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COMMUNITY CAMPAIGN IN THE POLITICAL MEME "NYELENEH COMMUNITY" IN 2019 PRESIDENTIAL ELECTION

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Abstract

Purpose of the study: This study aims to analyze one of the phenomena that happened on Indonesia election 2019, usage of internet meme for political campaign to boost some candidates popularity, but the concentration of this study is memes of unique community that make declaration to support political campaign president candidate from number 01, Jokowi - Ma'ruf Amin.

Methodology: This study uses an Expreslanatical case study method using a qualitative approach. This study highlighted the political meme "nyeleneh community" in the 2019 presidential election. In content analysis, qualitative media of all types of data or documents analyzed are often referred to as "text" although not always in written form, but can also be images, moving images, music, articles, and others.

Main Findings: The results show that the use of social media is very important during the 2019 General Election campaign, the existence of social media is considered as a "sexy" communication media to get the votes, as a medium to communicate or delivery the candidates' vision and mission and also as media to interact with their supporters.

Applications of this study: Memes of a unique community called "Nyeleneh Community" that make the declaration to support political campaign president candidate from number 01, Jokowi - Ma'ruf Amin.

Novelty/Originality of this study: Meme presidential election 2019 circulates on social media more than a regular meme. Through visual images as well as words, packed with satire style creates a humorous atmosphere that becomes catharsis amid the contestations of presidential election 2019. The level of creativity in making memes increases rapidly which indicates a growing interest in the participation of public elections. Political communication activities on social media in Indonesia have spread to the wider community and need a serious review to understand the map which provides references to stakeholders to create a policy.

Keywords: *Community, Campaign, Meme, Politic, Nyeleneh, Election.*

INTRODUCTION

Communication technology has developed rapidly and brought people to a new era which can facilitate all communication activities between people to each other. The new era is referred to as the globalization era which makes human mobility very efficient. So, people in one location can connect to another, even though they do not know each other. Globalization as a symbol of modernity has become a sign of society's development. Communication technology has developed rapidly so that it has changed people's attitudes and mentally. The mental and attitude changing of people is caused by the easiness of people to get information quickly and instantly.

Communication in this high-tech era becomes an important thing in daily life. Nowadays, communication between two or more people can be done in a different place. The modern era has made everyone easily access all the information that they need. This convenience makes the mass media transformed into agents who create new norms and values for the community. Besides that, mass media becomes the dominant media to transfer symbols in the form of images, videos, moments and etcetera that have specific goals in the emotional context (Narwoko & Suyanto, 2004).

However, that is the society's behaviour in the era before communication is developed. The development of communication is triggered by an internet network. The internet is a network of many types of computers connected throughout the world, although different in systems and applications, these networks are connected to the sophistication of communication technology and use standard protocols in delivering messages or communications called TCP / IP protocols (Transmission Control/Internet Protocol) (Supriyanto, 2008).

The internet seems to be a giant octopus that can connect humans to the whole world, so they can share information with others. With internet power, communication media pioneered by the emergence of social media that has become one of the greatest human innovations in the entire world in the communication sector. With social media, communication media has developed into what is called the new media (Situmorang, 2013). Through social media, people who were once constrained by traditional media to convey their aspirations are now free to express their aspirations in the *new media* era.

Andreas Kaplan and Michael Haenlein in their book entitled "User of The World, Unite! Challenges and Opportunities of Social Media" define social media as "A group of Internet-based applications that build on the basis of Web 2.0 ideology and technology, and which enable the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). *User-generated content* that is intended is all the work of netizens on the internet such as articles, videos, songs,

photos, and comments and various forms of posts that are usually attached to internet media such as blogs, forums to *YouTube* channels.

Social media that continues to develop in terms of quality and quantity, starting from *Facebook, Twitter, Instagram* to *WhatsApp*, has become a common channel for people's aspirations, especially for urban communities in all circles. Social media is not only a lifestyle but has become a necessity of life. In conveying the aspirations, everything can be conveyed through social media, from hobbies, favorite foods to political views. For the aspirations of its political views, people usually convey it through humorous and satirical pictures and text messages. One of them is through memes, memes are a collection of images and words or can be called text that contains the message of the author, memes tend to be humorous or sarcastic even though memes were initially known as cultural replicators (Mauricio & Díaz, 2013). Even though it is packaged in a simple, concise, and entertaining ways, it often causes readers' laugh, political memes still display a message that is straightforward and serious in communicating the political issues inside. That thing is in accordance with the desire or personal interest of the meme creator.

