

AN ANALYSIS OF MEMES AND AUDIENCE ENGAGEMENT ON MEMEZAR'S INSTAGRAM ACCOUNT

Student name : Nadia Maise
Student ID Number : 5504221057
Advisor : M. I. Gunawan, S.S., M.Hum.
Student Institute : State Polytechnic of Bengkalis

ABSTRACT

This study aims to analyze meme content posted on the Memezar Instagram account and audience engagement based on engagement rate. The study employed a descriptive qualitative approach by analyzing 15 highly liked meme posts from the Memezar Instagram feed through observation and documentation. Meme characteristics were analyzed using Shifman's (2014) three dimensions: content, form, and stance, while audience engagement was measured using Ryhänen's (2019) engagement rate formula. The results show that Memezar's memes are dominated by everyday topics, including daily habits, family, friendships, work life, romantic relationships, and sports. The memes are mainly presented as image memes through the recontextualization of popular culture, using humor, irony, and emotive and referential communicative functions. The engagement rate ranged from 0.5% to 13.3%, with the meme about revenge bedtime procrastination achieving the highest engagement. These findings indicate that topic relatability, humor execution, and alignment between visual and textual elements contribute to audience engagement. This study contributes to the literature on internet memes and social media and provides a reference for future meme research.

Keywords: meme, audience engagement, Social media, Instagram, Memezar