

Bisnishack as a Meme on the Internet: A Dimensional Analysis of Memetics on Instagram

Dafa Anugrah Alamsyah^{1*}, Ade Putranto Prasetyo Wijiharto Tunggal²

^{1,2} Communication science department of University Aisyiyah Yogyakarta, 55261, Indonesia

Corresponding Author's Email: dafaanugrah11juni@gmail.com, ade.putra.tunggal@unisayogya.ac.id

ABSTRACT

Keywords

Social Media
Memes
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Instagram
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Social media has given birth to a phenomenon that has social and psychological impacts on social media users and has significant implications for the content of memes that have succeeded in increasing engagement metrics such as the number of views and visits. The purpose of this research is to examine the dynamics of memes in the digital era, as well as understand the visual and narrative elements that surround their development in increasing engagement on the @Bisnishack Instagram account. The research method that the researcher will use is descriptive qualitative. The results show that memes that successfully increase engagement have certain characteristics, such as relevance to current issues, appropriate use of humor, and short but clear message delivery. In addition, attractive visual elements and consistency in presentation style also contribute significantly to user engagement.

1. Introduction

Social media has changed the way people communicate, interact and build social networks. This phenomenon has social and psychological effects on social media users, as well as new challenges for understanding the cultural dynamics that occur in modern society. At the beginning of 2023, data calculates that 4.76 billion social media users will become social media users, which is 60% of the global population, from 2022 to now there are 137 million new social media users (Yonatan, 2023). The presence of the social media platform Instagram is an example. Instagram has become an ideal strategic platform for businesses to promote the products and services they manage. One form of content that is popular and in demand by a wide audience on Instagram is memes. Memes themselves are images used to satirize, criticize or encourage others (Fachrezi, 2022). the emergence of memes is a major influence for content creators in increasing views and the number of visits to the social media they manage. One company that utilizes this meme organic content is Bisnishack.

Bisnishack is a company that teaches business specifically for corporations and UMKM. The company that focuses on business education was born because, Mas Satia Pradana, a founder of Bisnishack, realized the concern that many corporate and small and medium businesses face difficulties and cannot develop into larger companies. Bisnishack itself has a network of competent business relations as well as a strong drive to help UMKM entrepreneurs acquire the necessary competencies. As a Business, Leadership & Team Event Experience Organizer, Bisnishack realizes how important it is to manage organic meme content to increase and maintain views on Instagram.

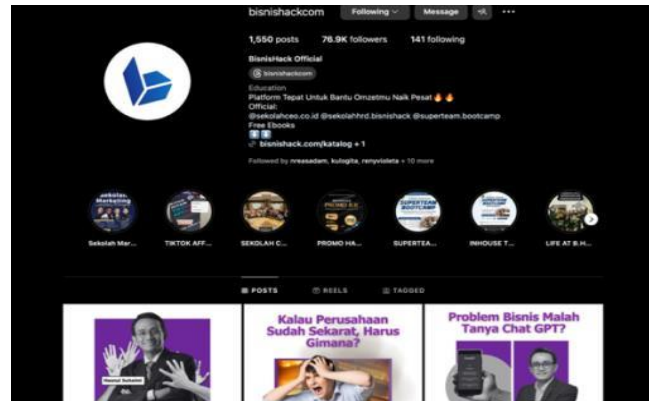


Figure 1. Akun Instagram @bisnishack

Source: Screenshot of Instagram Content @bisnishack. Retrieved 8 March at 16.41

Based on observations made by researchers on March 7, 2024 to the CEO of Bisnishack, Mas Hugo ivankus said that in early November, there was an interesting shift in the pattern of using Instagram social media. One trend that stands out is the use of meme content as a means of expression and interaction between users. This phenomenon is in line with the behavior of users who are increasingly familiar with the humor and distinctive visual narrative of meme content. As a result there has been a significant increase in instagram account engagement indicating that meme content has become a major factor in increasing user interaction.



Figure 2. not content meme

Source:1 Screenshot of Instagram Content @bisnishack



Figure 3. content meme

Source:2 Screenshot of Instagram Content @bisnishack

Research on the identity of memes on Instagram was also conducted in the field of user engagement. Data collection was carried out through distributing questionnaires containing questions related to memes and their influence on the identity of the Muslim youth of the archipelago which were distributed to 400 respondents who actively use social media. This research focused on Muslim youth aged 15-24 years old who have social media accounts, with a total of 400 respondents. The results revealed that the utilization of memes has a very strong relationship with the formation of the identity of the Muslim youth of the archipelago in the digital era (Rozaq, 2019).

