



Content analysis of political messages in the form of humor in TikTok content @politikinja

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ABSTRACT

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Technological advances can make all human activities easier if used wisely and correctly. Social media can be a place to convey information, including positive messages. @politikinja is a community that discusses political issues on social media. They use the TikTok platform to spread messages about current political issues and have made Indonesian people more open-minded about politics. The qualitative research method in this study uses content analysis to understand the political messages conveyed by @politikinja through their TikTok account. Content containing humor to convey political messages on social media has four types of humor depictions: satire, parody, irony, and parikena. This study aims to reveal the Content of Political Messages in the form of humor through the @politikinja account on TikTok media. By using humor as part of delivering political messages, therefore political messages become more attractive in the eyes of the public because political content that uses humor succeeds in attracting the attention of users by raising issues that are important to politics.

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1. Introduction

Content not only functions as entertainment information, but content can also convey information related to the world of politics. Political content is content that concerns issues in the world of politics. To make political content interesting in the eyes of the public, the content is packaged in the form of humor related to a discussion related to politics or videos that promote a particular ideology or politics (Indra et al., 2024). As stated (Fiqri, 2020) humor can change a problem to be more easily accepted by the public. The development of digital technology today aims to provide changes in the field of communication to support the very rapid progress of the internet. For every individual using the internet in everyday life, it can make it easier to work in reaching fast and actual information. Social media is one part of digital media (Mayfield in Aryani Fadhila & Damastuti, 2023). With the support of the internet, new media can be born, namely TikTok. Social media has always been used as one of the media used to lead the change in the structure of mass communication to the era of interactive digital communication (Khang & Ye, 2012 in Aryani Fadhila & Damastuti, 2023).

The emergence and development of information technology have brought various changes to society. The existence of information technology causes a transformation in the mindset, taste patterns, and behavior patterns of individuals (Liedfray et al., 2022). Social media is seen as a form of internet-based communication technology. Therefore, the growth of the internet that began in the 1970s became the initial milestone for social media. In 1978, social media was first introduced, marking the

beginning of the formation of virtual communities through the Bulletin Board System (BBS), a platform that allows individuals to share information and announce meetings by uploading them to BBS (Purwa, 2022).

TikTok is one of the most influential social media platforms and social media has become an important tool in political communication in recent years. TikTok allows the delivery of political messages innovatively and interestingly, especially among the younger generation who use it most often. TikTok's unique short-form video genre supports the use of humor, which can increase audience engagement and appeal.

Humor is an important component of political communication, according to several studies. Humor can not only attract attention, but it can also help reduce tension in political debates and make messages easier to understand. Furthermore, studies have shown that humor can influence voter attitudes and behaviors in different ways depending on the political context and the medium used.

There is little research examining the use of humor in political contexts on TikTok and other social media platforms such as Twitter and Instagram. However, there is still little research specifically examining the use of humor in political content there. By analyzing the content of political messages conveyed through humor on the TikTok account @PolitikInaja, this study aims to fill this gap. Therefore, this study not only helps us understand the best way to communicate politically but also explores the unique dynamics that exist on the TikTok platform.

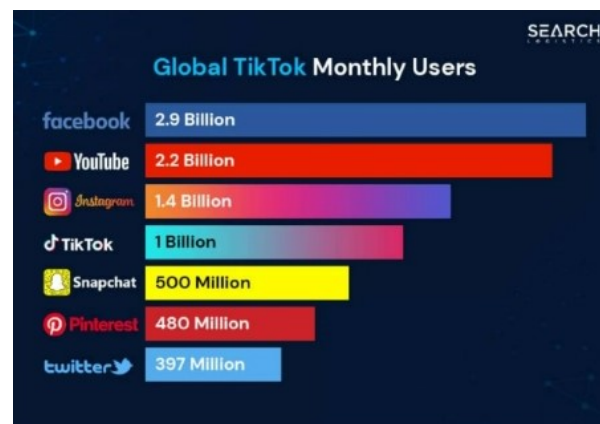


Figure 1. Screenshot of Global Social Media Monthly Active Users (Worldwide)

Source: searchlogistics.com

TikTok has over one billion monthly active users. For comparison, here are the monthly active users of some other major social media platforms today. TikTok currently ranks fourth as the world's most popular social media platform by monthly active users. TikTok has twice the number of users as Snapchat and is quickly catching up with Instagram.