In 2019 presidential election, which had a lot of political memes. One of the writer's concerns is the emergence of a series of memes containing communities or eccentric and funny associations, whether echoed by who they were and almost certainly the fictitious association, but the meme of this association is busy decorating social media for several weeks of the 2019 General Election campaign. The use of memes on various social media during the campaign period is considered capable of inviting the masses to come to the big campaign event for the Candidate of President and Vice President. The image and message that is delivered through meme seems unusual and not uses standard language rules, but that is the appeal of a meme is. The emergence of various memes in the saturation of netizens with various kinds of campaign promises and other forms of campaigns that were considered monotonous became a way out for the dissemination of memes in the campaign period (Kurniasih, 2018).

According to Clara Endah Triastuti, lecturers and researchers at the UI Communication Study Center quoted by BBC online media stated that exploiting memes as a media campaign or other political propaganda is very possible because memes are also part of participatory culture, it has meaning that internet users or *netizens* are not just as consumers or connoisseurs of content but also as content creator (Triastuti, 2018).

LITERATURE REVIEW

Campaign and Propaganda

Etymologically the word campaign is taken from the French "campaign", which means the field or military, while the campaign can freely be interpreted as an attempt to gather the support of a large number of audiences. Whereas according to article 1 paragraph 26 of Law Number 10 of 2008 concerning the general election of *DPR, DPD, DPRD* which provides campaign definitions as an election participant's effort to find voters or voters by convincing them through the translation of mission vision and programs arranged by participants election or success team. In other words, it can also be interpreted as a campaign that is a communication activity that can be one-way or two-way to exchange ideas aimed at spreading media influence so that someone has the same ideas, ideas or insights in accordance with the intent of disseminating ideas in the campaign. When referring to Imawan's opinion, the campaign is an invitation to invite other people so that those who initially do not agree or are unsure of what we are proposing, become agreeable, thoughtful and then support (Cangara, 2011).

Several conditions must be met for a person's business called campaigns, including Activities to collect mass in a certain amount, usually a large number by having a specific purpose or effect and usually in a predetermined time frame, through a series of communication activities structured, systematic and organized and planned in such a way.

Meanwhile, Rogers and Storey explained that the definition of the campaign is a collection of connected and planned communication activities to create a certain effect on a large number of audiences that are carried out continuously at a specified time period (Rogers & Storey, 1987).

Meanwhile, the word *Nyeleneh* according to KBBI or a large Indonesian dictionary, the word *nyeleneh* means *gokil*, carelessly, a play or whatever is intended to be funny. The sloppy word here is used by the writer to describe silly and funny things.

Meme and its Development

The meme was initially introduced by Richard Dawkins, a Biology professor from British Britain, in 1976 in his book *The Selfish Gene*. In his book, Dawkins talks about the role of genes in biological evolution as a replicator. From there, Dawkins looks for matching words to the same gene equation, which also means a replicator, but for cultural (cultural) evolution. From there Dawkins mentioned the word meme for the first time.

"We need a name for the new replicator a noun that conveys the idea of a unit of imitation."Mimeme" comes from a suitable Greek root, but I want a monosyllable that sounds a bit like 'gene'. I hope my classicist friends will forgive me if I abbreviate mimeme tomeme." (Dawkins, 1967)

From the quote above, it can be seen that the word meme is taken from ancient Greek, the *mimeme* which means imitating but Dawkins abbreviates it to just a meme to sound or rhythmically like the word *gene*. So from the above understanding can be concluded according to Richard Dawkins, the *meme* is the smallest unit of culture, just like a gene which is the smallest unit of an organism's cell.

From the understanding of *meme* above, we can see that memes have experienced a shift in meaning, which was originally introduced as a depiction or replicator of the smallest cultural unit, now meme is better known as a form of expression or work in the form of images and writings that are more on the internet.

Meme in Politics

Undoubtedly, memes have become an extraordinary internet phenomenon, almost all issues can be made into memes by netizens or internet users, including political issues. So, no wonder if memes were used by many parties to seek support and to overthrow political opponents when the general election arrived.

Chris Tenove of the University of British Columbia in his article entitled *The Meme-ification of Politics* explained that a political meme gave rise to feelings for members of certain groups and created normative statements about certain political figures and issues (Tenove, 2017).Tenove also explains that political memes have two characteristics, as jokes and capable of causing certain emotional reactions. The ease with which memes are created, disseminated, and changed is also the reason why memes are often used by politicians for political communication with audiences to attract certain emotional reactions from internet users.

