



JOURNAL OF LANGUAGE
INTELLIGENCE AND
CULTURE
Available online at
<https://jlic.uinkhas.ac.id/>

ISSN: 2716-1277

e-ISSN: 2716-1269

A Micro Structure in Setya Novanto's Meme on Social Media

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Journal History

Accepted: December 2023

Published: December 2023

Keywords:

Micro structure, meme, social media

DOI: [10.35719/jlic.v5i2.128](https://doi.org/10.35719/jlic.v5i2.128)

Abstract

This research analyzed the lexical style employed in Setyo Novanto's memes, which have gained widespread circulation on various social media platforms. In order to attain this goal, the study employs van Dijk's theory, which identifies lexical style as a crucial component of the microstructure of memes on social media. The primary aim of this study is to describe the words and expressions utilized to insinuate and criticize Setyo Novanto's conduct. This research was qualitative and delves into the internal structure of the text, including words, phrases, propositions, and sentences. The analysis revealed that writers from diverse cultural, knowledge, and ideological backgrounds used specific lexical to scrutinize Setyo Novanto's behavior in relation to his status. This study provided valuable insights into how social media users employed language to express their opinions and criticisms of public figures. Overall, this research was highly informative in terms of shedding light on the way social media users utilized language to express their opinions and criticisms of public figures.



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INTRODUCTION

Social media has brought changes to the communication process. Conventional forms of communication such as face-to-face meetings, letters, and even phone calls have evolved with the development of the internet. Modern society today seems inseparable from social media platforms like Facebook, Twitter, Path, and others. People nowadays spend a significant amount of time on social media, often without considering the potential impact it can have on human social interactions. Social interactions in the online world have made communication easier, more effective, and efficient. At any moment, videos, photos, and articles can easily be found on social media. Photos can also be enhanced with engaging and enticing text. Text messages on images often revolve around current social phenomena, ranging from officials, celebrity entertainment, to the lower-middle-class society. Images accompanied by such text are called memes. Meme firstly recognized by Richard Dawkins in his book by the title *The selfish Gene* in 1976. He used this term to explain the spread of idea or culture phenomenon (Shifman, 2013). Thus, memes are one way of communicating using images or photos accompanied by text, addressing current events in various fields, including politics, romance, mysteries, religion, and even taboo subjects within a society.

The principle behind using memes on social media is to entertain readers by injecting humor into the discussion through photos or images of trending topics. According to Maria Veloso (2013) in the third edition of "Web Copy that Sells," the word "meme" was first coined by Richard Dawkins in 1976 (page xxvii), the term "meme" is a portmanteau, meaning it combines two different words with meanings derived from both of its components. The origin of the word "meme" is a combination of "mime" and "mimic," signifying the representation of cultural ideas transmitted from one person to another. Internet memes have become a prevalent form of cultural expression and communication on the internet, illustrating the ways in which ideas are replicated, distributed, and mediated between individuals through both analog and digital media channels (Brunello, J. 2012). These memes are often composed of a creative combination of images, photographs, slides, and text that are designed to engage with and respond to a particular issue or topic that is currently being discussed in social discourse. They serve as a unique and dynamic form of online communication, providing a rich and diverse range of perspectives and opinions that reflect the complexity and diversity of contemporary culture. Through their continued evolution and proliferation, internet memes have emerged as a powerful tool for shaping and influencing public opinion, sparking conversations, and fostering engagement and collaboration across a wide range of social and cultural contexts. Memes are then

shared virally (much like a virus that spreads wildly and extensively) and verbally (Akhlis, 2014). Additionally, memes are often used to mock, satirize, and criticize phenomena happening in a particular place.

