

ABSTRACT

This study, is entitled Representation of Humor Style in Political Memes with sub titles Analysis of Semiotics of Meme Posting with Hashtag #02GagapUnicorn during the 2019 Elections on Twitter. The purpose of this study was to determine the Representation of Humorous Styles that exist in political memes with the Hashtag #02GagapUnicorn through the analysis of Charles Sanders Peirce's Semiotics, where he sees the sign to be three indicators namely, the iconic sign, the index sign and the symbolic sign. This study uses qualitative research methods with a semiotics approach. Data collection techniques were carried out in this study by observation and literature study. The discussion of this study through observation of three political memes with the hashtag #02GagapUnicorn on Twitter and literature studies from several national and international journals. The results showed that, the representation of humor style in political memes with the hashtag #02GagapUnicorn which has been analyzed by researcher is Aggressive humor. The meme is delivered by the creator using sarcasm or harsh words. Then the motives that was found by researchers in this study namely to criticize, entertain and insinuate.

Keywords: Humour Style, Social Semiotics, Meme, Twitter, Sarcasm.