Of course, this emotional reaction has two sides, a positive reaction, and a negative reaction, there are positive and negative effects. The meme is seen as a work of art for some people, memes can provide entertainment functions and even provoke laughter, but in politics, memes are not only a campaign tool that attracts the emotions of audiences to support them. The meme can also be used as a tool to worsen a person's image according to the desire of the meme creator or commonly called a black campaign.

The black campaign affects the increase of cognitive awareness of the critical behaviour of voters so that they no longer think and assess clearly or objectively about their choices in elections. This is what can be called the essence of black campaign, which is an intentional and planned activity to change, invite or influence the decision-making process of voters by applying various methods, such as invitations which are expressions of hatred to others, a satire or satire that is basically from rumours and then spread massively or the term is viral with the aim of candidates or potential opponents. So this raises a negative view of candidates who are targeted by black campaigns with the ultimate goal of influencing the final decision of voters (Najib, Sarwono, Werdiningsih, & Nasrullah, 2014).

For example, the meme that worked on the fiery moment of campaign candidate 02 Prabowo Subianto and kicked off the podium when giving speeches as a joke or meme of Joko Widodo, who said he was a *PKI* supporter. The meme is also often considered by some as an issue switcher, or worse, in the hands of irresponsible people memes can split internet users into strongholds and increase cynicism towards politicians or government. In the long term, this has also been detrimental to the Indonesian people because this cynicism will encourage the apathy of the people in a democracy.

Community

Communities are taken from the Latin community which is freely translated to mean equality and the word community can be derived from the derivative of the word communism which means "the same, the public, divided by all or many". According to Soenarno, the notion of the word community is the identification and social interaction built with various dimensions of functional needs (Soenarno, 2002).

Whereas the understanding of the community according to Kertajaya Hermawan is a group of people who have a bond of concern between one another over a group of people in general, where the difference in this community creates a strong interpersonal relationship between community members because of similar views, ideology, goals or value (Kertajaya, 2008).

When referring to the opinion of Loren Osbarn and Neumayer who have the understanding that the most basic community is created from someone at birth in a family, from the beginning he does not know that he is part of a community, when he is a child, he can interact like play and chat with neighbouring children who live close to his house. Then this developed until he realized and acknowledged that he was part of a village and village. Then in the next phase, he will realize that he is part of a member of a larger nation and country (Osborne & Neumayer, 1984).

From the description above it can be concluded that an individual is part of several associations or groups, except families because the family is the main group or the primary group (all primary groups) and all of this may be categorized as what is called community.

There are still many definitions of other communities, including according to Crow and Allan, quoted by Wenger, the community can be divided into two factors, namely:

1. Judging from the place, region, region or location of a community, or where a group of individuals resides or lives in the same geographical location.

2. Based on the same hobbies, views, interests so that a group of individuals agrees to establish a community, such as a community based on work, race, religion or the same pleasure (Wenger, 2002).

METHOD

This study uses an Expreslanatical case study method using a qualitative approach. This study highlighted the political meme "nyeleneh community" in the 2019 presidential election. Analysis of the contents of qualitative media is often used as an instrument or tool for analyzing, examining documents whether in the form of written text, newspaper articles, pictures, videos, or all symbols that are inside to find out the meaning and meaning implied. In content analysis, qualitative media of all types of data or documents analyzed are often referred to as "text" although not always in written form, but can also be images, moving images, music, articles, and others. So that, it can be translated as what is referred to as a document in qualitative content analysis, it is a form of something symbolic that can be recorded, in the picture, in the photo, recorded or documented and saved so that it can be analyzed.

The analysis of the content of qualitative media refers to analytical methods that experience smelting and are more conceptual for finding, identifying, processing, and analyzing documents to understand their meaning, significance, and relevance (Bungin, 2003). Meanwhile, according to Kriyantono, qualitative content analysis is depth analysis, which is an analysis carried out in-depth, critical and detailed so that an understanding of a message in media products is achieved and can make a connection between social, cultural and reality contexts when the message is made. So that all kinds of messages, whether in the form of symbols contained in the text, videos, or images, etc., which are formed in the community order in terms of social and cultural. This content analysis is more structured or systematic, and analytical, but not too complicated or rigid as precise and accurate quantitative content analysis. The grouping in the qualitative content analysis itself, only as a guide or guide, is still tolerated when other concepts emerge or other categories occur when the research takes place (Kriyantono, 2006).

