

Satire Journalism: Semiotic Analysis of Pilpres 2024 Articles on Mojok.co"

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<p>Article History: Received Jun 23th 2023</p> <p>Revised August 31th 2023</p> <p>Accepted September 23th 2023</p>	<p>ABSTRACT</p> <p>This study aims to analyze the practice of satire journalism in Mojok.co through Charles S. Peirce's semiotic approach. The research method used is descriptive qualitative research. This research focuses on analyzing articles about the 2024 presidential election published in the essay section of Mojok.co. In this study, researchers explored how satire in this context uses signs and symbolic interpretations based on the semiotic theory applied. In addition, the researcher is also interested in knowing how the use of satire language style can affect readers' perceptions and understanding of the political issues presented. The results of this study conclude that Mojok.co sometimes violates the journalistic code of ethics in presenting satire content. This can reduce the integrity of journalism and lead to misunderstanding of the subject being criticized. However, this study also found that Mojok.co has the power to attract readers and raise political issues through its satire style. This research provides insight into how media can shape audience understanding and interpretation through the use of signs, objects and interpretants in the practice of satire journalism.</p> <p>Keywords: <i>comedy journalism; Mojok.co; Pilpres 2024; satire; semiotic analysis</i></p> <p>ABSTRAK</p> <p>Penelitian ini bertujuan untuk menganalisis praktik jurnalisme satire di <i>Mojok.co</i> melalui pendekatan semiotika Charles S. Peirce. Metode penelitian yang digunakan adalah penelitian deskriptif kualitatif. Penelitian ini berfokus pada analisis artikel tentang Pilpres 2024 yang dimuat dalam rubrik esai <i>Mojok.co</i>. Dalam penelitian ini, peneliti menjelajahi bagaimana satire dalam konteks ini menggunakan tanda-tanda dan interpretasi simbolik berdasarkan teori semiotika yang diterapkan. Selain itu, peneliti juga tertarik untuk mengetahui bagaimana penggunaan gaya bahasa satire ini dapat mempengaruhi persepsi dan pemahaman pembaca terhadap isu politik yang disajikan. Hasil penelitian ini menyimpulkan bahwa <i>Mojok.co</i> terkadang melanggar kode etik jurnalistik dalam penyajian konten satire. Hal ini dapat mengurangi integritas jurnalisme dan memicu pemahaman yang keliru terhadap subjek yang dikritik. Namun demikian, penelitian ini juga menemukan bahwa <i>Mojok.co</i> memiliki kekuatan dalam menarik minat pembaca dan mengangkat isu-isu politik melalui gaya bahasa satire yang mereka gunakan. Penelitian ini memberikan wawasan tentang bagaimana media dapat membentuk pemahaman dan interpretasi audiens melalui penggunaan tanda, objek, dan interpretan dalam praktik jurnalisme satire.</p> <p>Kata Kunci: <i>jurnalisme komedi; Mojok.co; Pilpres 2024; Satire; analisis semiotika</i></p>
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INTRODUCTION

In journalism, there are various styles and approaches used to convey information to the public. One popular style is the use of satire in the context of comedy. According to (Badudu, 1993) journalistic language has distinctive characteristics, namely short, concise, simple, straightforward, interesting, fluent and

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clear. These characteristics must be possessed by the language of the press, the language of journalism, considering that newspapers are read by all levels of society with different levels of knowledge. So the use of satire in journalism created a new concept known as comedy journalism. It combines aspects of journalism with elements of comedy and humor to produce content that informs, entertains and provokes critical thinking in a unique and refreshing way.

Satire is a method of using language in literary works that is used to express satire or ridicule of certain situations or individuals. Political satire is a subgenre of satire that focuses on the entertainment aspect of political phenomena. Satire as a language style used in comedy journalism began to develop in the 21st century. One of the online alternative media that packages news using satire language style is *Mojok.co*. *Mojok.co* is an online alternative media established in 2014 with its new slogan "the voice of ordinary people" which accommodates the writings of writers who have excessive energy and creativity.

Mojok.co is one of the online alternative media that discusses various current issues including political issues. The news by packaging the issue of the presidential election (pilpres) is quite controversial news and is heating up ahead of the presidential election (pilpres) in 2024. *Mojok.co*, an alternative online media that is popular for its satirical language style, reported on the 2024 presidential election. By using a satirical language style, *Mojok.co* provides a different perspective from other mainstream media and is rarely found in journalism.