TikTok also has a variety of features that can be used as a medium for learning Indonesian, which consists of four skills. Where the four core skills in learning Indonesian include listening, speaking, reading, and writing which are integrated. For example, in speaking skills, they can use the voice recording feature on the TikTok application which is then communicated through social networks (Dewanta, 2020).

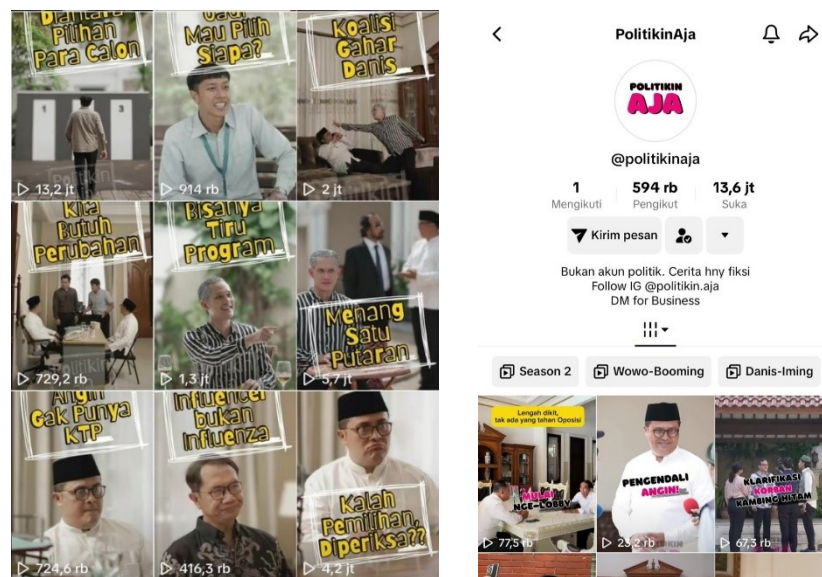


Figure 2. Screenshot of the @politikinaja TikTok Account

Source: TikTok @politikinaja

With several followers reaching 594 thousand and several likes reaching 13.6 million and an average number of viewers always reaching hundreds of thousands to millions of viewers, the TikTok account *politikinaja* is very interesting to study. With the presence of the *@politikinaja* account that appeared on social media ahead of the 2024 election, it is also included in political participation. All content uploaded by the account is made in a variety of ways, such as social issues, teenage jokes, jokes about the 2024 election phenomenon, and political expressions. Thus, this political content is created with an effort to make people more literate or open-minded about the current political atmosphere.

This study focuses on the content of *@politikinaja* during the 2024 general election. In that month, it coincided with the Indonesian presidential election, where there were many political issues spreading on social media.

The TikTok account *@politikinaja* participated ahead of the 2024 election by looking for political issues, which were then wrapped in humorous content, this study aims to analyze the political messages conveyed by *politikinaja* through their TikTok account.

On the TikTok application, political content can influence people to see the world of politics unusually, especially through the use of humor. By using humor in political content, we can attract users' attention, entertain them, and trigger broader discussions regarding related political issues. Although it is possible, further research needs to be done regarding the analysis of the content of TikTok political content that uses humor, especially on the TikTok account *@politikinaja*. Humor needs to be addressed wisely and not immediately considered as something dangerous. Humor is seen as an alternative medium for conveying criticism, considering that the world of politics often shows formal and serious aspects (Irwanto et al., 2019).