Related to the definition above, Indonesian society have been filled with circulating memes on social media, especially on Instagram, related to the corruption case involving the chairman of the Indonesian House of Representatives (DPR RI), Setya Novanto, as the main suspect. Meme which is posted in Instagram has a certain purpose, such as for joking, for criticizing with a words, phrases, or sentences. Further, According to van Dijk in Eriyanto (2009) the use of words, sentences, prepositions, and phrases is part of the speaker's or writer's strategies to achieve their goals. These strategies can be used by text creators not only to convey information but also to influence and control the thoughts of readers or listeners, create support, strengthen legitimacy and power, and eliminate opponents or dissenters. In addition, van Dijk believes that microstructures to be significant and determinative in discourse analysis because it not only observes global meaning (microstructure) but also discusses small linguistic elements such as words, phrases, and sentences, which require diligent effort to identify discursive strategies by examining the internal structure of the text. Discursive strategy pertains to how discourse is constructed and how it affects the audience, including the marginalization of minority groups and the maintainance of the majority through text structure. Therefore, microstructure analysis is the most critical point in analyzing a text. Richardson (2007) supports the assertion above and maintains that the analysis of specific words used by the media is the initial stage in analyzing text or discourse. This statement implies that a word can convey a strong meaning because it can influence people to believe and control the thoughts of readers or listeners about an event where the word often represents the legitimacy of the text creator. Moreover, when there is a choice of lexicalization, choosing one word over another often has contextual reasons, such as someone's opinion about individuals or other groups (van Dijk, 2009).

Additionally, Huckin (1997) also explains the influence of a word in a discourse.

That even one word can convey strong meaning connotations. These connotations are not always or seldom assigned in the dictionary, but often assigned on the basis of the cultural knowledge of the participants. Connotations associated with one word, or through metaphors and figures of speech which can turn the uncritical viewer's mind.

The statements above indicate that the power of a word can convey a strong meaning because a word can indoctrinate readers or listeners to believe and control their thoughts about an event where the word represents the writer's or speaker's feelings. Furthermore, the meaning of a word is not always directly related to its dictionary definition; instead, it is often tied to the underlying cultural conditions and the context surrounding it. For example, in a media context, a word like "protest" may be used instead of "demonstration" ("demo"). This word choice has a specific intent – to persuade and influence readers or listeners that protests have a more negative connotation because "protest" is seen as an act of opposition against the government. This word choice also indicates that the media aims to marginalize minority groups or those with lower social status as a form of discrimination by the majority group that holds significant power in shaping the media. In this way, they use their linguistic power to control others' beliefs and legitimize what they say about weaker groups who lack decision-making power.

Based on the previous discussion, the researcher decided to choose Setya Novanto memes on social media as the data source for analysis. Setya Novanto was the chairman of the Indonesian House of Representatives (DPR RI) and was involved in the E-KTP procurement case for the fiscal year 2011-2012. On November 10, 2017, the Corruption Eradication Commission (KPK) declared Setya Novanto a suspect in the E-KTP case. In this case, Setya Novanto ignored KPK's summons, leading to KPK officials going to his house, where he was not found. As a result of this event, many memes emerged on social media with the aim of mocking, ridiculing, and criticizing Setya Novanto's actions through the text within these memes, which were widely spread on social media. Therefore, the researcher was interested in examining some of the memes on social media using van Dijk's theory related to microstructure focusing on lexicalization in the text. The main goal of this research is to understand how the creators of these memes influence readers through the chosen words. There are numerous memes posted by netizens regarding the case involving the Chairman of DPR RI, Setya Novanto. Some are sarcastic, some are humorous, and there are many other variations. Hence, the word choices used by the writers on social media definitely carry strong meanings and specific intentions.

In relation to this research, there are several previous studies that are relevant to this research. For example, Listiorini (2017) analyzed humor discourse in memes in online media as portraits of the life of some Indonesian communities. She found that there are four meme themes in social media, they are social, political, legal, and religious themes. Further, there are three implicatures in memes in online media, namely insinuation, suggestion, and both. Syartanti (2021) conducted research on the Humour in the Midst of Pandemic: Critical Discourse

Analysis on Covid-19 Related Memes. Her study shed light on how the implicit meaning contained in memes related to Covid-19. Her finding showed that the dimensions of the social context, the Covid-19 meme has a moral background and an indiscipline attitude towards health protocols, as well as trade and business competition due to the impact and influence of the Covid-19 pandemic. Wahyudi, et al. (2023). They focused on the phenomenon of meme and public space in social media. The aim of their research was to explain memes and its spreading in social media. Further, in their research, they found that memes is message that created by individuals intentionally, then it is distributed in social media with various characters and functions. In conclusion, previous studies have investigated meme based on the implicature's theory, yet this research used van Dijk theory which is focused on microstructure. This research, the researcher wanted to reveal the words that is used by writer of meme, it is for joking, mocking, insulting, or insinuation. In addition, this research used SetNov's meme since SetNov one of the most people who was popular, and it is bullied by netizen in the form of meme.

