

ABSTRACT

This study examines the phenomenon of “Komeng Nyaleg DPD-RI 2024” as portrayed in satire memes on the social media platform Facebook. The satire memes regarding this phenomenon are observed as a form of social critique directed at the political dynamics in Indonesia, particularly within the context of the DPD-RI election. The researcher employs Norman Fairclough's critical discourse analysis, limited to the micro-level or textual analysis. This study aims to understand how satire is utilized in the related memes and to identify the critique embedded within the satire. The study also identifies signs of political apathy within the memes, as evidenced by statements implying a lack of information about the legislative candidates in the 2024 DPD-RI election. This lack of information tends to lead to confusion among the public. The research adopts a qualitative approach to delve into the representation of critique within the related memes and its connection to the “Komeng Nyaleg DPD-RI 2024” phenomenon. It is expected that the findings will provide insights into the role of memes as a medium for criticizing societal issues while also offering alternative perspectives on the influence of digital culture in the democratic process.

Keywords: *Memes, Satire, Komeng Nyaleg DPD-RI 2024, Critical Discourse Analysis, Politics*