

**ANALYSIS OF @bintangemon'S INSTAGRAM ACCOUNT IN
DELIVERING CRITICISM OF THE INDONESIAN GOVERNMENT**

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ABSTRACT

Various problems caused by the government's inadequate performance have made people uneasy. This provokes people to criticize the government. Humor is one of the ways how criticism can be conveyed. In the past, critical humor was mostly echoed through folklore, art performances, songs and so on. Now with the presence of social media, critical humor is developing in the form of content that can be watched by anyone. Through descriptive qualitative method, this research uses humor theory as a pressure release for its approach and dissects the content of Bintang Emon's Instagram content using the unit of analysis in Brown and Levinson's Off Record politeness theory. Bintang Emon conveys his criticism through satire that has elements of Off Record Strategy in it. Consists of various styles of Off record satire including (Give Hint), (Overstate), (Use Tautologies), (Be Ironic), and (Use Rhetorical).

Keywords: *Instagram, criticism, government.*

1. INTRODUCTION

The influence of globalization makes the internet and technology develop so rapidly, and is accompanied by the development of social media. Nowadays people do not need to send messages by mail, because social media is so sophisticated and easy (Purba, 2022). To access social media today is very easy because it can be done anywhere, by anyone, and also without time limits, the ease of access is an influence of the power of smartphone technology (smart devices). Only with the internet and smartphones can we find out a variety of information from abroad (Febriyanti et al., 2021).

With the use of social media today, it provides opportunities for people to work and connect with other users. The presence of social media in our midst provides convenience for users such as fast, easy, low cost, able to reach a large audience, and also interactive. In addition, social media can also be accessed for 24 hours by its users. The convenience of social media makes people rely on it, for example when they want to find out information or convey information, ideas, ideas, and the like. Social media, if used wisely and appropriately, will provide benefits for its users, both for content creators and viewers of the content presented by the creators (Alfath, 2023).

The variety of social media that exists in the midst of Internet users, there is social media that is so attractive to the public in this era, namely Instagram social media. Instagram social media began to appear in 2010, this social media was created by Kevin Systrom and Mike Krieger. Instagram is a social media platform that has uses including sharing photos, digital filters that can be used, and can be spread to various social networks, and also includes Instagram social media itself (Mahendra, 2017). While the meaning of Instagram is an application that organizes images of the account owner and the account owners share images with each other (Setiyowati et al., 2023).

The definition of Instagram according to Kjell H. Landsverk, is a well-known social media that is useful for sharing photos, besides that there are filters in it, which are then shared and the results of the images can be seen by other users (Ramadhani, 2020). With this explanation, the broad definition of Instagram is a social media application that is so popular with various groups whose main purpose is to share photos and videos, besides that it is also equipped with digital filters and can be accessed for 24 hours without time limits. Quoted from tekno.kompas.com, the results of a survey conducted by NapoleonCat, NapoleonCat is a company engaged in social media analysis which is precisely located in Poland. The survey conducted by the company apparently shows that Instagram users in Indonesia until November 2019 have reached 61.610 million users. The results of this survey mean that 22.6% or almost the equivalent of a

quarter of the population in Indonesia is using Instagram social media (Ramandhani et al., 2022).

This figure only increased slightly from the previous month, which amounted to 59.84 million users. In this age group, the female gender dominates in Indonesia with a percentage of 50.8% while the male gender has a percentage of 49.2%. Instagram can now be said to be a mass media platform that is widely used by people with various purposes such as obtaining information, as entertainment, selling, finding goods, and so on. Apart from these purposes, the main function that Instagram has in general is to share information with the public and interact with other users. Instagram social media can be classified as social media in the new media era (Tarigan, 2023).

