ABSTRACT

This study explores the role of political memes in shaping public discourse during Indonesia's 2024 presidential debates. Grounded in Roland Barthes' semiotics and Michel Foucault's discourse theory, it examines how memes serve as satirical tools, transforming complex political narratives into accessible visual artifacts. Utilizing a critical paradigm approach, the research analyzes the textual and visual elements of selected memes to uncover their denotative and connotative meanings, focusing on themes of satire, myth, and political dissent. The findings reveal that memes not only critique and parody political figures but also act as instruments of public engagement, amplifying voices of discontent and also plays as a provider for participatory in digital discourse. This study highlights the adaptive nature of meme culture as it intersects with political communication, reflecting broader societal anxieties about governance, democracy, and leadership. Throughout the contextualization of the memes within Indonesia's unique socio-political context, the research contributes to an in depth understanding of their semiotic and rhetorical power in contemporary digital environments.

Keywords : **Political Memes, Indonesia 2024 Presidential Election, Barthesian Semiotics, Political Satire, Myth and Ideology.**