

ABSTRACT

This study aims to analyze the characteristics of form, content, and stance in meme marketing with high and low engagement on the Instagram account @mcdonalds throughout 2024. The research employs a qualitative method using Limor Shifman's semiotic analysis, further deepened with visual communication elements and Roland Barthes' semiotic approach, focusing on form (color, typography, imagery, layout), content (denotation, connotation, myth), and the stance of the memes. The analysis shows that memes with high engagement consistently highlight strong visual elements and a clear brand identity, such as the use of bright colors, varied typography, images of daily activities, and the iconic McDonald's logo. Simple layouts and easily understood messages make these memes quickly consumed by audiences. Narratively, high-engagement memes raise straightforward issues, follow trends, and build myths based on the collective experiences of the audience, making them relatable and encouraging participation in ongoing digital trends. Conversely, memes with low engagement tend to use dull colors, monotonous typography, visuals that do not highlight the brand, complex layouts, and narratives that are abstract and too niche, thus failing to build emotional involvement. These findings reinforce Shifman's viral principles, showing that the effectiveness of meme marketing is strongly influenced by positivity, packaging, provocation, prestige, positioning, and participation. This study emphasizes the importance of visual, narrative, and cultural strategies in designing effective meme content to increase engagement and build brand image on social media.

Keywords: *Meme Marketing, Engagement, McDonald's, Instagram, Semiotics*