Stand Up Comedy is the art of solo comedy that is generally in the form of a monologue and performed on stage. Jay Sankey explains that stand up comedy is a performance performed on stage with a microphone, then the stand up comedy performer tells a series of fictional stories without being accompanied by a script in an effort to make the audience laugh (Mahbubah, 2022). Stand-up comedy performers are often referred to as comics. This art began to enter Indonesia in the early 2000s in Jakarta, then developed rapidly and expanded to various regions in Indonesia. The comics in Indonesia are members of a large community called Stand Up Indonesia. The community is a place for comics to practice before shows and discuss or exchange knowledge with other comics. In addition to the community, the history of stand up comedy in Indonesia is also accompanied by competitions, namely Stand Up Comedy Show which aired on Metro TV television station and Stand Up Comedy Indonesia which aired on Kompas TV. Both competitions have succeeded in spawning famous comics such as Bintang Emon, Ernest Prakasa, Kiky Saputri, Babe Cabita, etc. (Rahman et al., 2021).

Nowadays, comedy does not only play a role as an entertainment medium to release psychological burdens and tensions, but has evolved into a new packaging for social criticism. Quoting from Rizky (2020), Freud in his book entitled *Jokes and Their Relation to the Unconscious* wrote the results of his analysis of comedy which acts as a tool to convey

social criticism. In his book, Freud explains that there are two functions of comedy, the first as a tool to decipher anxiety and tension. This function works when people have a tendency to laugh at unpleasant realities, such as oppression and social inequality. Then the second function is that comedy functions as a tool to convey social criticism. Freud said that this function works when a truth conveyed as it is is difficult to accept, so another way to convey it is in the form of comedy or humor (Rizky, 2020). Freud's explanation more or less illustrates that comedy is a double-faced cultural product. However, it cannot be avoided that comedy is quite powerful when used as a tool to provide social criticism (Pratama, 2023).

Bintang Emon is known as a comedian who likes to criticize the government. It is not uncommon for Bintang Emon to criticize the government on social media. Of course, Bintang Emon's action made many people worried about the comedian's safety. However, not a few also suspect that Bintang Emon has a backing so that he dares to criticize the government.

2. METHODOLOGY

The research method used in this research is qualitative. This research was analyzed using descriptive qualitative methods that focus on detailed and in-depth descriptions. This research also uses a case study research method to conduct careful observation and analysis. The method of collecting information used in this research is by listening and recording data obtained through video content by Instagram users on the Bintang Emon account. The video upload contains a sarcastic language style related to the formulation of the problem being studied. In this way, researchers can identify and solve the problems at hand. The research method used in this study is the content analysis technique. Content analysis technique is one of the most common and abstract techniques in analyzing qualitative data.

3. RESULTS DISCUSSION

Bintang Emon is a comedian (Stand Up Comedi) who is in the public spotlight because of his expressions in several videos on his Instagram

account which mention a lot about public unrest against something that is being discussed, namely unrest in everyday life and political cases which are also public unrest by using the language of satire wrapped in comedy (Eliastuti, et al., 2023). In this study, researchers will analyze 5 videos that contain satirical language styles, namely irony, sarcasm, and satire. Then the researcher will also reveal the meaning of the languages uttered by Bintang Emon. The following is the analysis.

Recently, cases that have been highly highlighted by the public are politics, one of which is the case of the son of an official of the Directorate General of Taxes of the Ministry of Finance who shows off his wealth on social media or commonly called flexing. The public considers it disappointing because they feel that the taxes paid feel misused by related officials. Therefore, President Jokowi has spoken up to remind that officials should not have a luxurious lifestyle, let alone show off their assets and abuse power. Based on this case, Bintang Emon created video content containing satire taken from the unrest of the community and himself to every child of officials who used to show off their parents' wealth and be arrogant by abusing their parents' power as officials (Pratama, 2023). The following is the satire expressed by Bintang Emon in his video upload on his Instagram account:

Data 1: "Aduhh.. pah, how long do we have to endure showing off akkhh.. I like being on the same level as ordinary people aaahhh..." (depression)

Data 2: "You can't use your father's power, you can't use branded goods either...what is my value as a human being...nothing..." (depression)

Data 3: "Relax, everything will be taken care of by my papa, my papa is a friend of all important people..hahhaaa this is just a dream, this must be because I haven't used your power for a long time." (dream/delirious)