The next similar research is a study conducted to determine the effect of meme use on the identity of the Muslim youth of the archipelago. Researchers used qualitative research methodology by distributing questionnaires to respondents through social media platforms. The population in this study were young Muslim Nusantara who actively used social media and were exposed to meme content. The population used is the number of Muslim youth social media users totaling 10,000. The sample size in this study was set at 200 people. The results showed that the variable use of memes had a significant positive effect on the identity variable of the Muslim youth of the archipelago (Fachrezi, 2022).

From a series of studies that have been conducted related to the influence of memes on behavior and identity, what is different in this study is that this study specifically discusses how the use of Bisnishack memes on Instagram affects social media users. This research is a continuation and refers

to previous research on the role of memes in shaping digital culture and communication. In addition, this research also considers how visual and textual elements in memes can increase audience understanding and interest in business and entrepreneurship topics.

Based on the results of these studies, this research discusses in depth the use of Bisnishack memes as a communication tool on the Instagram platform. This research aims to examine the dynamics of memes in the digital era and understand the visual and narrative elements that surround their development in increasing engagement on the @bisnishack Instagram account. This research focuses on how memes can be an effective medium in spreading business ideas and inspiring social media users to get involved in the business world.

2. Method

This research is a descriptive qualitative method. Descriptive qualitative research is one type of qualitative research that uses a descriptive approach to investigate events and phenomena in people's lives by asking them or a group of people to tell their stories (Rusandi & Muhammad Rusli, 2021).

According to (Hadi, 2017) the process of descriptive qualitative research is to carefully record the phenomena encountered, then analyze various documents found in the field, and finally compile a detailed research report. The researcher will explain the research methods and approaches, research objects and data collection and analysis techniques that will be used in this chapter are descriptive qualitative. Memes themselves are ideological concepts, images (in pictures, videos) and words (usually hastags) that are interconnected (Dewi, 2019). In the public sphere, memes are a form of communication that is different from other forms of message models, often used to respond to an event of public concern (Wahyudi, 2023). Various social and cultural aspects are influenced by internet memes, which have become an important component of modern digital communication. According to Limor Shifman in the journal (Yesicha & Irawanto, 2020) there are 3 functions of memes. first is a way of persuasion and political support, second it is a form of grassroots action and third it is a way to talk to the public. Loar Shifman's meme analysis model provides a useful framework for understanding this phenomenon thoroughly. (Sakti et al., 2018) There are three main dimensions of memes, according to this model: Content, Form and Stance.

Using Shifman's model, this research analyzes the Instagram memes used by Bisnishack and focuses on how they influence the audience through visual and narrative elements. According to Loar Shifman's meme analysis model, there are 3 main dimensions used to analyze memes on social media:

Table 1. Model theory definition.

Observation	Description
Content	A dimension that includes the actual message that the meme is trying to convey. This can include humor, satire or specific messages that the audience wants to convey
Form	The form of the meme includes the way elements such as images, text and graphic design used in the meme are conveyed visually or narratively
Stance	Stance, this dimension refers to how the meme is viewed, referring to an attitude or position, depending on the context and intent of the meme, which can be critical, positive or satirical

By applying Loar Shifman's meme analysis model, this research can reveal how bisnishack uses memes on Instagram to communicate with its audience.

The research will take place at the head office Jl. Kapten Laut Samadikun No.13, Wirogunan, Kec. Mergangsan, Yogyakarta City, Yogyakarta Special Region 55151. In this case the researcher will identify the objects that have been included in the Instagram content starting from December 2023 yesterday and will continue the rest within the next 3 days. In this research, there are 3 phases in data collection, namely Interviews where researchers will collect information in the form of asking predetermined questions or questions that arise spontaneously. In the interview process, the researcher acts as an interviewer to get information. To gather information about the use of business memes on Instagram, interviews were conducted in accordance with the following interview criteria: (1) Work experience: Participants must have a minimum of 6-12 months of experience working at bisnishack. (2) Role in the team, participants must have a direct role in content creation, such as content writer,

copywriter and video editor. (3) Understanding of the content, participants must have an understanding and familiarity with the process of meme creation and development.