Satire describes social criticism that is done using humor and wit to convey a strong message. Satire is a combination of irony and sarcasm, and is usually packaged in the form of humor. According to the Oxford Dictionary, satire has the purpose of exposing and criticizing people's mistakes, so a satire always has a critical function (Berger, 2014). Sophie Quirk, a researcher at the University of Melbourne, points out that political satire can increase political awareness and public participation. According to her, through humor and satire, people can more easily access political information and are more interested in engaging in political discussions. Lauren Feldman and Michael Franz, professors at the University of Pennsylvania, have also shown that political satire has the potential to change political attitudes and voter behavior. They found that viewers exposed to political satire tend to be more critical of politicians, more open to different political views, and more active in political participation.

Mojok.co is an online media company formed on August 28, 2014. *Mojok.co* is known as a casual online media that contains content about social issues, politics, religion, and pop culture in the form of essay articles, coverage, and user generated content (UGC). *Mojok.co* accommodates the writings of writers who have excess energy and creativity. Presenting fresh and entertaining content is a pleasure for this alternative media. Currently, *Mojok.co* publishes articles in the sections of Essay, Susul (Sungguh-Sungguh Liputan), Kilas, Konter, Otomojok, and Malam Jumat. In addition to articles, *Mojok.co* produces content in the form of videos and podcasts. The researcher will focus this study on the Essay rubric at *Mojok.co*. The essay rubric itself is a rubric that is published regularly every day at *Mojok.co*. This rubric contains writings that try to provide a different point of view on a particular phenomenon or issue. *Mojok.co* not only seeks to provide information to readers, but also provides entertainment through the use of satire or ridicule in each article. However, as a media outlet, *Mojok.co* breaks the rules of journalistic language that

are usually considered rigid, straightforward, concise, and clear in constructing the meaning of the signs contained in the articles related to the 2024 presidential election.

According to Eddward S. Kennedy, it appears that satirical writings are gaining traction at *Mojok.co* as the number of articles published increases. From these observations, he concluded that the characteristics of netizens today want cynical and humorous writing in one package. The articles then formed a distinctive satire style on *Mojok.co*, which is referred to as "mojok language". However, the problem is that these satirical writings often cause controversy. Whenever sensitive issues such as religion and politics are raised by *Mojok.co*, controversy arises involving the comments section below the article, where differing opinions and diatribes often occur. According to Eddward, this happens because there is a lack of understanding about satire writing in Indonesia. As a result, the meaning of a piece of writing can be understood differently from its original intent, and is often challenged by those who disagree with its content.

Mojok.co managers are aware of the risks that may arise from the writings they publish. Therefore, Puthut Eko Aryanto (2015), founder and owner of *Mojok.co*, says that: "(The writings on *Mojok.co*) are vulnerable to legal issues because they can touch many people. Therefore, politically I have to make sure that it is politically correct. The diction and way of thinking don't matter, what matters is that it is politically correct. For example, no offense to ethnicity, race, religion (SARA) and others. So, if we face legal problems, I am confident that I am on the right track." Eddward S. Kennedy (2016) added a comment by saying that satire is basically just a medium of language. Therefore, *Mojok.co* tries to maintain a balance with factual accuracy and restrictions on sensitive elements such as Ethnicity, Race, Religion (SARA), and so on. Factual accuracy is the main strength of a piece of writing. Eddward stated that a writer at *Mojok.co* can "make fun" of anyone, but without solid facts and an understanding of proper ethical boundaries, the writer will only be digging his or her own grave.

This attracted the attention of researchers to raise as research material. Based on this, there are differences between this research and previous research. Previous research has looked at the practice of satirical journalism in a general context, but there has been no research that specifically examines the effect of satire in influencing public opinion and analyzes the practice of satirical journalism in the context of the 2024 presidential election issue presented by *Mojok.co*. Therefore, the researcher focuses on how Charles S. Pierce's semiotic analysis in the practice of satirical journalism in the *Mojok.co* essay rubric can shape the audience's understanding and interpretation of the issue. The researcher also explored how satire in this context uses symbolic signs and interpretations based on the theory that the researcher used, and how this can affect readers' perceptions and understanding. Therefore, the researcher formulated the problem of this study in general, how *Mojok.co* constructs a meaning by using a satirical language style in its article on the 2024 presidential election topic in terms of signs (sign), sign references (object), and sign users (interpretant) can shape the audience's understanding and interpretation of the issue.