Data 4: "hahh..what's wrong,... is it because I'm learning to respect others... ouchhh... this allergy aaa gasuka." (scratching her arms and face like itching)

The data above reveals the satirical language uttered by Bintang Emon, namely satirizing the children of officials by pretending to play the role of children of officials who like to show off their parents' wealth and are usually arrogant or disrespectful to ordinary people. In data 1, Bintang

Emon satirizes the children of officials who seem to be depressed because they have to refrain from showing off their parents' wealth because officials have been warned by President Jokowi not to live a luxurious and hedonistic lifestyle or their parents are afraid of being highlighted and suspected that their wealth is the result of corruption by the public and the KPK. It is marked in the quote "Aduuh .. pah, this is how long we have to endure showing off akkhh". Then Bintang Emon also satirizes the children of officials who feel different from ordinary people and do not want to be equated with ordinary people using sarcasm language, which is found in the quote "I like to be at the same level as ordinary people aaahhh...".

In data 2 above, this time Bintang Emon satirizes the children of officials by pretending to be the children of officials who seem to be depressed because they can no longer use "Power Bapak" to show off their luxury goods. The meaning of using "Power Bapak" in the satire language is to abuse the power that his parents have, namely as office holders as protectors to do something negative such as showing off wealth or arrogance in the public environment and social media in order to remain protected from legal entanglement and examination of assets by the state. In addition, Bintang Emon also satirizes the children of officials who seem to feel they have no value as human beings if they do not show off their wealth and do not use their parents' power as office holders to protect themselves from the law. This is found in the quote "what is my value as a human being..no ouchhh...".

In data 3 above, Bintang Emon satirizes by pretending to be an official's son who is dreaming and delirious that he can show off his parents' wealth and do his business with the help of his parents as office holders so that his business becomes smooth, after waking up from his dream, Bintang Emon satirizes by feeling that the dream was caused by not using "Power Bapak" for a long time. This is found in the quote "hahhaaa this is just a dream, surely this is because I haven't used the power father for a long time."

In data 4 in the first video above, Bintang Emon also uses a satirical language style coupled with the movement of scratching his arms and face as if he has an allergy that causes his arms and face to itch to satirize the

children of officials for their dislike and unfamiliarity with respecting others (ordinary people) and being arrogant because they feel protected from the law because their parents have positions. In data 4, Bintang Emon mentions that the itching is caused by not liking to respect others and trying to learn to respect others, the insinuation is intended for Bintang Emon's anxiety about the children of officials who like to disturb the community by being arrogant in the community and showing off their wealth on social media by not caring about the declining economic conditions of the community due to the covid-19 pandemic but still paying taxes.

Candidates for DPR Members are not required to have SKCK from the Police. In September 2022, there were several issues that were going viral and were being monitored by the public. One of them is about the requirements to become a DPR member candidate who is not required to have an SKCK. Where this can seize the attention of the middle to lower class Indonesians. And in this case comedian Bintang Emon uploaded video content containing satire on his personal Instagram account into the public spotlight. In the video, the artist Bintang Emon satirizes the requirements for DPR candidates in the 2024 election. The following satire is in the form of irony and sarcasm thrown by Bintang Emon in his Instagram video upload:

Data 1: "Being a member of the board does not need to have an SKCK even though being a cleaning service in his building must have an SKCK... hahh.... " (Satire)

Data 2: "But it's normal to want to be a cleaning service there, the standard must be higher because it's the cleanest position in terms of cleanliness, I mean...." (sarcasm).

