

ABSTRACT

Memes have emerged as a global language, allowing cross-cultural communication via satire and humor. This study examines the "Two Guys on a Bus" meme, which was originally illustrated by Genildo Ronchi in 2013 and became viral in popularity in 2021. The meme's uncomplicated but effective visual representation, with its juxtaposed perspectives, has enabled its extensive application in numerous cultural and thematic contexts. This study aims to describe how the meme conveys complicated emotions and ideas by using Shifman's content, form, and stance, and Quintero's satire typology. Based on the analysis of 43 unique variations of the meme, this study categorizes its use into political, social commentary, cultural identity, humor and lifestyle, and philosophical/inspirational categories. Findings show that memes are participatory cultural objects, crossing ideological divides and reflecting societal tensions. Political memes use Juvenalian satire to highlight systemic shortcomings, while humor-driven memes use a Horatian voice to represent common sufferings. The affective appeal of such memes makes them ever more popular worldwide, engaging diverse cultures in interaction with one another. This study illustrates the paradigm-shifting power of memes in online discourse and participatory culture. Future research could investigate how algorithmic amplification determines meme virality and reception by audiences in digital and offline media.

Keywords: Internet Memes, Global Language, Satirical Analysis.