In the description presented above, the researcher reviews previous research that has a relationship with this research. Research related to this title is as follows. First, (Yulianti, 2019) explains that *Mojok.co* is one of the media that raises the #2019GantiPresident issue by using a satirical language style and applied in the realm of journalism. This language style has succeeded in having a positive impact in the

form of a critical function and participation in politics for those watching through television, but the analysis found that *Mojok.co* actually packs information with a language style that is far from the journalistic corridor. Second, Utomo (Utomo, 2015) found alternative media such as *Mojok.co* to be a pioneer of satire writing in Indonesia. The media, which is managed by enthusiastic young writers, shows that the millennial generation, which has been considered apolitical, is able to respond to social and political issues with its own communication style. In this case *Mojok.co* is able to bring serious and sensitive issues with simpler and more popular language. Third, Indah (Sritika, 2019) examined the essay rubric to find the language style used by *Mojok.co*. Based on M.A.K Halliday's semiotic analysis, the author found an image or characteristic built by *Mojok.co*, namely witty humor, anti-radical criticism, and ironic satire. Fourth, Suciartini (Suciartini, 2019) identified several rubrics, such as essays and points of view on the *Mojok.co* news site, there are satirical language styles that are deliberately used by writers for various purposes, one of which is to satirize or criticize and also express humor. In his research, the satirical language style found to be present in every essay and opinion writing includes two categories, namely satire that criticizes and satire that laughs or humor.

Apart from that, further research focuses on media means that include satire in it. First, Nuryanah (Nuryanah, 2017) in her thesis discussed satire in a collection of short stories and its implications for learning Indonesian language and literature. The author states that satire can have a positive effect on students to be able to identify messages and criticism and be more critical in understanding the values that exist in social life. Second, Karomatunisa (Karomatunisa, 2017) said that music is one of the effective media to use, the aspirations conveyed through music media can be heard by anyone. The lyrics of the song *Rekening Gendut* have a meaning about the depiction of the perpetrators of corruption, and also explained the denotation and connotation meanings in the fraud that occurred in government circles. Third, the next research focuses on satire in memes. Fajar (Fajar, 2022) explains that memes that are mixed with satire or satire language provide opportunities to be used as a forum for creativity, criticism, more open and more varied. Memes also clarify the attitude of criticism and satire, but can also produce satire and criticism in humor.

Related to the title, the next research is an analysis of the use of satire in the news. First, Nurhidayat (Nurhidayat, 2016) analyzed the use of satire language style in the *Solopos* daily newspaper, finding criticism language style and laughing language style in the newspaper. In addition, there are also social moral messages including advice to change well and to behave politely. Second, Amir (Amir et al., 2021) found the use of humor on social media Instagram and Twitter. Like a comedian Coki Pardede who often throws dark jokes and satire on social media. This style of language or figures of speech is thrown because it has an element of criticism aimed at a person, a group or a state government.

METHODS

This research aims to analyze how satire is used in journalism practice by explaining the meaning of the signs used in the article on the topic of the 2024 presidential election. The researcher used Charles Sanders Peirce's semiotic analysis which includes the sign, the object of the sign, and the receiver of the sign (interpretant). The research approach that researchers use in completing this research is a qualitative approach. In this case, the qualitative approach aims to understand and

explain social phenomena in depth and comprehensively.

Pierce's triadic model is often referred to as "triangle meaning semiotics," which is explained simply: "a sign is something or capacity attributed to a person. The sign creates something in the mind of the person that refers to a more developed symbol, the sign it creates is called the interpretant of the first sign. The sign indicates something called an object" (Fiske, 2010)

Sanders Pierce says that meanings generated from chains of signs then become interpretants; when connected to Mikhail Bakhtin's model of dialogism, each cultural expression is always already a response or answer to a previous expression, and that produces a further response by being addressable to others (Irvine, 1998).