METHODS

The research methodology employed in this study was qualitative research. As per Bogdan and Biklen's (1998) assertion, qualitative methodology refers to a research approach that yields descriptive data in the form of written or spoken language from individuals and observable behavior. This study intends to depict the occurrences that take place in human life, which are challenging to quantify since the data acquired is in the form of words, speech, or conversations. This paper's author delves into the use of language in Setya Novanto memes, which possess specific connotations and serve particular goals. This meme was taken in meme setnov account in Instagram in November to December 2017. The data was collected through searching in Instagram randomly. Then, the researcher took the certain meme which was funny and had deep meaning. After collecting it, the data were analyzed based on the van Dijk's theory. This methodology allowed for a detailed analysis of the microstructure employed by the writer, providing insights into how the words portrayed and utilized within the context of meme.

RESULTS AND DISCUSSION

In this section, the researcher presented the findings and discussion which explored a micro structure in utilized by the writer in memes. The analysis was based on van Dijk theory, providing a comprehensive framework for understanding how individuals express themselves in memes. There are four meme that are analyzed, they are:

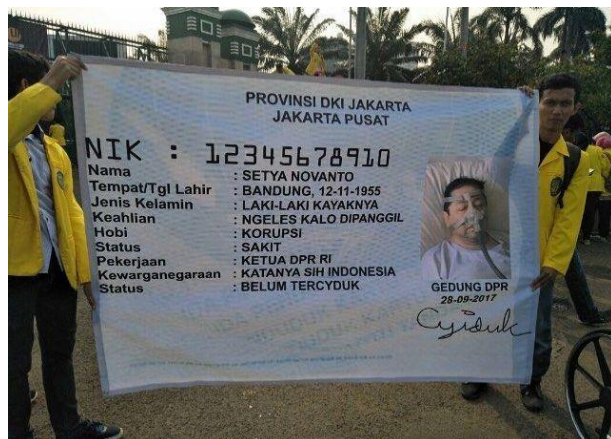
1.



This data was taken from memesetnov account on Instagram at 18 November 2017. From the data above, it can be seen that the author is mocking corrupt officials, particularly Setya Novanto. In the given sentence, the author writes the words "Negara" (Country) and "Saham" (Shares) in capital letters. These two words are written in capital letters with a specific purpose, which is to emphasize to the reader that these words are key terms in the sentence. Additionally, it ensures that everyone can clearly read these two words. From this sentence, the author wants to stress to the reader that they should read and understand the sentence clearly. In this sentence, it is evident that the author wants to convey that Setya Novanto has profited greatly from this country by demanding shares in various projects. The country has suffered significant losses due to his behavior of demanding a percentage in the form of shares from project winners.

Furthermore, the data represents a sentence of contradiction. This can be seen with the conjunction "tapi" (but). The word "tapi" in the sentence acts as a connector between the first and second parts of the sentence. In the first part of the sentence, the author intends to remind the reader, especially Setya Novanto, not to ask anyone about what the country has provided for its citizens. However, in the second part of the sentence, the conjunction "tapi" (but) introduces a contradiction, indicating that Setya Novanto has already received many shares from the country. So, the meme above aims to make the reader, especially Setya Novanto, realize that the country has provided him with numerous benefits, but instead, he is causing harm to the very country that has benefited him. Based on the data above, the writer intends to mock dan satirize him by using that meme. The writer showed him/her feeling by using create that meme, it's quite ironic.

2.