Interviews will be semi-structured, allowing flexibility to dig deeper for information. Each interview will last 30-45 minutes and will be recorded for further analysis. The following is a list of names and job titles of the participants who will be interviewed:

Table 2. List of Research Subjects

Name	Position
Ika Nur Khasanah	Content writer Bisnishack and Editor Bisnishack
Asyafa Umayya Rubawan Alq-qosam	Copywriter Bisnishack
Renaldo Muhammad	Editor Video Bisnishack
Hugo Ivan kus Adnanto	CEO Bisnishack

Source: 3 Data obtained from observation. Retrieved 7 marc 2024

Then the second is observation, the purpose of this observation is to find out firsthand how the businessack team creates and publishes memes on Instagram, as well as how these memes affect the audience. This was done to gain a better understanding of the visual and narrative elements used, as well as how these elements affect user engagement. In some of the activities of the businessack team, the researcher will be actively involved during the 5 days of observation. The researcher will record the creative process, teamwork and the use of tools and technology used to create and spread memes.

Table 3. Observation Stages

Observasi	Information
Content	The researcher observed the type of message that the business memes were trying to convey. This includes humor, satire or a specific message that is being addressed. The researcher noted the various themes raised in the memes, such as business topics, entrepreneurship and marketing strategies. The researcher also noted the team's initial reactions to the proposed content ideas.
Form	We observed how elements such as images, text and graphic design were used in memes to convey messages visually or narratively. The researcher noted the process of selecting images, writing text and applying graphic design. This includes the use of colors, fonts and layouts used to attract attention and convey messages clearly.
Stance	Researchers observe the stance or position taken by the meme, depending on the context and intent, whether critical, positive or satirical.

Observation is carried out in stages during the research process. Then the last is documentation, where in this research social media, will be the documentation. data collection from the social media platform Instagram, such as saving images, videos or texts that are relevant to the research topic. By using Instagram documentation, the researcher can access the content and user activities on the bisnishack account that is the subject of the research. This enabled the researcher to record, content, interaction and user engagement trends without interrupting user activity or changing the context of the observed data.

This desk study aims to investigate the adoption of meme organic content innovation and its impact on engagement on Bisnishack's Instagram social media account. With a focus on practice, this study provides insights into the adoption of meme organic content innovations.

3. Result and Discussion


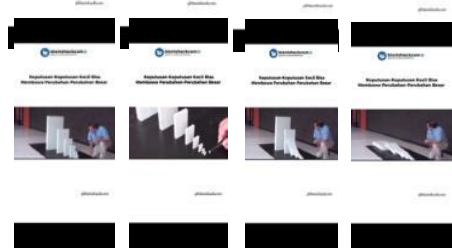
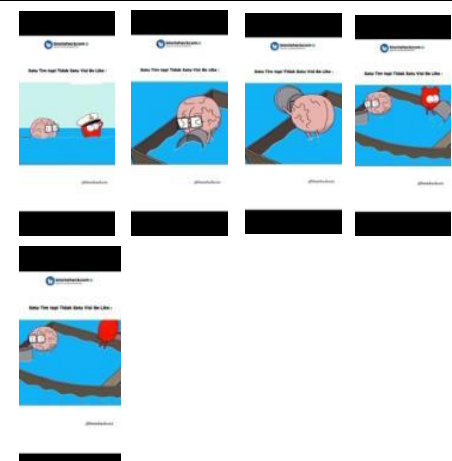
3.1. Result

In a business environment, the use of memes on social media can increase engagement metrics such as views, likes, comments and shares. According to (Karuniawan et al., 2023) memes themselves are the act of imitating culture through media or platforms such as social media or print media. Effective memes not only attract attention, but also encourage interaction and active participation from

the audience. Bisnishack, a company that focuses on the field of business education specifically for corporations and small and medium enterprises (UMKM).