Data 3: "let alone SKCK, it turns out that a former corruptor as long as the criminal threat is not up to 5 years he can still return to being a member of the board, respect me ama DPR respect...." (Data 4: "Now this is thinking about the human rights of former corruptors, respect must be considered ... try to imagine a former corruptor ... a former thief ... a former thief wants to work anywhere to be rejected, no one wants ... but he has a place to return ... DPR and BNN commissioners respect me ..." (satire)

Data 5: "the analogy is like you have a house, there is a maid in it... she helps, is jailed, after being jailed, she comes back to your house, you want to register again as a maid, you can let her... there are only two possibilities for you... either you are really oon or you are a member of the House of Representatives..." (sarcasm)

The data above reveals the language of sarcasm and irony. Komika Bintang Emon has issued a satire against members of the DPR. It should be noted that according to Constitution No. 7 of 2017 concerning elections, candidates for DPR members only need to attach a certificate from a correctional institution if they have been imprisoned. In this case, Bintang Emon criticized that being a member of the board does not require an SKCK, while being a cleaning service requires an SKCK. This raises big questions in the community, where officials seem to make their own rules and do not need to have an SKCK, while the lower classes require this requirement. This shows a clear injustice in Indonesian society.

In data 2 above, Bintang Emon again satirizes officials who have high positions with his ironic language style. Bintang Emon said "cleaning service is a higher position because it is the cleanest in fact CS is the lowest position but the work carried out has a level of honesty compared to officials who have high positions but do not escape the many lies and corruptors in it, causing many losses to the people of Indonesia. In data 3 above, Bintang Emon expressed his ironic satire to former corruptors who if the criminal period is less than 5 years can run again as a member of the council. Where Bintang Emon said the word "respect" when viewed from his facial expression illustrates disappointment with the rules made among government officials in this country. They do not have social justice for the people of Indonesia.

In data 4 above, Bintang Emon also throws a sarcastic sentence "Now this is thinking about the human rights of former corruptors, respect must be considered" where officials are concerned with human rights to corruptors and give them the opportunity to return to occupy the bench of board members while like the sentence after that Bintang Emon says using the Synthetic Language style "former thieves.. former thieves want to work anywhere must be rejected no one wants ... but he has a place back ...

DPR and BNN commissioners respect me" there is a sense of disappointment why human rights are only given to former corruptors they are not given equally to the community. If it happens in the community such as former thieves, even though they may have repented, they still look bad in the eyes of other people because they are not given human rights while officials who make mistakes are still given a place to return and that is unfair to the people of Indonesia.

In data 5 above, Bintang Emon satirizes by giving expressions with a sarcastic language style and coupled with parables such as a maid if caught stealing but still accepted to work in the house either the owner of the house is stupid or he is a member of the DPR. The reason why he likens it to a member of the House of Representatives is because perhaps members of the House of Representatives provide many opportunities for officials who have made mistakes but can hold office again. This is an injustice that exists in this country according to one of the content comics named Bintang Emon.

Community Organizations (Ormas) are organizations formed from voluntary community initiatives with the aim of developing participation in the Development process in order to achieve the goals of the Unitary State of the Republic of Indonesia based on the principles of Pancasila and the 1945 Constitution. The same aspirations, desires, needs, activities and goals are the basis for this organization. The purpose and function of Ormas is to maintain and care for the customs, principles, morals, morals, and culture that exist in society. Bintang Emon uploaded a video containing satire in the form of satire against individuals from community organizations who recently disturbed the community by asking for fees from traders under the pretext of security money or donations. Bintang Emon pretends to be a bad person from one of the community organizations with behavior that disturbs the community. Here's the data we got:

Data 1: "Hello, I am a rogue organization. I make money by creating an unsafe situation, then selling security services."

Data 2: "If people don't want to donate, don't bother, but if I ask for it, I always get a lot from the residents, I don't know why."

Data 3: "Eeee I work when there is yellow janur" Bintang was asked by someone "Penghulu?", Bintang answered "no", then asked again "Dekor?", Bintang answered "Bukaan", asked again "Catering?", Bintang answered "More than all of that".

Data 4: "Ooo don't forget we make an important person as the highest position in our organization to be steady and safe always"

Based on the data above, it explains that Bintang Emon makes satire containing satire and sarcasm by pretending to be a member of a naughty mass organization with behavior that disturbs the community. In data 1, Bintang Emon satirizes using sarcasm language to members of the mass organizations that are troubling the community with the title "naughty mass organizations", after which Bintang Emon continues his satire using satire language to the troubling mass organizations by explaining that these mass organizations work or "make money" by working with local thugs to make the situation where traders sell unsafe such as asking for money or goods sold by traders by force, then the unscrupulous organization came to ask the thugs not to disturb the merchants who were selling but on condition that they had to pay money under the pretext of security money to the unscrupulous organization.

