

## SATIR ON THE POLITICAL MEME OF PRESIDENT DONALD TRUMP: A SEMANTIC

Brigitta Vidya Salsabila

English Department-Faculty of Languages-Widyatama University

Ervina CM Simatupang

English Department-Faculty of Languages-Widyatama University

Corresponding author: Brigitta Vidya Salsabila, Widyatama University

E-mail: brigita.235i@gmail.com

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### Abstract:

The title of this research is “ Satir Pada Meme Politik Presiden Donald Trump : Kajian Semantis.” This study aims to identify types of satire and the elements of satire in meme of Presiden Donald Trump which contain criticism. The method used in this study is the Descriptive Analysis method, which is method is collect the data then processed and analyzing the data and drawing the conclusion. Theory of satire used in this study is based on Abraham (2013 : 175) and Griffin (1994: 1). Theory of types of satire is based on Quintero (2007: 104) theory and the element of satire used Robert Harris (2004) theory. The result of this research from 30 data, there is 2 types of satire, that is Horatian Satire found consist 16 (53,3%) data and Juvenalian Found consist 14 (46,7%) data. Based types of satire, is consist of elements of satire. From Horatian satire is consist element of Sarcasm 5 data (16,7%), Irony 4 data (13,3%), Hyperbole 2 data (6,6%), and Parody 5 data (16,7%). From Juvenalian satire, is consist element of Sarcasm 7 data (23,4%), Irony 5 data (16,7%), and Hyperbole 2 data (6,6%). The conclusion of this research is the Horatian satire are mostly found, that is 16 data and the Sarcasm is mostly found in the element of satire, that is 12 data.

### Keyword:

satire, types, elements.



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## INTRODUCTION

At first, language styles were used only in the literary field, for example in poetry, but then language styles began to be widely used outside the field of literature, and the use of language styles was unwittingly widely used to communicate between people in certain situations in everyday life. People are more likely to choose to use refined terms first, especially when facing formal situations such as meetings, presentations and so on, to give a more polite impression to listeners or readers even though both have the same meaning, compared to conveying it. directly (directly) because it would seem like you have no courtesy.

Now, the language style can be found in any written work, including Meme. Memes have become a very popular phenomenon in recent years. Its popularity can be seen from the many memes we find scattered on the internet and on social media in particular, ranging from memes with light content to memes with political content. The term meme itself was first popularized by Richard Dawkins in his book *The Selfish Gene* (1976). There, it is stated that memes are a form of cultural genes (ideas, ideas, behavior patterns, etc.).

The meme is described as a political satire that combines irony and humorous sarcasm. Political humor consists of several forms, namely: satire, irony, aggressive humor, and self-deprecating humor and satire itself plays a role in exposing and criticizing the mistakes of others. A meme is an idea, a behavior, a style that spreads from person to person in a culture. Second, funny or interesting things, such as pictures or videos with descriptions or genres of these various things

that are widely spread online, especially through social media. Memes also emerged as cultural reproductions directed by various sets of copies and imitations. Meme is raised as a collective identity. In this context, whoever posts memes criticizing who can be a clue, for example, someone's attitudes, views and political affiliations.

In this case, Satire also plays an important role shown in memes. Satire is classified as a language style that aims to ridicule or insinuate a situation or someone. Satire runs on a humorous, critical, provocative, ironic, anarchist, parodic, agitative, sarcastic, polemical and didactic path. According to Robert Harris (2004), Satire needs several elements that can be show satire or criticism to be conveyed. These elements can be seen from the use of language styles such as Sakarsme, Irony, Hyperbole, and Parody.

## **LITERATURE REVIEW**

### **Semantic**

Semantics is a branch of linguistics that studies the meaning contained in a language. The word semantic comes from the Greek, Sema (noun) which means sign or symbol, and the verb Samaino which can be referred to as marking or symbolizing. According to Saeed (1997: 3) in Simatupang (2019) defines Semantics as "Semantic is the study of meaning communicated through language."

### **Figure of Speech**

Perrine (1992: 61) "Figure of speech may be defined as any way of saying something other than the ordinary way".

### **Satire**

Satire is about critic and attack that ridicules crime, folly, and violations of an individual or a group to embarrass them for an improvement. As stated by Griffin (1994:1), "a work of satire is designed to attack vice or folly". It means that satire targets stupidities and bad things which occurred in society. Moreover, satire attacks vice and folly by exposing them or make it become ridiculous, and derides or denounces them. As stated by REA Staff (2005:26) "Satire mainly exposes and ridicules, derides and denounces vice, folly, evil, stupidity, as these qualities manifest themselves in persons, groups of persons, ideas, institutions, customs, or beliefs." It means that satire attacks a person and groups' vice, folly, evil, and stupidity in ideas, customs and beliefs in society. Based from some points above, the researcher concludes that satire is an attack to a person and groups' vice, folly, evil, and stupidity in ideas, customs and beliefs in society.