In this ever-growing digital era, social media platforms such as TikTok have become the main means of conveying a political message to the public. One approach that has attracted attention is the use of humor in political content, which can make the message easier to understand. The purpose of this study is to reveal the Content of Political Messages in the form of humor through the *@politikinaja* account on TikTok media. By understanding how humor is used in a political context, this study aims to explore how this technique can increase public engagement and expand the reach of political messages.

Previous research entitled "Content Analysis of Political Messages in the Form of Humor through TikTok Media Ahead of the General Election" aims to reveal the content of political messages

conveyed in the form of humor on the TikTok platform ahead of the 2024 general election. To investigate content containing humor in conveying political messages, this study uses qualitative methodology and content analysis techniques. Satire, parody, irony, and parikena are four types of comedy commonly used in this analysis. The results of the study show that satire and parody humor are the types most often found in TikTok content @politikinja related to political messages during the 2024 general election. The results show that humor can not only be used to entertain people but can also be used as a strategic tool to convey political information in a more interesting and easily understood way by the public.

There are previous studies that specifically discuss humor in politics, each with a different approach and focus. Each existing article examines the topic of political humor from a specific perspective. This study will also review humor in politics, but what distinguishes it is the focus on content analysis in political content found on the TikTok social media platform, especially on the @politikinja account. This study not only continues and complements previous studies, but also has the potential to be an additional reference for further researchers.

This study uses a qualitative descriptive content analysis method as an approach to explore the content of political messages conveyed in the form of humor through TikTok @PolitikInaja. This method allows for the identification of various types of humor, such as satire, parody, irony, and parikena, and analyzes how these elements influence audience perceptions of political issues.

2. Method

In this study, the researcher applied a qualitative descriptive content analysis method. This method is used to analyze media content, both print and electronic, as long as the media content is documented. Descriptive content analysis aims to describe in detail a particular message or text to conclude. This content analysis design is not intended to test a particular hypothesis or test the relationship between variables (Adhityakusuma et al., 2019). The data collection process was carried out through direct observation of the TikTok account @politikinja, with a special emphasis on uploads related to the context of political communication in the 2024 election.

This study focuses on content analysis on the TikTok account @politikinajak which uses humor to convey political messages in the 2024 election. In compiling categories, there are three principles, namely not related to each other, complete, and reliable (Arafat, 2019). To test the validity of the data researchers use theoretical triangulation which means assuming that facts cannot be checked using only one theory alone, but can be done with a comparative explanation. First, it was done by analyzing the humor content uploaded by @politikinja on TikTok social media, such as types of humor, namely satire, parody, irony, and parikena. Second, after the humor content is analyzed, the dominant type of humor on the @politikinja account will be recorded, whether to build something positive, convey a political message that is packaged in a lighter way, or other purposes. Third, this analysis is expected to provide a deeper understanding of the role of humor in political communication on the @politikinja account on TikTok social media and its influence in the dynamic and ever-changing context of Indonesian politics. This is because the reactions and interactions of other users to the humor content will be recorded and observed.

Content analysis is the method used in this study. According to Rahmat Kriyantono, content analysis is a systematic method in viewing and analyzing the content of messages or a tool for observing and analyzing the content of open communication behavior of certain communicators (Apriliani, 2021).

3. Result and Discussion

The discussion of the results of this study uses a qualitative descriptive content analysis method with an effort to determine the use of humor in the @politikinja content on TikTok. Data collection was carried out by direct observation of the content to distinguish types of humor such as satire, parody, irony, and parikena, as well as the purpose of its use in a political context. The results show that @politikinja uses humor for various purposes, including conveying political messages more lightly and interestingly (Pamungkas et al., 2024).

Satire is a form of humor that emphasizes satire with the aim of mocking or criticizing the weaknesses or stupidity of individuals or groups, especially in a political context, while parody is an imitation that aims to entertain, either in a light or satirical form.

Irony is the use of words or actions that convey meanings that are contrary to the actual so that they can surprise the public or audience. The mismatch between the intent expressed and the words or actions taken creates its own appeal. In many cases, irony can be used to highlight contradictions in situations or behavior, provide a different perspective, and encourage the audience to think more deeply about the meaning contained therein.