This research adopts a qualitative approach, therefore researchers will use several data collection techniques as follows:

- 1) Observation is the process of observation through the human senses to gain a deep and comprehensive understanding. In this research, the type of observation used is non-participant observation. Non-participant observation refers to direct observation of articles related to the 2024 presidential election on Mojok.co.
- 2) Documentation or literature review is data collection conducted by referring to written sources such as books, magazines, and so on. The literature review in this study involves theories obtained from various sources to observe and analyze field findings related to the elements of satire in the practice of comedy journalism in articles on the topic of the 2024 presidential election on Mojok.co.

Thus, this study will use non-participant observation techniques and literature review as data collection methods to gain a comprehensive understanding of the use of satire in the practice of comedy journalism in articles on the 2024 presidential election on Mojok.co. In collecting the data, the researcher will use Charles Sanders Peirce's semiotic research method. Semiotics is the study of the production, interpretation and use of signs in human communication. Semiotic science tries to understand how signs are used to convey meaning, both in verbal and non-verbal language, and how that meaning is interpreted by the recipient of the message. According to Peirce, a sign is something that connects the representamen (the sign itself), the object represented, and the interpreter (the interpretation produced by the sign). This concept is known as the "Triangle of Meaning" or "Semiotic Triangle" in semiotics.

The Triangle of Meaning has 3 elements of meaning, namely:

- 1) Sign: A sign refers to a physical or symbolic representation used to convey meaning. Signs can be words, images, symbols, or a combination of these. It creates a relationship between the language or symbol used and the object represented.
- 2) Object: The object refers to the physical object, abstract concept, event, or other entity represented by the sign. The object is the referent of the sign.
- 3) Interpretant: Interpretant is the result of the interpretation or understanding made by the receiver of the message (audience) of the sign and object represented. Interpretants are influenced by context, knowledge, experience, and individual perception. Each individual can have a slightly different interpretation of the same sign.

If these three elements of meaning interact with each other in a person's mind, an understanding of something represented by the sign is formed. In the context of this triangle theory, the focus is on how meaning is formed from a sign when the sign is used by individuals when communicating. The relationship between sign, object and interpretant is described by Charles S. Peirce as follows:

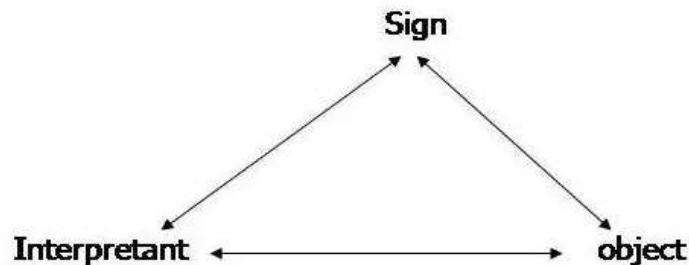


Figure 1. Relationship of Sign, Object and Interpretant (Triangle of Meaning)

Based on the description above, the subject of this research is the online media Mojok.co while the object in question is an article with the topic of presidential election attached to the issue of the 2024 election in three Mojok.co articles in the essay rubric produced in the period from January to June 2023 which have been selected based on the high level of satire. Since this study only uses text as the object of study, the research was conducted in Jakarta, not in Yogyakarta where Mojok.co is based.

RESULT AND DISCUSSION

Before analyzing the data, the author will provide a summary of the research conducted. This research aims to explore the true meaning of the signs contained in the article on the topic of the 2024 presidential election in *Mojok.co* which uses a satirical language style.

The first presidential election (pilpres) in Indonesia was held in 2004 after the amendment of the 1945 Constitution. Previously, the president was elected by the People's Consultative Assembly (MPR). Since 2004, presidential elections have been conducted directly by the people using voting rights. The presidential election process includes stages such as candidate registration, campaigning, voting, and vote counting. This process is regulated by the Presidential Election Law and the General Election Law. It is usually during the campaign process that many media are competing to cover these activities.

The 2024 Presidential Election is an important political event that attracts public attention. In this context, the practice of satirical journalism on *Mojok.co* can provide a unique and different perspective in reviewing issues related to the presidential election. *Mojok.co* is an online alternative media since 2014 that presents articles with a satirical language style to convey messages that are critical, entertaining, and invite readers to think critically. The media also dares to cover topics that are considered sensitive and unpopular, as well as conveying unusual points of view. *Mojok.co* published several articles on the topic of the 2024 presidential election from January to June 2023, but in this study the researcher will take 2 samples based on the article that has the highest number of satire.

