

## ABSTRACT

Putu Bintang Anggreni 2025. **“An Analysis of Satire Against President Prabowo on Social Media X”**

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This study aims to analyze the types and meanings of satire addressed to President Prabowo on social media X, as well as to find out the dominant type of satire used against President Prabowo by referring to Abrams and Harpham's theory of satire. This analysis uses qualitative research methods with data collection techniques through observation and note-taking. Through careful analysis, this research reveals 3 types of satire used against President Prabowo on social media X, namely Horatian satire, Juvenalian satire, and Menippean satire. In general, the meaning of the satire directed towards President Prabowo contains social criticism, satire against the government, and entertainment. In addition, this research also revealed that the dominant type of satire that appeared against President Prabowo on social media was Horatian satire with a data percentage of 48%, followed by Juvenalian satire at 44%, and Menippean satire which was the least type of satire that appeared with a data percentage of 8%. This finding shows Horatian satire as the dominant type of satire used to criticize President Prabowo on social media X. This qualitative analysis provides important insights into satire and its use in daily life as a widely used means of criticizing.

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Keywords: President Prabowo, satire, social media

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*Penelitian ini bertujuan untuk menganalisis jenis dan makna satire yang dialamatkan kepada Presiden Prabowo di media sosial X, serta untuk mengetahui jenis satire yang dominan digunakan terhadap Presiden Prabowo dengan mengacu pada teori satire oleh Abrams dan Harpham. Analisis ini menggunakan metode penelitian kualitatif dengan teknik pengumpulan data melalui observasi dan pencatatan. Melalui analisis yang cermat, penelitian ini mengungkap 3 jenis sindiran yang digunakan terhadap Presiden Prabowo di media sosial X, yaitu sindiran Horatian, sindiran Juvenalian, dan sindiran Menippean. Secara umum, makna sindiran yang ditujukan kepada Presiden Prabowo berisi kritik sosial, sindiran terhadap pemerintah, dan hiburan. Selain itu, penelitian ini juga mengungkapkan bahwa jenis sindiran yang dominan muncul terhadap Presiden Prabowo di media sosial adalah Horatian satire dengan persentase data sebesar 48%, disusul oleh Juvenalian satire sebesar 44%, dan Menippean satire yang menjadi jenis sindiran yang paling sedikit muncul dengan persentase data sebesar 8%. Temuan ini menunjukkan Horatian satire sebagai jenis satire yang dominan digunakan untuk mengkritik Presiden Prabowo di media sosial X. Analisis kualitatif ini memberikan wawasan penting mengenai satire dan penggunaannya dalam kehidupan sehari-hari sebagai sarana yang banyak digunakan untuk mengkritik.*

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Kata kunci: *media sosial, Presiden Prabowo, satire*