3.1. Presenting the Results

Based on the results of content research created by @politikinaja on its TikTok account during the 2024 presidential election period, it shows that the packaging of messages contained in the content is dominated by satirical and parody humor. This humor often highlights public policies and the behavior of politicians in a funny but critical way. This message packaging shows that humor is an effective way to convey a political message, while Parikena is a form of satire that is delivered subtly, without harming the party being criticized. In parikena, critics are free to express their feelings while maintaining manners and politeness. This method allows criticism to be delivered more lightly and humorously, making it easier for the audience to accept. Parikena is often used to convey views or opinions on an issue with a more relaxed nuance, while still inviting reflection and deep thought.

The use of this humor has two purposes, namely entertaining followers and strengthening political messages (Zubaedah, 2021). The use of humor in conveying political messages can make a message interesting because when we convey a political message that contains humor, it can provide a touch to the public that political messages that are usually conveyed in stiff language can be conveyed in a more relaxed way. Therefore, humor functions as a strategy for political communicators to convey messages to the public in an efficient way, without reducing the political substance they want to convey. Organizing messages plays an important role in influencing public perception of political issues raised by communicators, especially in the context of the 2024 general election. Political humor can be an opportunity to convey messages effectively, not as a threat that can damage the order of government. There are crucial aspects that make political humor the most authentic reflection of the voice of the community (Subekti, 2024).

Political content on TikTok has significant potential to influence elections with a unique approach, especially through the application of humor. By utilizing humor, political content can attract users' attention, entertain them, and spark broader discussions on relevant political issues. Despite this potential, further research is needed to analyze the content of political content on TikTok that uses humor, especially on the TikTok account @politikinaja in the context of the 2024 general election. This is important to better understand how humor can shape public perception and influence political engagement.

3.1.1. Political Humor Category Satire

The style of language used in satire is usually humorous or silly, ironic, or paradoxical, and often refers to ongoing events or situations. Through this approach, satire is able to convey social criticism in an interesting and thought-provoking way, making it an effective tool for voicing views and inviting audiences to reflect on existing realities.

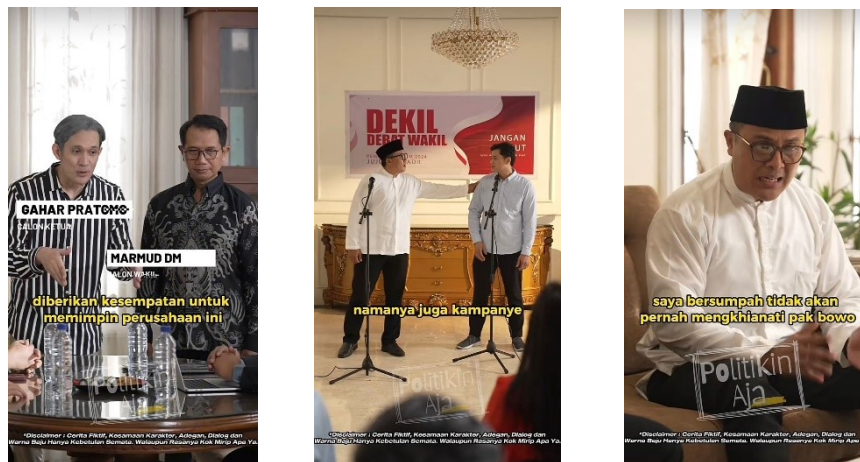


Figure 3. Screenshot of TikTok content @politikinaja
Source: TikTok @politikinaja