Content analysis can also be said as a non-reactive method, the meaning of non-reactive here is that it does not involve interaction with research subjects because the subject in this analysis method is not used to examine living things or humans, but dead objects such as texts, films, speeches, books, recordings or all media creations that can usually be captured and documented (Krippendorf, 1991). Because of its non-reactive nature so it is possible for researchers to not be involved with things that are subjective because there is no bond or emotional influence when researching or analyzing. If in a briefly translated manner, this method of analysis can be interpreted as a method for analyzing forms of communication in an organized, objective and true manner to the message that appears (Bungin, 2003).

According to Malcolm Barnard in his book, Fashion as Communication states that content analysis techniques are based on the following principles:

1. Systematic Principle

This means that all must be treated equally towards the object being analyzed. In this case, the researcher is not allowed to make the analysis based only on the content that matches his interests and desires but must be objective and comprehensive in examining the content and in choosing the population and sample.

2. Objective principle

Objective, here means that research must be guided by research procedures, not on the tastes or views of the researcher, the key to sharpening the predetermined groupings so that other researchers can make the same content with research procedures that are more or less similar even though the research is different.

3. Real Content

Real content, content that is analyzed or used as research material must be the contents that have been explicitly stated, visible, and can be felt by others, not meanings that are only specifically felt by researchers no problem if the results of the analysis will show a hidden meaning or implied, provided that the content analyzed begins with content that is express and can be felt by others in general, not hidden or implied.

In accordance with the preceding explanation, content analysis is a non-reactive method. To create an objective study, it is not biased or in accordance with the author's personal interests, tendencies (Barnard, 2011)

RESULT AND DISCUSSION

Representation of the President's First Candidate Election Campaign in Meme Politics *Nyeleneh* Community

The representation of a presidential campaign on the *Nyeleneh* community's political meme is showed from the **invitation** to vote or attend the grand campaign of candidate 01. That also contains the campaign logo of 01 candidates, *Jokowi Ma'aruf Amin*. It completes the declarations from *Nyeleneh* communities as shown in figure 1.

Figure 1: Political Meme on 01 Candidate

Source: Google Image

From the meme in Figure 1, the denotative aspect in that figure contains an image with bright orange as the background, green font colours that contrast to the background, and the image of a Puppy that seems like roaring sadly, with the words "The Community who Left Behind when Really in Love, soon will join 01" completes with the 01 candidate's logo "Jokowi Amin 01 Indonesia Maju".

The meme above uses slogans that are used frequently by *netizens* as a *Nyeleneh* community to attract the attention of readers to vote 01 candidates. The issues of love relationships are often used as the material for *netizens* to create humorous content. For example, the team from 01 candidates chooses the slogan "The Community who Left Behind when Really in Love" to show the readers that the community supports 01 candidates. Here, the words are still used although everyone knows that it is a fictional community and the writer also did not find it.

Figure 2: Political Meme on 01 Candidate

Source: Google Image

From Figure 2, the denotative aspect in that figure contains brown colour as the background, an image of well-known biscuit box *Khong Guan* that contains *rengginang* (a traditional cracker from East Java). The image above is also completed with the words "The Community of *Khong Guan* Box Outside and *Rengginang* Inside, vote the 01 candidates", and the campaign logo of the 01 candidates below.

Here, the meme's creator or candidate 01's team chooses the issues that often occur in daily life, especially in a big moments like *Eid* to be used as material for humour from *Nyeleneh* community, i.e. moments when visiting relatives are treated to biscuit which has box seem like *Khong Guan*, a brand of well-known biscuits in Indonesia, but the inside is *rengginang*, traditional Javanese cracker which is certainly not part of the *Khong Guan* biscuit variant.

This funny moment is often used as humorous material for netizens in cyberspace. So, 01 candidate's team chooses this humour as the next *Nyeleneh* community that declared itself to vote for 01 candidates in the presidential election. According to the writer's observation of the Ministry of Law and Human Rights official website, this community is not registered as a real community, so the Community of *Khong Guan* Box Outside and *Rengginang* Inside is also fictitious which is the composition of meme creator to attract readers' attention and invite people to vote 01 candidate.

