

ABSTRACT

Firda Firdianti Iskandar. 1211503045. *Sarcastic Humour of Bureaucrat Criticism Meme of Western and Indonesian: A Visual Grammar Analysis*. Graduating Paper, English Department, Faculty of Adab and Humanities, Universitas Islam Negeri Sunan Gunung Djati. Advisors: 1. Dadan Rusmana, M.Ag.; 2. Ika Yatmikasari, S.S., M.Pd.

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As the recent phenomenon, meme has been broadly recognized through the internet. It is not only used to amuse people but also to deliver the message. It mostly comes out with humorous contents, but sometimes it mocks people at the same time. In relation to this, *netizen –internet citizen–* may use this opportunity to criticize the bureaucrat directly. The way they humiliate their government may not be the same depending on the culture and custom of its origins. Thus, this research is concerned to distinguish two different origins of memes, from Western and Indonesia. Scientifically, meme is categorized as visual text which can be analysed by means of visual grammar. One of the pioneer of this theory is Gunther Kress and Theo van Leeuwen who lead us into new level of reading through their *Reading Images*. In this sense “grammar” is not a set of rules for the correct use of language but rather a set of socially constructed resources for the construction of meaning. By subjective approach, this research will take qualitative method. After analysing the most appropriate data collected, it is found that all elements of the meme as visual text represent sarcastic humour in its way. Colour, lighting, participant, expression, ideational process, distance and also angle plays important roles in expressing humour in ghoulish way. From the comparison between Western and Indonesian memes, the similarity occurs. Both of them have mostly subjective image and also close personal distance in capturing the participant. However, there are more numbers of differences between them. Western and Indonesian memes have adequate distinction in colour usage, quality of picture, roles of text, conceptual process and picture amount.