

CONTENT ANALYSIS ON NURHADI ALDO POLITICAL MEMES

ABSTRACT

An internet meme is a group of digital content that has elements of form, content, and stance. Digital content is created with awareness, then to be shared, imitated, and can be modified by other internet users. Nurhadi - Aldo as a fictitious presidential and vice presidential account in Indonesia participated in producing internet memes on his social networking accounts such as Facebook, Instagram, and Twitter. In this study, researchers used qualitative methods of content analysis. In collecting data, researchers used the method of passive participatory observation of the Facebook account Nurhadi - Aldo for the period 17 January 2019 to 13 April 2019. During that period, memes that were related to human rights were the most discussed topics. The memes from Nurhadi - Aldo's account are examined based on three elements of memes according to Shifman, like form, content, and stance. Nurhadi-Aldo's internet meme forms can be in the form of juxtapose memes or frozen motion memes, which contain image elements and text elements. The contents of the meme Nurhadi - Aldo are dominated by the issue of human rights violations. The stance conveyed through the internet meme of Nurhadi-Aldo is to gain vigilance in cases of human rights violations, resistance, injustice, dominant discourse and criticism of the authorities and elites.

Keywords: *internet memes, human rights, descriptive content analysis.*