Figure 3: Political Meme on 2019 Election

Source: Google Image

If we look at figure 3 above, we will see an image that has a grey background, combine with a black and white image of a man riding a big motorbike and also says "Sorry, I already bought a new motorbike".The image above also contains the declaration words "The Coalition of Husbands is more pleased to apologize than Requesting Permits to Prepare GBK April 13, 2019".

For this time, the political meme's creator "*Nyeleneh* community" chooses the domestic life issue as its representation of the *Nyeleneh* community who declare themselves to come to the grand candidate's 01 campaign at the Bung Karno Stadium in Jakarta on April 13, 2019, ago. The figure of a husband who is reluctant to ask permission of his wife when going to buy their hobby items because it is banned by his wife. This situation often becomes a joke between *netizens*, especially those who have a family. Once again, this is an only fictional community that is created by meme creators to attract the peoples' attention who read it.

Figure 4: Political Meme on 2019 Election

Source: Google Image

Still, with the same concept, the next meme in Figure 4 shows the simple image but with an interesting composition. The image has a light blue background with the caption "The Team of Girls Invited to Eat but They also pay it, is Ready to put the GBK on April 13". It completes the illustration of the boy and girl drink in the same glass in the cafe. The image also contains the candidate 01 campaign logo, *Jokowi Amin Indonesia Maju 01*.

The concept of this meme also seems like a satire from women to men because many feminist movements have voiced gender equality in this modern era. But in the image, the women seem still expect men to take their role as a figure who protects the women, for example, is paying the bills when eating together. This phenomenon becomes the inspiration of meme creator's creativity to indirectly inviting the public to take part in the grand candidate 01 campaign at the Bung Karno Stadium 13 April ago with the jargon "*putihkan GBK*", white was chosen by the team of candidate 01 as a sign of Jokowi Ma'ruf Amin's supporters.

Figure 5: Political Meme on 2019 Election

Source: Google Image

The meme in Figure 5 has the same concept in the previous meme but has a different composition. It still uses the concept of simple meme image with the declaration of "*Nyeleneh* community" but this meme uses an illustration of instant noodles sided with rice on a plate. The meme creator also puts the words "The Forum of Noodles sided with Rice Community Ready to Whiten GBK on April 13, 2019". Different from the previous meme, this image does not use the Jokowi Amin campaign logo, this showed that this meme was made by a creator that was different from the previous meme. The meme in figure 5 wants to show one of the Indonesian cultures local wisdom of which has the principle of "don't eat if you haven't eaten rice". Instant noodles also are known as Indomie, are one of the well-known brands of instant noodle products in Indonesia, which has more carbohydrates for one-time nutritional needs, but for many Indonesians, it is still incomplete if they eat instant noodles without rice. Then this uncommon statement becomes the topic for political meme material that has made by the meme creator from *Nyeleneh* community which aims to get public attention to attend the grand Jokowi Ma'ruf Amin campaign at *Gelora Bung Karno* last April 13.

Figure 6: Political Meme on 2019 Election

Source: Google Image

Meme in image 6 shows a bright orange background, with the illustration of a young man holds a water dipper and wears a shorts with a towel on his shoulder, completes with some words "Ok OTW" and the statement "Youth ranks of the OTW Users even though just want to take a bath, is ready to whiten GBK on April 13, 2019". In the upper right corner also includes the identification logo for *Jokowi Amin Indonesia Maju 01*.

Another culture that characterizes Indonesia's *Millenial* young generation becomes the topic of this 6th meme. "OTW" stands for the English words "on the way" which means it is still on the road. This term is commonly used by young as a sign that they are already on their way to the intended location. However, it has also been like becoming an open secret for the term "OTW", which is often misused, because "OTW" here is on the way to the bathroom. In fact, the "OTW" term should be used while on the road to the agreement. That phenomenon is caught by the meme creator as a *Nyeleneh* community who declares themselves to "whiten" the Bung Karno Stadium on the Grand Campaign to candidate 01 Jokowi Ma'ruf Amin on April 13, 2019.

Figure 7: Political Meme on 2019 Election

Source: Google Image

In figure 7, the image has a brown background, with an illustration of a slice of cake, and a pink caption "The Optimistic Girls' Community Tomorrow's Diet Immediately Join 01" and the Jokowi Amin 01 campaign logo *Indonesia Maju*. The daily life topic is used as a meme by the candidate 01 team in Figure 7. The classical problem is about appearance and weight in Figure 7. The image shows a woman who wants a diet but she is always failed from food like cake. So, the diet is only a discourse that is always delayed the next day. Although this community was just a fictitious, the woman who just made a diet plan tomorrow was transformed into Jokowi Ma'ruf Amin's team who support a candidate 01.

