

ABSTRACT

The birth of digital culture in the internet era integrated the virtual and real worlds as a form of collaboration between humans and technology, giving birth to internet memes as a new form of interaction and communication. Communication with meme advertising has various uses, one of which is used as advertising. Meme advertising is used for a variety of purposes. Goals such as political and commercial interests, ideas, etc. Since 2017, Pop Mie has been an instant noodle brand that uses meme advertisements as commercial advertisements that can be communicated on its social media. Branding is the process of differentiating a product from other products; one of the achievements of brand communication is perception. Pop Mie meme advertising is a form of active persuasion advertising to audiences on social media. But how are memes used as public assets as advertising media, and what is the role of memes in creating perceptions in a brand's communication activities? Then there have been several cases of prosecutions carried out by meme creators against parties who used the memes they created for commercial purposes. This research is descriptive, qualitative-based visual object research. Using an analysis method that adopts Feldman's stages of aesthetic morphology, which consist of visual description, formal analysis, interpretation, and assessment, Data collection was carried out using observation, interviews, and literature study methods. In this research, it can be concluded that there are three elements to pay attention to in the use of memes, namely content, form, and nature. In creating the perception that memes are able to fulfill all assessment factors except known factors, there are three aspects to meme copyright: fair use, copyright infringement, and non-infringement of copyright. This research can be useful as an update to design science in meme analysis, especially in the field of visual communication, and as recommendations for strategies for using memes as a medium for advertising practitioners.

Keywords: *Meme Advertising, Brand Communication, Copyright.*