### **Type of Satire**

Satire ridicules people vice and folly. The satirist can use some types of satire to ridicule people's vice and folly trough satire. As stated in REA Staff (2005:26), "while the satirist has many techniques at his disposal, there are basically only two types of satire: gentle or harsh, depending on the author's intent, his audience, and his methods". There are only two types of satire that basically exists, gentle (Horatian) and harsh (Juvenalian) satire.

As stated also in the same book by REA Staff (2005:27), "whether he uses more harsh (Juvenalian) or more gentle (Horatian) satire depends upon the writer's attitude and intent". Moreover, there are two ways that represent the type of satire. As stated by Quintero (2007:104), "...Horace and Juvenal, the two great Roman satirists, represent two radically different ways of writing satire and that the writers who follow them in writing satire can be evaluated primarily and most usefully in terms of how Horatian or Juvenalian they are in their practices and point of view". It stated that are two different ways of satire which divide satire into Horatian and Juvenalian.

According to the theories above, there are two types of satire exists, Horatian satire and Juvenalian satire. Then, the researcher chose the theory from Quintero (2007:104) which stated the two type of satire.

## **Definition of Horatian and Juvenalian Satire**

### **1. Horatian Satire**

Horatian satire, name for the Roman satirist Horace. Horatian satire is a type of gentle satire. As stated by Quintero (2007:104), "Put in its starkest form, this opposition regards Horace as

urbane, finely nuanced, engaging, detached, thoughtful, and amused". Horatian satire is opposite type of Juvenalian satire. It is a wise type of satire which focuses on how to amuse people.

Furthermore, according to Abrams and Harpham (2012:354), "In Horatian satire the speaker is an urbane, witty, and tolerant man of the world, who is moved more to wry amusement than to indignation at the spectacle of human folly, pretentiousness, and hypocrisy, and who uses a relaxed and informal language to evoke from readers a wry smile at human failings and absurdities—sometimes including his own". It means that Horatian satire tends to focus on how to make people laugh to their foibles than become angry to it.

Based from the definition above, the researcher concludes that Horatian satire is a type of wise and gentle satire that give more focus on how to make people laugh to their foibles than become angry to it.

## **2. Juvenalian Satire**

Juvenalian satire, name for the Roman satirist Juvenal. According to Quintero (2007:105), "Juvenal, on the other hand, emerges from the comparison labeled as harsh, acerbic, contentious, vituperative, and lacking in control". It means that Juvenalian satire is a type of satire that tends to be rude, biting, provocative, and bad word satire.

This type of satire is so contradictive with Horatian satire. Furthermore, Abrams and Harpham (2012:354), "In Juvenalian satire the speaker is a serious moralist who uses a dignified and public utterance to decry modes of vice and error which are no less dangerous because they are ridiculous, and who undertakes to evoke from readers contempt, moral indignation, or an unillusioned sadness at the aberrations of humanity". As a serious moralist type of satire, Juvenalian satire focuses on moral, and also on attempting to produce people's emotion, such as sadness, anger, and disgust.

Based from the definition above, the researcher concludes that Juvenalian satire is a type of moralist satire which attacks people more personally, and provocatively evokes people's anger, sadness, and disgust

## **Element of Satire**

According to Robert Harris in an article entitled "The Purpose and Method of Satire" argues that a satire work should minimize criticism rejection.

Still according to Harris (2004), Satire needs important elements that can show the satire or criticism to be conveyed. These elements can be seen from the use of Figure of Speech, namely sarcasm, irony, hyperbole and parody.

## **METHOD**

The research method used in this research is descriptive analysis. Descriptive analysis is a method that serves to describe or give an overview of the object of research from data or samples collected as is and make conclusions in general.

## **RESULTS AND DISCUSSION**

### **Horatian Satire**

#### **1. Elements of Sarcasm**



#### Image Data 4

Source: <https://memegenerator.net>

In data 4, the meme is of the Satire Horatian type because this meme has a humorous context about President Donald Trump's hair that looks messy, even though he is someone who has an important role in governing the country.

The addition of the sentence "**He wants to control the country but can't even control his hair**" is an element of satire sarcasm, in which the context insinuates that the President cannot do his own hair, but wants to be the leader of his country.

#### 2. Element of Irony



Image Data 9

<https://memegenerator.net/instance/74990142/trumparena-trust-me-im-like-a-smart-person>

In data 9, the meme with a picture of President Donald Trump is a type of satire in that meme is a type of horatian satire, because the meme insinuates Donald Trump who often praises himself. The satire element used is Irony because the sentence **I'm like smart person** insinuates President Donald Trump, who often praises himself that he is a very smart person. But this is inversely proportional to the fact that he has a lot of controversial policies or words. The statement **Like smart person** can only be said to look like a smart person, but the fact its not.

#### 3. Element of Hyperbole

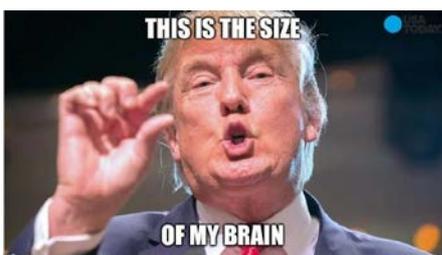


Image Data 11

Source: <https://imgflip.com/i/3grzec>

In the Data 11 image above, there is a photo of President Donald Trump showing the size of something. The photo was taken during a debate in 2016, where Donald Trump discussed the size of his genitals. The meme is viral and has become the material of satire and humor among the public and is associated with the size of President Donald Trump's brain, which is indicated by the phrase "**this is the size of my brain**".