There are several videos of satire humor in the TikTok content @politikinaja uploaded during the 2024 general election, but only 3 contents that have the most viewers will be analyzed in this study, namely: 1) I Promise Not to Betray, 2) Red Report Number 5, 3) It's Also a Campaign. In the first content, the background is related to a picture where several people are imitating various political figures such as Anies Baswedan whose name was changed to "Danis Busedan", Prabowo Subianto to "Pak Wowo Subiako", and Surya Paloh to "Pak Bewok" where they display a visual where Mr. Danis Busedan is meeting with Mr. Wowo in a room with a discussion that in the dialogue in the content, Mr. Danis Busedan said to Mr. Wowo "I swear I will not betray Mr. Bowo, refuse to become a director and will be loyal to his commitment", which was then continued by the dialogue with the appearance of Mr. Bewok who said that he fully supports Mr. Danis becoming a director and was immediately accepted by Mr. Danis. It can be concluded that the video content is satirizing Anies Baswedan who in 2018 on a TV show entitled "TV Narrative" Anies Baswedan said, "I don't want to be part of the people who betray Mr. Prabowo". This is also supported by the caption of the content which contains "Who swore not to betray?? What are promises?? Take it easy. Take it easy, it's normal if promises are not kept" This humorous content containing satire is very popular because the content has reached 8.9 million viewers who use TikTok media.

Similar to the first content, this second content also uses satire as a means of conveying political messages to the public. The content entitled "Red Report Number 5" managed to attract attention thanks to its interesting title and ability to arouse curiosity. This approach allows important issues to be conveyed in a way that is easier to understand, as well as sparking constructive discussions among the public. This was conveyed through a conversation between "Gahar Pratomo" the Candidate for Chairman and "Marmud Dm" the candidate for a deputy with employees at a Company where Mr. Gahar Pratomo said "If he and his deputy are allowed to lead this Company, we will act quickly" it can be concluded that they volunteered to lead a Company, then Mr. Gahar criticized the Company that in the last 5 years, the Company's performance was very poor, especially in the legal department and employee rights sector where the sector was given a score of 5 out of 10. The sentence conveyed by the content creator contains satire because what is meant by the leader in the legal department sector itself is Mr. Gahar's deputy, namely Marmud Dm, who in real life refers to Mr. Mahfud Md and the value given by the chairman alludes to Mr. Ganjar Pranowo who gave a score of 5 out of 10 to Mr. Prabowo's performance during the presidential debate yesterday. The message conveyed by the content creator is an expression of displeasure with the performance of the legal department. In this context, political humor is delivered through sharp satire on the performance of leaders who are considered less than satisfactory. By raising rhetorical questions about who is leading, this content invites the audience to reflect on the quality of existing leadership. The term "red report card" provides a clear picture that their performance does not meet the expectations of the community. Through this

satirical approach, the message is delivered entertainingly, so that social criticism becomes easier to understand and triggers constructive discussions among the community.

The 3rd content entitled "It's also a Campaign" includes a harsh satirical sentence against the political world that often occurs, in the content that carries an element of the debate he said, "if I promise, all employees will get car and driver facilities from the Company and I will also provide menstrual benefits with an allowance of 6 million Dollars". However, he emphasized that his boss also disagreed and was refuted by his debate opponent by saying "That means it's not working, sir", then replied with "It's also a campaign". Thus, content creators in terms of humor sensitivity focus on the use of Aggressive Humor, which includes satire, mockery, and ridicule, as well as humor that belittles or insults others. This approach aims to convey social criticism directly and attract the attention of the audience. Although it can be controversial, Aggressive Humor can trigger in-depth discussions about the issues raised, as long as it is accompanied by an awareness of its impact. The message conveyed by the content creator is an expression of displeasure towards officials when they have been in office, often not carrying out their responsibilities properly and even deceiving the public with promises that were initially made during the election.

3.1.2. Political Humor Category Parody

In a political context, parody is often used as a tool to convey criticism or political messages subtly by changing the original form or meaning. By changing the original meaning and replacing it with a new meaning, parody becomes an effective means of conveying political messages that are controversial or difficult for the general public to understand. Thus, parody can reduce tension in discussing political issues, while at the same time arousing public interest to watch and listen further. It is known that all content uploaded by the TikTok account @politikinja is a parody of political figures in Indonesia.