The semiotic analysis of the articles on the 2024 presidential election topic in *Mojok.co* can be used to understand how the signs used in the writing shape the audience's understanding and interpretation of the presidential election issue. As an online media known for its satirical language style, *Mojok.co* uses symbolic and satirical signs to construct meaning in its articles. The concept of semiotics, specifically Charles S. Peirce's triangle of meaning theory, can be used as an analytical framework to look at the relationship between sign, object, and interpretant in *Mojok.co*'s presidential election 2024-topic articles. The signs in the articles include the use of words, phrases, images, and other elements that contain symbolic meaning. The object in this context is the issues related to the 2024 presidential election discussed in the article. Meanwhile, the users of signs are the understandings and interpretations formed in the minds of readers based on the signs used. Through semiotic analysis, this research will try to understand how the practice of satirical journalism in articles on the 2024 presidential election topic in *Mojok.co* uses signs and symbols to convey messages and influence readers' understanding and perception. By looking at the relationship between sign, object, and interpretant, this research will reveal how the articles shape meaning, criticize political phenomena, and possibly influence public opinion regarding the 2024 presidential election.

Text Analysis of the Article "Waiting for Anies to Invite Ganjar Pranowo to Wrestling Sports." - May 30, 2023

Table 1. Semiotic Analysis of Article 1

Sign	Object	Interpretant
Wow, if I know Mr. Anies always wins wrestling, I will prevent him from entering the political arena. After all, who knows, Indonesia actually already has wrestling athletes who have the potential for gold in the Olympics. Ah, what a pity. At least losing a wrestling competition only hurts the body. If you lose the presidential election, you can get stressed. Wow, heavy. Mind pain is more excruciating, sir.	The object in this case is Mr. Anies' success in wrestling and political failure.	<p><i>Mojok.co</i> uses the form of satire in a humorous and ironic way.</p> <p><i>Mojok.co</i> takes the fact that Mr. Anies Baswedan was a successful wrestling athlete and uses this information to satirize his decision to get involved in politics.</p> <p><i>Mojok.co</i> criticizes Mr. Anies Baswedan's choice to get involved in politics instead of continuing his career as a wrestling athlete. By mentioning that Mr. Anies always wins in wrestling, <i>Mojok.co</i> wants to show that he has better potential in sports than politics.</p> <p><i>Mojok.co</i> uses an extreme comparison between losing a wrestling competition which only results in physical pain and losing a presidential election which can cause more stress and mental anguish. <i>Mojok.co</i> highlights that the consequences of losing in politics are much more severe than losing in sports.</p> <p>Thus, the meaning of the interpreted sign is that <i>Mojok.co</i> expresses disapproval of Mr. Anies' decision to abandon his sporting career exposes the difference in impact between sports and politics.'</p>

1. Sign

The signs contained in the article "Waiting for Anies to Invite Ganjar Pranowo to Wrestling Sports" are as follows:

Wow, if I knew Mr. Anies always won wrestling, I would prevent him from entering the political arena. After all, who knows, Indonesia actually already has wrestling athletes who have the potential for gold in the Olympics. Ah, what a pity. At least losing a wrestling competition only hurts the body. If you lose the presidential election, you can get stressed. Wow, heavy. Mind pain is more excruciating, sir.

2. Object

The reference sign in this article is Mr. Anies Baswedan in sports and politics. Through the use of signs such as Mr. Anies' success in wrestling, the potential of Indonesian wrestling athletes, and a comparison of the consequences between defeat in sports and defeat in politics. Mr. Anies' success in wrestling during his school days is cited in this article. *Mojok.co* also highlighted Mr. Anies' talent and criticized him for not entering politics but told him to continue his wrestling sport, who knows, he could become a wrestling athlete. In this case *Mojok.co* also explains the consequences of losing in wrestling which are not as severe as losing in politics.