In data 2, Bintang Emon alludes again to the way unscrupulous organizations that disturb the community are looking for money, namely by asking for donations from citizens under the pretext of social services, even though it is for the personal interests of these unscrupulous organizations. Bintang Emon satirizes the unscrupulous organization by saying that if someone other than the unscrupulous organization asks for donations to the residents and then the residents reject it, the residents will not donate, it is found in the quote "Donations if people don't want to donate, then don't donate". Furthermore, Bintang Emon said that if the unscrupulous organization asks for donations to residents, then surely many residents will give donations to the unscrupulous organization. In this video, Bintang Emon pretends to be an unscrupulous organization that is asking for donations, then the residents give money of Rp. 5,000, but Bintang Emon gives a facial expression that seems to threaten the residents, then the residents feel afraid and give more money to the

unscrupulous organization of Rp. 50,000, found in the quote "but if I ask, I always get a lot from the residents, I don't know why".

Furthermore, in data 3, Bintang Emon satirizes the troubling mass organization by saying another way the mass organization is looking for money. Bintang Emon throws satire by saying that the unscrupulous organization will start working if there is a yellow janur or wedding event, it is found in the quote "I work if there is a yellow janur". As is commonly seen, we often see in every neighborhood where we live when there is a wedding event, it is not uncommon for some unscrupulous organizations to attend the wedding. The point of Bintang Emon is that unscrupulous mass organizations attend weddings with the aim of asking for money on the pretext of security money to residents who hold the wedding.

Then Bintang Emon also satirized with his satirical language that the work of unscrupulous mass organizations that maintain security at the people's weddings is higher than other jobs involved in weddings such as decoration, catering, and penghulu, the explanation is contained in the quote "Bintang was asked by someone "Penghulu?", Bintang answered "no", then asked again "Dekor?", Bintang answered "Bukaan", asked again "Catering?", Bintang answered "More than all of that". Finally, in data 4, Bintang Emon not only satirizes the troubling mass organizations, but also satirizes the officials or "important people" involved as the highest position in the mass organization so that the mass organizations feel safe even though they take actions that violate the law.

4. CONCLUSION

Based on the results and discussion above, we can conclude that government criticism in Bintang Emon's video uploads on his Instagram account @bintangemon found many words containing satirical language. Satire language in the form of satire in the way Bintang Emon pretends to be an official's son who is used to showing off his parents' wealth so that when he cannot show off the official's son becomes depressed, disrespects others (ordinary people), and abuses his father's power as an official for personal gain. Data in the form of satire contains the language of irony and sarcasm by expressing opinions related to public unrest over the news

allowing board members to not require SKCK and ex-convicts can be given the right to re-serve while for ordinary people who have the status of ex-convicts cannot apply for jobs anywhere, it becomes an injustice voiced by Bintang Emon in a video upload on his Instagram account.

The data contains satire containing sarcasm language by expressing opinions from public unrest with harsh language related to the children of officials who are arrogant and usually abuse their father's power as an official to protect themselves from legal traps such as the case of persecution of the son of a tax directorate general official against a 17-year-old child. The satirical language made by Bintang Emon who plays himself as an official who gives tips when inviting officials to Najwa Shihab and Najwa Shihab who asks questions related to officials who do not want to be invited to the Najwa Shihab program for fear of being asked trick questions that make their image or ugliness exposed. Data in the form of satire containing sarcasm and satire language. Bintang Emon satirizes unscrupulous mass organizations that carry out activities in the community but sometimes disturb the community by asking for money under the pretext of security money or donations for social services, then Bintang Emon insinuates that unscrupulous mass organizations feel safe from the law because there are officials or "important people" involved in the mass organization.

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