

ABSTRACT

This study discusses fantasy themes through comedy on the @bintangemon Instagram account. Instagram is a medium to show talent, existence, and information, and even to channel hobbies by creating video content called celebgram. One of the most successful celebs today is Bintang Emon, whose real name is Gusti Muhammad Abdurrahman Bintang Mahaputra, or called Bintang Emon, born in Jombang, East Java. The account contains comedy content. Bintang Emon is an Indonesian stand-up comedy from Bandung in 2014. Then he became famous when he won Stand Up Academy 3 which was broadcast on Indosiar television in 2017. The purpose of this study is to find out how a series of fantasy themes occur so that they can construct Indonesian society through video. comedy on Instagram @bintangemon account. This study uses a qualitative research method with a constructivist paradigm. The data analysis used for this research is Ernest Bormann's fantasy theme analysis. This study found that there was a comedy that created a pattern of communication between the audience through the depiction of the anxiety of the Indonesian people, giving rise to group dynamics expressing agreement.

Keywords: fantasy theme, comedy, #DPOCorona video, instagram, @bintangemon