

ABSTRACT

Since the emergence of memes, they have become a big part of social media. Many types of memes have started to decorate social media such as motivational memes, political memes and others which have made memes more popular and known to the whole community, especially Generation Z. This then makes memes develop into a new type which is called meme marketing. Meme marketing is the practice of promoting a product or service using a meme, an internet phenomenon involving viral bits of user-generated content, including images, articles and audio. This study aims to find out the form of using memes in marketing content which is analyzed through three elements of Limor Shifman (2014), namely form, content and stance and how the @netflixid Instagram account uses memes as a form of digital marketing. they. The researcher uses a qualitative descriptive research method which is supported by a structuralism paradigm where it is hoped that this research can describe and explain the meme marketing Instagram account @netflixid as an alternative form of digital marketing. The results of this study found three themes of meme marketing on the @netflixid Instagram account, namely social themes, dialogue themes from Netflix films/series and themes of characters and Netflix films/series. Marketing memes for @netflixid are dominated by self-made memes where the meme creator uses their product as the object in the meme.

Keywords: meme marketing, pemasaran digital, analisis konten, media sosial marketing