This data was taken from memesetnov account on Instagram at 19 November 2017. From the data above, we can see a poster displayed by two individuals on the left and right sides. In the poster, there is a photo of Setya Novanto lying in a hospital bed, and he is shown using oxygen, symbolizing his involvement in the E-KTP case. The poster is shaped like an ID card (KTP), fitting the nature of the case. In the poster, in the signature column, the word "cyiduk" is written, which means that the owner of the photo in the poster has been caught by others. This implies that the Corruption Eradication Commission (KPK) has become aware of his actions in embezzling state funds through the E-KTP project. Furthermore, the poster contains sarcastic elements related to identity. This can be seen in the gender section, where the author writes "laki-laki" (male) and adds the word "kayaknya" (seems like). The word "kayaknya" is used by the author to express doubt about Setya Novanto's gender. The term "laki-laki" typically conveys bravery and responsibility when facing something, but due to the drama surrounding his arrest, the author sarcastically adds this word to his gender.

In the data, Setya Novanto's skill is mentioned as "ngeles kalo dipanggil." In this sentence, the author chooses the word "ngeles" (evasive) over other words for a specific purpose. Setya Novanto's skill is portrayed as being evasive, which has a negative connotation. The term "ngeles" implies that he is skilled at avoiding something. When "ngeles" is paired with "dipanggil" (summoned), it suggests that he is adept at avoiding being summoned by the KPK. The strongest sarcasm is in the "hobi" (hobby) section, where it states that SetNov's hobby is corruption. As we know, a hobby is something that a person enjoys or is passionate about in life. In this case, the author is openly and directly mocking SetNov by stating that his favorite activity is corruption, which has a highly negative meaning. Regarding nationality, it says "katanya sih Indonesia" (they say it's Indonesia). In this sentence, the author appears to doubt SetNov's nationality. The status is stated as

"belum tercyduk" (not caught yet), implying that he has not been detained because he is still in the hospital. In the data, the author chooses the word "tercyduk" over "tertahan" (detained), which adds a touch of humor to the statement.

3.



[ICA.COM/2235207](https://www.icaak.com/2235207)

This data was taken from memesetnov account on Instagram at 14 December 2017. The meme appeared when the television media reported that Setya Novanto had crashed into an electrical pole, resulting in SetNov's illness and unconsciousness. There were many memes mocking SetNov's actions in crashing into the electrical pole, including the one mentioned above. In this meme, we can see many reporters' cameras rushing to take photos and clarify the electrical pole. As it had circulated in several media, many believed that crashing into the electrical pole was part of a drama orchestrated by SetNov related to his status as a suspect. Hence, many individuals mocked him by creating memes that seemed to blame the electrical pole. In fact, in the data, the electrical pole is designated as a suspect for causing SetNov's injury, leading to the postponement of his detention by the Corruption Eradication Commission (KPK). In the text, the author uses the word "tersangka" (suspect) to describe the electrical pole. This means that the word "tersangka" explains the condition of the electrical pole at present. The phrase "sebagai Tersangka" (as a suspect) is capitalized, which undoubtedly serves a specific purpose - to ensure that all internet users who see the meme can immediately read that sentence. Additionally, the author wants to emphasize that the image of the electrical pole is the primary suspect in the accident. The data

appears humorous but carries a strong meaning, indicating that there is satire behind the humor presented by the meme creator.

4.



This data was taken from memesetnov account on Instagram at 18 December 2017. When we read the meme above, the first thing that comes to mind is humor. Social media users would likely laugh immediately upon reading the meme. However, upon closer examination, the sentence is intended to mock Setya Novanto. The sentence is reinforced by the choice of an image of Setya Novanto laughing heartily, as if to say, "I can do no wrong." This suggests that he is so great and honorable that no one can rival him. The depiction in the meme is of Setya Novanto stealing a chicken, but it is the chicken that gets beaten by the villagers. It's as if the villagers cannot see Setya Novanto, so he escapes unscathed, and the target of the villagers is the chicken. He can only watch as the villagers beat the chicken.