The parody content that I took from the TikTok account @politikinja entitled "cut my part" parodies presidential candidate Mr. Ganjar who was offended when roasted by artist Kiki. The creator presents an interesting touch by imitating and demonstrating the appearance of Mr. Ganjar who changed his name to "Gahar Pratomo", highlighting his characteristic white hair. Through this depiction, the content is not only entertaining but also provides subtle criticism of the emotional response of a prospective leader. With a light humorous approach, this parody can attract the attention of the audience and trigger reflection on the attitude that a leader should have when facing criticism. The peak of humor contained in this political content is when the dialogue in the content discusses "Basically I don't want issues that bring me down to be raised, if it's funny it's okay".



Figure 4. Screenshot of TikTok content @politikinja
Source: TikTok @politikinja

Not only that, the political content delivered by the creators aims to make the public better understand that when a candidate for public office joins a television show, there is an indication of a certain purpose behind the action. By presenting this content, the creators want to encourage the public to be more critical in assessing the candidates who will be elected, by paying attention to their actions and behavior in public. This approach is expected to help the audience make wiser decisions in the upcoming election.

3.1.3. Political Humor Category Irony

Irony is often used to convey a political message indirectly but still effectively. In a political context, irony arises when a policy or action taken by the government contradicts the values or principles that should be upheld by the government or a particular political party. This approach allows the audience to reflect on the contradictions that exist, thereby increasing critical awareness of the policies and actions taken. The content to be analyzed, namely "Janji Naikin Gaji" in this content provides a subtle touch in conveying its political message by making a promise to increase the salaries of its employees, but on the other hand, the employees had also been given a promise before that their salaries would be increased during the outbreak, but only increased by 24 thousand and the employees were given another promise that their promises would be increased to 20-30 million on the condition that they had to elect him as chairman of the director. On the one hand, this sounds positive, showing concern for the welfare of the community. However, in practice, there are questions about the source of funding and commitment to keeping the promise.



Figure 4. Screenshot of TikTok content @politikinja
Source: TikTok @politikinja

Political humor in the ironic category related to promises to increase employee salaries and others can raise awareness of political realities and people's dissatisfaction. Although delivered in an entertaining way, the underlying message remains sharp, highlighting the gap between promises and reality. This makes serious topics more accessible and understandable to the public.

3.1.4. Humor Politik Kategori Parikena

Guyon parikena is characterized by naughty and slightly sarcastic jokes, but not too sharp, and tends to be polite. This type of joke is often done by subordinates to superiors or older and respected people. Some people call this joke a persuasive joke that smells of feudalism. Although the target is a powerful person, parikena delivers the satire subtly so as not to cause anger, sometimes even containing elements of self-mockery. This approach creates space for criticism without damaging the relationship between the parties involved.



Figure 5. Screenshot of TikTok content @politikinaja
Source: TikTok @politikinaja

The humor of this type is not found much on the TikTok account @politikinaja, so here we only take one example of content that has the most viewers with parikena-type humor, namely "Among the Choices of Candidates". This content contains three booths, each of which has a number according to the presidential candidate's serial number. In this content, someone will try to enter all the booths to find out who the presidential and vice presidential candidates will be when the general election takes place, when entering booth number 1, a parody of the general chairman of the party of the presidential candidate being promoted comes out by inviting them to join them, but the person is told to change if they want to enter the booth to be someone else, don't be yourself, then continue to booth number 2, what comes out is a parody of the Indonesian president saying "calm down, later Mr. Bowo and Raka will advance, we need young people like you, but it's up to us, don't force us". Continuing to enter booth number 3, a parody of the general chairman of the party of the presidential candidate being promoted comes out by asking young people who want to come in here, there are requirements such as don't be lazy, don't be emotional, don't use oil when frying. Then the young man finally returned to booth number two that he chose.

