

ABSTRACT

This study examines the manifestation of racism in memes shared in the Facebook group "Penghitaman Anime Masal". Internet memes have become an integral part of digital culture and are often used as tools to convey messages, ideas, or experiences succinctly. However, the use of internet memes in communication practices frequently deviates and raises issues of racism. The Facebook group "Penghitaman Anime Masal" is an example of how internet memes are used to express and disseminate racial stereotypes and prejudices. Using Roland Barthes' semiotic method, this study analyzes the denotative, connotative, and mythic meanings of racism found in these internet memes. The results of the study indicate that the memes in this group not only contain denotative and connotative meanings filled with racial stereotypes but also reinforce the myths of racism present in society. These memes often utilize humor as a tool to legitimize racial prejudices and discrimination, thereby reinforcing social bias and inequality.

Keywords: *Racism, Internet Memes, Social Media, Semiotics, Digital Culture.*