The purpose of this study was to determine the form, content, stance and time meme "Jas hilang" version of @salzabillarm to explain the virality of this phenomenon. This research uses qualitative methods, qualitative descriptive paradigms and content analysis. In collecting data researchers used the method of observation of the @salzabillarm Twitter account. The results of the analysis of the meme suit content are missing, some patterns appear, including promotional discourse content. This is known by looking at the comparison of content categories with the time they appeared. By utilizing the virality of this phenomenon business people see opportunities.

**Keywords : Memes, Content, Virality, Descriptive.**