The satire element used in the meme is hyperbole which is shown in the sentence "**this is size of my brain**" as if President Donald Trump's brain is small according to the size indicated by his hand.

#### 4. Element of Parody



Image Data 12

Source: [https://miro.medium.com/max/700/1\\*XTV\\_Ru6k7DXNSQaP1RCDXQ.jpeg](https://miro.medium.com/max/700/1*XTV_Ru6k7DXNSQaP1RCDXQ.jpeg)

In data 12, the meme above is taken from a video uploaded on December 5, 2017 when President Donald Trump is having lunch with Senate Republicans. The video was viral because of President Donald Trump's strange attitude who said "Thank you very much" but sounded like hissing and was Parody of the Harry Potter film shown in the sentence "Harry, how do we get into the chamber of secret". The point of this Horatian satire is to laugh at the foolishness someone does.

#### Juvenalian Satire

##### 1. Element of Sarcasm

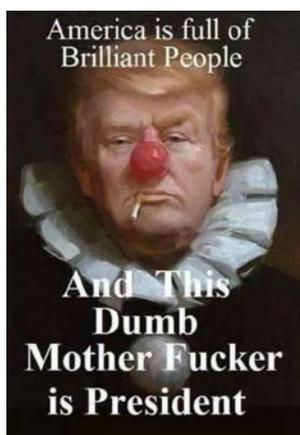


Image Data 17

<https://me.me/i/america-is-full-of-brilliant-people-and-this-dumb-motherfucker-15149890>

In data image 17, the meme above has a picture of President Donald Trump like a clown, and there is the text "America is full of Brilliant People, and this Dumb Mother Fucker is President." The sentence was quoted from the famous film player, Samuel L. Jackson. He said this to criticize and insinuate President Donald Trump. The meme is a Juvenalian satire type, which means to criticize with controversial words.

The satire element used in the meme is an element of sarcasm shown by the word **Dumb Mother Fucker is President**, where the word is a form of harsh insinuation from stupid.

##### 2. Element of Irony



Image Data 25

<https://memegenerator.net/instance/69448910/donald-trump-2-cant-blame-all-police-for-a-few-bad-apples-all-muslims-should-be-banned-bc-a-few-are->

In the meme image data 25, **there is the words Can't blame all police for few bad apples. All Muslims should be banned because a few are terrorists**, which means that they cannot blame the police for some bad treatment, prohibiting all Muslims because of terrorists. The meme refers to the imbalance of policies made by President Donald Trump. The 2017 scandal concerning the travel ban, which President Donald Trump made because he considered Muslims to be terrorists, has drawn criticism from several parties and the public.

The satire element used is satire of irony, because the meme hides its true meaning, namely the dilapidation of a policy made by President Donald Trump who is racist and provokes public anger. Shown in the text **Can't blame all police for few bad apples** which refers to the statement of President Donald Trump who defended police who made mistakes. The word **bad apples** is a term that comes from a warning about the destructive influence of one corrupt or sinful person, meaning that that person should not be seen as a representative of all legal entities. It is often used in the context of police offenses. Meanwhile, All Muslims should be banned because a few are terrorists who refer to policies that are considered to contain racism against Muslims.

### 3. Element of Hyperbole



Image Data 29

<https://me.me/i/of-lord-of-the-lies-17000261>

In the meme above, there is a picture of President Donald Trump who looks like a king, and there is the text **Lord Of The Lies** which is a satire slogan for President Donald Trump. Many have insulted President Donald Trump as the king of lies because he often said nonsense words, even he often entered fake data when he spoke. The satire element used is a type of Satire Juvenalian, where the meme mocks President Donald Trump's attitude.

The satire element used is the hyperbole element, which is indicated by the text **Lord of the Lies**. The word Lord means supreme ruler, and Lies means liar person. The text in the meme is as if President Donald Trump is the supreme ruler of a liar person.

### CONCLUSION

Based on the results of research on President Donald Trump's Satire Against Political Memes: Semantic studies obtained are based on theories related to satire, types of satire and elements of satire, the following conclusions are obtained:

1. Types of satire contained in 30 data, namely: Horatian satire as much as 16 (53.3%) data and Juvelinan satire as much as 14 (46.7%).
2. There are 4 elements of satire found in Horatian satire, namely: Sarcasm 5 (16.7%), Irony 4 (13.3%), Hyperbole 2 (6.6%), and Parody 5 (16.7 %). Juvelinan satire: Sarcasm 7 (23.4%), Irony 5 (16.7%), Hyperbole 2 (6.6%), but the Parody element is not found in the Juvenalian satire type.

The type of satire that is most commonly found in Political memes against President Trump is Horatian satire with 16 data, while the most common satire element is sarcasm, which is 13 data.

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