So it can be stated that the message that is to be conveyed is for us to always pay attention to the candidate pair that we will choose carefully in seeing the vision, mission, and background of the candidate and the party that supports them so that there are no mistakes related to the presidential candidate pair who will advance in this democratic party, and this content has been watched by TikTok users with a high number of up to 13.2 million viewers. In the content, there is also a caption that says "Enter the booth, then vote for who? This video can be your reference for choosing a director candidate, okay!" This caption identifies that the content can be a reference when choosing later.

3.2. Discussion

Based on the content analysis that has been conducted on the TikTok account @politikinaja, it can be concluded that this account has succeeded in utilizing the TikTok platform as a means to convey political messages in the form of humor. In this case, @politikinaja has succeeded in attracting the attention of the audience, especially young people, through the use of humor that is relevant to current political issues. @politikinaja is able to create significant interest, where the humorous content presented has succeeded in triggering positive reactions and increasing awareness of political issues. Content that contains elements of humor not only provides entertainment, but also invites the audience to think critically about the current political situation.

This discussion focuses on the analysis of the content of political messages in the form of humor presented by the TikTok account @politikinaja, with an emphasis on types of humor such as satire,

parody, irony, and parikena. In the context of today's social media, especially among young audiences, the use of humor as a tool for political communication is becoming increasingly effective. @politikinaja utilizes various humor techniques, such as satire, to criticize political policies or the behavior of public officials in a sharp but entertaining way. This satire not only provides entertainment, but also stimulates the audience's critical thinking about the social issues raised.

In addition, the use of parody in their content allows @politikinaja to re-present the current political situation in a humorous and touching way. The parody serves as a mirror, creating awareness of certain absurdities in politics that often go unnoticed. Irony is also an effective tool, where the message conveyed implies a different meaning than what is apparent, encouraging the audience to reflect on the reality behind the superficial appearance. On the other hand, parikena, which is humor that touches on sensitive issues in a lighter way, can be used to engage the audience in dialogue about themes that may be considered taboo. This approach helps to ease the tension in discussions about important issues, making the audience more open to receiving the message conveyed.

Based on the results of this study, show that the packaging of messages contained in the TikTok content @politikinaja is dominated by satirical and parody humor. This is different from the previous study entitled "Analysis of Political Message Content in the Form of Humor through TikTok Media Ahead of the General Election" which analyzed all content on TikTok using the four types of humor where many types of humor will be found in the form of satire, parody, irony, and parikena in analyzing the content on TikTok. By using humor, political content manages to maintain public attention and reduce tension related to political issues, so that criticism conveyed with humor is more easily accepted. This is proven by research (Widiyastuti, 2021), which shows that criticism conveyed through humor is more easily accepted by the public, because in addition to functioning as entertainment, humor can also criticize the government.

Overall, by utilizing various types of humor, @politikinaja has not only succeeded in attracting the attention of the audience but also building deeper engagement with political issues. The use of diverse humor creates space for broader discussions so that their content is not only entertaining but also educational and inspires critical thinking among the public. This study is expected to contribute to further understanding of the role of humor in political communication, as well as being a reference for further research in this field.

4. Conclusion

The use of satirical humor is an effective way to provoke the views of the younger generation at this time due to the original nature of satirical humor that mocks and satirizes with coarse language compared to other types of humor such as irony, parody and parody. The use of humor can provide a view that a political message can be made simpler by choosing words that will be conveyed to the public so that it can make political content interesting to the public. Political messages that are initially rigid can be summarized and become more interesting with a touch of humor. This is in line with the concept of political communication which shows that humor can make the delivery of political messages more fun and create an emotional connection with the audience. Political content on the @politikinaja TikTok account, which often causes divisions among supporters of various candidate pairs, can be presented in a fun way so that it becomes entertainment rather than a source of conflict. Political humor is also considered an accurate representation of people's voices, as it offers a variety of perspectives that can be viewed both seriously and casually. While humor is effective, it is important to keep ethics in mind when creating political content. The risks of misunderstanding, discrimination, and polarization underscore the need for a thoughtful and responsible approach in producing entertaining political content.

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