



## Abstrak

Setidaknya hingga tahun 2012, acara lawak di televisi masih menjadi warna paling vokal dalam selera humor saya. Tingkah laku dan karakter khas para lakonnya adalah hal yang selalu saya nantikan untuk saya tertawakan. Tapi saat saya mulai berjibaku di Facebook bersama sepupu saya, mas Afiq, saya akhirnya mengenal humor baru bernama meme. Dalam situasi tersebut, ada nuansa transformasi humor yang saya alami lantaran karakter meme yang hanya mengandalkan ‘poin refleksi’ pada peristiwa sehari-hari lewat konten gambarnya yang sederhana.

Namun lambat laun, MCI, bagi saya dan mas Afiq, mulai kehilangan keberbedaannya karena sudah terlalu umum untuk dinikmati khalayak luas. Pun demikian yang dirasakan Pras dan Bintang, dua sahabat saya. Maka, grup Facebook Random Para Tolol (RPT) :v yang membawa konten *shitpost*, secara khusus dipilih oleh saya, Pras, dan Bintang, sebagai pengganti meme MCI. Kekompakan ini, utamanya, disebabkan kesamaan nalar humor kami bertiga bahwa RPT :v mampu merepresentasikan marwah meme yang seharusnya dibawa MCI –yang terus konsisten menghadirkan konten momen yang tidak lazim ditertawakan. Yang menjadi menarik, tatkala dendam untuk merekonstruksi marwah meme itu terpasifikasi di RPT :v, lambat-lambat muncul nada pengkotak-kotakan standar *shitpost* di grup itu, yang justru membangunkan kembali nafas ke-mainstream-an yang pernah saya temukan dengan Pras di tubuh MCI.

Rangkaian transformasi meme tersebut, yang saya rasakan bersama orang-orang yang saya temui, mengantarkan simpulan akhir skripsi ini bahwa meme adalah tentang keliaran dalam berfantasi mengenai beragam peristiwa yang menggelitik potensi tawa kita. Pada titik tertentu, persoalan itu mendorong suatu nalar humor *meta-edgy* yang hendak melampaui apa yang tengah dinikmati dan belum ditemukan orang lain. Tapi bagaimana pasal tersebut dapat saya temukan dari persembunyiannya? Melalui riset autoetnografis ini, dengan bertolak dari teori subkultur Dick Hebdige, izinkan saya untuk menyajikan perjalanan menuju jawaban itu kepada anda.

**Kata kunci:** meme, shitpost, meta-edgy, subkultur



## Abstract

At least until 2012, comedy TV shows are still the most vocal colors in my sense of humor. The behavior and distinctive characters of the actors are the things that i've always wait to laugh at. However when I started scrolling through Facebook with my cousin, Afiq, I finally knew a new humor called meme. In that situation, there was a nuance of the humor transformation that I experienced because of the meme characters whom only rely on 'reflection points' on daily events through their simple drawing content.

But gradually, MCI, for me and Afiq, as the time goes by MCI has began to lose its diversity because it was too common to be enjoyed widely by audience. It so felt Pras and Bintang, two of my best friends. As the result, the Facebook group Random Para Tolol (RPT): v, which brings shitpost content, was specifically chosen by me, Pras, and Bintang as a substitution for MCI memes. Our cohesiveness, is caused by our sense of humor similarity that RPT: v is able to represent the spirit of the meme that supposed to be brought by MCI - which continues to consistently presenting present the moment content that is not commonly laughed at. Interestingly, when the revenge to reconstruct the essence of the meme was classified in the RPT: v, as the time goes by the tone of the shitpost standarization appears in the group, which actually reawakened the sense of mainstreamness that I had found with Pras in the MCI.

The series of meme transformations, which I felt with the people I met, brought me to the final conclusion of this thesis that memes are about wildness in fantasizing about various events that tickle the potential of our laughter. At a certain point, the problems encourage a sense of meta-edgy humor that wants to go beyond which is being enjoyed and not yet discovered by others. But how do i find this article from its hideout? Through this autoetnographic research, based on Dick Hebdige's subculture theory, let me present the journey that leads us to the answer.

**Keywords: meme, shitpost, meta-edgy, subculture**