UNIVERSITAS
GADJAH MADA
A Critical Discourse Analysis on The Burqa Terrorism Meme's Role in Perpetuating The Relationship Between Burqas and Terrorism
NURTASYA BELLEZA I, Irham Nur Anshari, S.I.P., M.A.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

We rely heavily on the internet as a source of news, and memes have quickly become a common and entertaining way to convey the general consensus of the people. It has the capacity to profoundly affect individuals, especially Indonesian viewers, who are overwhelmingly exposed to western culture. The burqa, a veil worn by certain Muslims, has become a common icon in online "counter-memes" depicting terrorist attacks. The role that Burqa Terrorism Memes have in perpetuating the association between burqas and terrorism is then examined. By adapting Theo Van Leeuwen's paradigm of social action and representation between an image and its viewer, the author employs a critical discourse analysis to undertake in-depth qualitative study. The five memes of burqa terrorism meme (research objects) analyzed in this study were found to be transactive after considering all aspects of their material acts, since they provoked reactions in both the meme's author and viewers. Despite being grounded in a material and semiotic analysis of action memes, all five memes that use the phrase "burqa terrorism meme" are examples of sarcasm or other forms of dark humor. However, the purpose of the "burqa terrorism meme" is to make people afraid and suspicious of those who wear burqas because of the fear that they could be terrorists. Humans' cognitive thinking, often known as "memory recall," creates an indirect link between people by prompting them to think about and remember events that are similar to Muslim terrorist attack. An unpleasant emotional reaction toward women who wear the burqa results from this normal cognitive reaction, even farther can adding to Islamophobia.

Keywords: *Meme, Veil, Burqa, Internet, Media, Islam, Terrorism*