Furthermore, in the first sentence, the form is active, with the word "ayam" (chicken) used as the object. But in the second sentence, the word "ayam" is used as the subject, and the sentence is in passive form. This means that something is done to the chicken in that sentence. In the meme, the author chooses the word "digebukin" (beaten up) as the verb. The author prefers "digebukin" over "dipukulin" (hit) because the word "gebuk" has a negative connotation. "Dipukulin" implies that one person is hitting the chicken, and it could be done without anger. However, "digebukin" suggests that the chicken is being beaten up by many people, and they are doing it with anger. So, the word "digebukin" carries a stronger connotation than "dipukulin."

5.



This data was taken from memesetnov account on Instagram at 18 December 2017. In this case, Setya Novanto engaged in numerous dramatic actions that infuriated and frustrated the public. In response, netizens took to social media to post memes intending to mock, ridicule, and protest against Setya Novanto's actions. Those memes emerged when Setya Novanto was declared a suspect by the Corruption Eradication Commission (KPK) in the E-KTP corruption case, which caused significant financial losses to the country. At that time, a group of KPK investigators went to his house to apprehend him, but unfortunately, Setya Novanto was reported missing and not found at his residence. In the meme, you can see that the author wrote the phrase "**maaf papah lgi ngumpet**" (sorry, dad is hiding) in bold letters. The bolded phrase serves a specific purpose – it is meant to be easily readable by all internet users on social media. This phrase is the most important part of the meme. In this sentence, the author emphasizes to the readers that Setya Novanto is hiding or trying to avoid the KPK. It implies that Setya Novanto is afraid of being detained after being declared a suspect. This sentence is a sarcastic remark directed at Setya Novanto, who disappeared when he became a suspect in the E-KTP case, which resulted in billions of rupiah in losses to the country.

In that meme, the author chose to use the word "ngumpet" (hiding) instead of "bersembunyi" (hiding) or "pergi" (gone). The word "ngumpet" has a negative connotation. It portrays Setya Novanto as if he already knew that the KPK was coming to his house, so he hid himself in a place, whether it be his own home or elsewhere, to avoid being found. Through this word, the author portrays Setya Novanto as trembling and unwilling to face the KPK, which is why he is hiding. The word is intentionally highlighted by the author to gain the attention of netizens on social media. In addition to creating humor, the word also carries a

satirical and critical meaning regarding Setya Novanto's reluctance to face the KPK at his home at that time.

After analyzing the data, the researcher found that the creator of meme showed their expression to SetNov by using certain words which has deep meaning. Such as in the last data, the writer used a sentence which made the reader will laugh. Yet, that sentence has a power. Implicitly, the writer wanted to show how SetNov used his power. He had strong power in this country, till he wouldnt be arrested by the policeman. Since, he was always true person. . It is related to the van Dijk's statement that a word that is used by writer has certain purpose. Further, he stated that a word, phrase, sentence, preposition is a strategy not only to convey the information to the reader or hearer, but also he/she wanted to influence and control the reader's mind. Overall, from analysis above, the creator wanted to show how power SetNov is by using those memes. They wanted to express their feeling by choosing certain words, as humor and negative words to satirize and criticize the chairman of the Indonesian House of Representatives.

CONCLUSION

Based on the analysis of the issues presented in this article, a conclusion can be drawn regarding the choice of words in Setya Novanto memes on social media. In creating memes, the authors tend to use words with a joke when describe Setya Novanto in these memes. The choice of words is seen as a strategy by the authors to satirize and criticize Setya Novanto's behavior in relation to his status as a corruption suspect in the e-KTP case. Through the selection of words, the authors not only express their ideas through the memes they create but also employ it as a strategy to influence someone's thoughts and strengthen their ideology as a minority group. It is related to the van Dijk's theory that a word has intended meaning. In his theory, he stated that micro structure pointed out toward the local meaning of discourse by analyzing the words, phrase, and sentences. He emphasized how words are organized by the producer to influence some readers. In this context, the content of meme expressed their feelings in meme as the form of protest and satirize the actor. By studying this research, we do not only know understand what the the content creator's want, but also we understand how the speaker express their language in certain lexical choice, moreover how intend meaning is expressed by rethoric.

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