Content. After interviewing the interviewees, the interviewees revealed that bisnishack memes were created to convey special messages, humor and special messages aimed at audiences interested in business and entrepreneurship. The bisnishack meme content itself has criteria that are divided into 3 main types. (1) Comedy, the comedic meme content in question is content that often addresses everyday situations experienced in the business world such as boring meetings or the challenges of achieving targets with an entertaining and more relaxed message. The comedy here serves to lighten the mood of the audience while showing them that they are not alone in facing daily challenges in the business world. Vonto on post. (2) Educational, educational meme content in question is content that presents business tips and tricks, marketing strategies or time management with informative and practical messages. Educational content here means content using a direct and practical approach, with the aim that the audience can directly apply the knowledge they get in their lives or businesses. (3) Satirical, meme content is content with messages criticizing aspects of toxic work culture, then controversial business policies. This meme content is created through smart and cynical humor. The purpose of this satirical content is to raise awareness and critical thinking about the issues, encouraging the audience to question and possibly challenge existing norms. By using irony and hyperbole, satire can convey profound messages in an entertaining way.

Table 4. Type Content Meme

Type	Content Bisnishack	Description
Comedy		The video opens with a background of a pigeon, the pigeon approaches the object (bait) in the garden, when it is above the bait, the trap immediately falls down quickly and ends up unable to get out.
Eduaction		The video starts with a person arranging wooden blocks in a row from the smallest to the largest. The person then explains the concept of the "domino effect" using the blocks as an example. He carefully drops a small block which then knocks down the next slightly larger block and so on. Showing how a small action can lead to a larger chain of events
Satirical		This situation is shown with an animation that satirizes the employees in a team. The video opens with two organs (brain and liver) on a sinking ship. The brain throws water out of the sea with a bucket while the liver puts water from the sea into the bucket, until finally the ship sinks due to their disrespect.

This is in all types of meme content delivered has the same target, namely for business people, UMKM to employees who want to develop. The content creation process begins with an idea sent by the Content writer after which it is developed by the Copywriter bisnishack and finally will be edited

by the video editor to be processed and finished before being published on bisnishack's Instagram social media.

Form. In terms of form, meme videos focus on visuals that seem to have no specific criteria, which is what makes them different. Researchers noted that the source of meme videos used in the visual elements of business memes comes from original sources that have been widespread on social pages and have gone viral, then passed on to the editing team for processing until finally it becomes a meme video. video form focuses on clear visuals such as graphics, overlay text that highlights important points used to clarify information. The use of colors that match the personality of the company bisnishack. Namely.

Table 5. Type Form Video Meme

Type	Descriptions
Visual elements	<ol style="list-style-type: none"> 1. clear visual play with overlay text that highlights key points, and the use of colors in line with a company's identity.important points, and the use of colors in accordance with the identity of a company bisnishack or event being held. 2. The color choices that are repeated in each meme are blue (#1769c0 and #1554ad), white (#fcfde) and yellow (#F77BB21), all of which are used to create visual consistency and strengthen the company's branding. 3. The use of Montserrat and Poppins fonts, which are easy to read and attract attention-grabbing, are placed consistently in the top and bottom center positions of the video.
Graphic Design	<ol style="list-style-type: none"> 4. The graphic design used in the creation of meme reels video content is simple and does not play much visual editing. Only adding meme captions and logos and doing a little editing on the content if needed. 5. The process of selecting elements in the meme content is done carefully to ensure that the message conveyed through the meme video is very clear and effective.
Visual Consistency	<ol style="list-style-type: none"> 6. Bisnishack's creative team always adapts things that reflect the event they are holding, starting from the business environment. events that they hold, ranging from the business environment, employee skill development, to other training employees, to other training. 7. The visual consistency applied helps in maintaining brand identity and making the content more recognizable to the audience. make the content more recognizable to the audience.

Point of View (Stance). In terms of point of view, researchers noted the results of interviews from direct sources that the point of view in the content of business memes is diverse and depends on the context and purpose of the message conveyed Some memes are made to provide new perspectives or insights. While other memes aim to criticize certain aspects of the business world or offer a positive perspective on business opportunities. (1) (Relatable and Instructional Perspective), some memes are created to provide their audience with new perspectives or insights, improving their knowledge and skills. The approach used allows the audience to feel like they are receiving advice or training directly from an expert. (2) (Critical perspective, video meme content is created with the aim of criticizing certain aspects of the business world, such as ineffective policies or negative work culture. The use of critical humor or sarcasm is also often used to help convey criticism without appearing too offensive, while encouraging critical thinking. (3) (Positive Perspective), memes with a positive perspective offer an optimistic view of business opportunities motivating the audience to take action and achieve their goals. This perspective helps in building the audience's morale and confidence to face business challenges.