Figure 8: Political Meme on 2019 Election

Source: Google Image

The meme in figure 8 is interesting because there are no illustrations in an image. It just consists of a black background, with messages using red and white fonts that read "Hordes of Hard-Line Dissidents but Afraid of Flying Cockroaches are ready to whiten GBK on April 13, 2019" with the Jokowi Ma'ruf campaign logo Amen at the bottom right.

The flying cockroaches are often considered the most frightening insects by netizens, so people who are dissidents are afraid of flying cockroaches. This group was captured as a message of candidate 01's and claimed that a group of dissidents who were afraid of flying cockroaches would bleach the Bung Karno Gelora at the Jokowi Ma'ruf Amin Grand Campaign last April 13, 2019.

Figure 9: Political Meme on 2019 Election

Source: Google Image

In figure 9, the image uses brown as the background. There are illustrations of hands holding a mobile phone and clean pictures, completes with the statement"Remove Chats before Coming Home Community is immediately joining 01". The logo of Jokowi Ma'ruf Amin in the bottom right corner is always followed it. This meme has two functions if we analyze connotatively; first, satire or irony as a campaign tool that attracts the emotions of the community to join 01; second, it is used as a satire for the people who are already married to always delete the conversation or chat before coming home. This is caused by chat on social media that does not want their partners to know, so they choose to delete the *message before coming home.* Nyeleneh *community is again "claimed" by candidate 01's team to support Jokowi Amin.*

Figure 10: Political Meme on 2019 Election

Source: Google Image

From Figure 10, the denotative aspect in that figure contains the bright yellow background, with the illustration of the table, and there is a message saying "The Association of Sweet Girls Who Do not Like Boys Bangingthe Table Join Soon 01". It also consists of Jokowi Amin 01 campaign logo *Indonesia Maju.*

This meme can be interpreted as a satire to candidate 02, Prabowo Subianto who at the time of giving a speech at one of his campaign activities banged on the table as an enthusiastic expression on the speech which he delivered. Then this moment is also used as a material for the *Nyeleneh* community to support candidate 01 in Presidential Election. "The Association of Sweet Girls Who Do not Like Boys Banging the Table" is described as a community of women who do not like men who are rude and temporal. The community also does not exist or fictitious.

Political Memes as a Campaign Material

The campaign is an activity carried out in political contestation using the basic principles of effective marketing (advertising) to provide information, persuade and remind voters (Rowling, 2019). The use of political memes has long been used as Campaign material in various elections in Indonesia, from Legislative Elections, Regional Elections,

Governor Elections to General Elections are often adorned with political memes that are sometimes not the only tool for campaigning, but also tools to overthrow opponents. That thing is not recognized as part of the candidates' team, but the negative issues always brought during the Indonesian Democracy party, such as the 2019 General Election.

CONCLUSION

The use of social media is very important during the 2019 General Election campaign, the existence of social media is considered as a "sexy" communication media to get the votes, as a medium to communicate or delivery the candidates' vision and mission and also as media to interact with their supporters.

For example, the candidate's team 01 Jokowi Amin was also vigorously voicing campaigns through social media with various kinds and attractive packaging to gain public interest. One of them is in the form of the political memes by *Nyeleneh* community that have been discussed in the previous chapter. They designed a collection of memes based on issues that were popular among *netizens* in cyberspace and turned them into communities that seemed to make a declaration of support for candidate 01 in Presidential Elections.

The writer argues that the existence of a political meme like this is probably only effective at the cognitive level, but whether political memes are also effective in increasing people's interest in choosing candidates? this certainly requires more in-depth and structured research.

SUGGESTION

However, political memes should be used to remain in the positive campaign, not as a "black campaign" that overthrow the political opponents, and not even this kind of political memes contain hoax content that deliberately spread by irresponsible parties to create negative issues according to the desires and aims of meme creator.

LIMITATION AND STUDY FORWARD

This research is limited to one case that occurred in on Indonesia election 2019. The results of this study can be beneficial for activists and stakeholders. Further research is needed in cases that are in accordance with future technological developments.

IMPLICATION

The results of this study can be beneficial for activists and stakeholders. Further research is needed on cases that are in accordance with the issue developments. This research will contribute to the knowledge of the concept to campaign in the political meme.

ACKNOWLEDGMENT

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