Overall, the findings show that Bisnishack successfully uses memes as an effective communication tool on Instagram. Bisnishack strategically uses visual and narrative elements to increase engagement and convey important business information to the audience.

3.2. Discussion

Content. Successful content is the main component that determines the success of memes as a communication tool. For successful communication, the use of social media must be accompanied by an appropriate content creation strategy to convey information in a clear way and meet the information needs of visitors (Thifalia & Susanti, 2021). Successful content must be relevant, interesting and have additional value for the target audience. (Fitra Nabila & Winarti, 2023) utilizing technology and information can determine the success of a company. The bisnishack meme content itself is designed to deliver messages in a humorous, informative and critical manner to audiences interested in business and entrepreneurship. The content is divided into 3 main types: Comedic, Educational, and Critical.

Comedy content entertains with everyday situations in the business world, while training content provides practical business tips. Satire content criticizes work culture or company policies with witty humor. The process of creating bisnishack meme content involves various stages, starting from the content writer's idea which is developed by a copywriter and edited by a video editor before being published on Instagram.

Form. In terms of form, the bisnishack meme video focuses on attractive visual elements and colors that are consistent with the company's branding. The use of high-readability fonts and simple graphic designs help convey messages effectively and make content memorable to the audience. This is in line with (Wafa & Counselor, 2016) to ensure the logo is easily recognized and remembered by the client, a minimalist design is used and tailored to the client's target audience. The bisnishack creative team also always adapts visual elements according to events or topics that are currently relevant in the business world.

Point of View (Stance). The viewpoints in business memes vary widely, including relatable and instructional, critical and positive perspectives. This approach helps to reach different types of audiences and deliver messages in an effective way, ranging from providing new insights, criticizing, business policies, to providing motivation to business people. The correct perspective is to convey messages clearly and accurately so that there are no misunderstandings that result in conflict (Silvi Wulandari et al., 2024). Overall, meme bisnishack content succeeds in creating humorous, informative and critical content to entertain and provide added value to audiences interested in business and entrepreneurship. Through the use of various types of content, forms, and viewpoints, memem bisnishack is able to maintain engagement and loyalty from its audience.

4. Conclusion

This research concludes that memes in the form of Instagram video reels on the @binishack account have become a very effective platform for digital communication, especially when targeting specific market segments such as business people, UMKM and employees who want to grow. With a short duration of about one minute, reels are able to convey a strong and effective message in a short time, utilizing a dynamic and interactive visual format. The results show that these memes have great potential to attract attention, increase engagement and deliver effective messages. The following are the conclusions.

Content that is practical, informative and directly related to the needs of the target audience can increase engagement. Attractive visuals and audio are also important, with the use of bright colors or colors that depict a company's identity and background music supporting the message. The point of view chosen should be relevant and appropriate to the target audience to increase message acceptance and content credibility. Then the point of view chosen must be relevant and appropriate to the target audience to increase message acceptance and content credibility.

For an effective meme creation strategy, a deep understanding of the target audience is necessary. The content should add real value, with relevant and practical information that can be applied immediately. The use of relevant humor and inspirational stories can enhance the appeal of the content. Image and sound design should capture attention and sustain interaction. Relational and educational perspectives can create a strong emotional connection, while critical or ironic perspectives can encourage critical thinking and awareness of certain issues. By combining all these elements, Instagram reels memes can be an effective communication tool in the world of business and self-development.

However, this research sample is limited to the @Bisnishack Instagram account during a specific time, so it may not fully illustrate memes across different platforms or time contexts. In addition, this research is more centered on qualitative analysis and does not include more in-depth quantitative data on engagement metrics, such as more detailed statistical analysis.

For further research, it is recommended to conduct research across different social media platforms such as Twitter, Facebook, and TikTok. This will provide a better picture of the dynamics of memes. This study shows how digital communication and marketing practitioners can use memes as a tool to increase user engagement. Businesses like Bisnishack can survive by understanding and implementing the components that have been proven to contribute to meme success and can continue to better achieve marketing and communication goals by understanding and implementing the components that have been proven to contribute to meme success.

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