3. Interpretant

In the use of the mark, direct satire is used by *Mojok.co* in the article. *Mojok.co* explicitly satirizes or criticizes the subject that is the target of the satire. In this article, *Mojok.co* clearly exposes Mr. Anies Baswedan as the subject of satire through the statement that Mr. Anies always wins in wrestling, but contrasts this with the potential of Indonesian wrestling athletes who can achieve gold at the Olympics. This is used to highlight the inconsistency or irrelevance of Mr. Anies in a political context. In addition, *Mojok.co* also uses a comparison between the consequences of losing in sports (body pain) and losing in the presidential election (stress) to illustrate its objection if Mr. Anies loses the presidential election. This direct satire provides direct disclosure of criticism and satire against Mr. Anies Baswedan in a political context.

In this case, the interpretation of the meaning of the signs used is as follows. First, *Mojok.co* uses the fact that Mr. Anies Baswedan always wins in wrestling as a basis to satirize him not to enter politics. The meaning is that Mr. Anies' success in wrestling should motivate him to stay focused on his sporting career rather than trying to enter politics, which may not be in line with his talents and expertise. Secondly, by mentioning that Indonesia already has wrestling athletes who have the potential for gold in the Olympics, the author states that there are other people who are more capable and potential in the field of wrestling. The meaning contained is that Mr. Anies' presence in politics is not very important or can even hinder the progress of wrestling athletes who actually have greater potential. Third, in the comparison between losing a wrestling competition which only results in physical pain and losing a presidential election which can cause stress and mental suffering, *Mojok.co* highlights the difference in consequences experienced in the two situations. The implied meaning is that losing in politics has a more serious and disturbing impact than losing in sports.

Text Analysis of the Article "I Want to Hug Prabowo and Say, Never mind, Sir." - June 8, 2023

Table 2. Semiotic Analysis of Article 2

Sign	Object	Interpretant
<p>However, when Mr. Prabowo's name comes up, I have mixed feelings. Between bitter and pity, I wonder why he is not reluctant to run. People say this is a form of determination and devotion to the nation. Well, I find it strange that the passion to become president is a form of devotion. If you really want to serve, at least be diligent in attending night watches. There is no need to make a party out of billions of money. That's also devotion. It's even more concrete.</p>	<p>The object in this case is the view that the passion of being president is a form of service. The statement criticizes this view and portrays a cynical attitude towards it.</p>	<p><i>Mojok.co</i> uses direct satire or explicit satire in this article.</p> <p>The form of satire in this sentence is used by expressing a contrasting or ironic view of the general view of political aspirations and devotion.</p> <p><i>Mojok.co</i> criticizes the common view that passion to become president is considered a high form of devotion. <i>Mojok.co</i> expresses a contrasting view by saying that if someone really wants to serve, then they should focus more on concrete actions such as diligently attending night watches, rather than building a political party that costs billions of rupiah. In other words, <i>Mojok.co</i> implies that real, direct action in serving the community is more valued than expensive political ambition.</p> <p>The meaning behind the signs created by <i>Mojok.co</i> in this article, if interpreted, is that <i>Mojok.co</i> is expressing doubt about the approach he is taking in fighting for his ambition to become president.</p>

1. Sign

The signs contained in the article "I Want to Hug Prabowo and Say, Never mind Sir" are as follows:

However, when Mr. Prabowo's name comes up, I have mixed feelings. Between being bitter and wondering why he is not reluctant to run and pitying him. People say this is a form of determination and devotion to the nation. Well, I find it strange that the passion to become president is a form of devotion. If you really want to serve, at least be diligent in attending night watches. There is no need to make a party out of billions of money. That's also devotion. It's even more concrete.

2. Object

In this article, what the sign references is the view that passion for the presidency is a form of devotion. It satirizes that if someone really wants to serve, they should take concrete actions that are more relevant, such as being diligent in attending night ronda, rather than forming a political party that costs billions of money. The passion to be president in this case is due to Prabowo who has run for office three times with Gerindra as his political vehicle and never backed down from his ambition in politics.

3. Interpretant

In its use of signs, *Mojok.co* uses direct satire or explicit satire to directly express its contrasting views on the concept of political devotion aimed at Prabowo Subianto and provide an ironic example.

In this study, the meaning of the sign in this article comes from a number of specific words. The explanation of some of the words in the sign is grouped based on the sentence that becomes the sign of satire. In the first sentence, there is the word mixed up, which means mixed up in a disorganized state. The word mixed up in this case *Mojok.co* describes an inconsistent or ambiguous reaction to Mr. Prabowo's name. The use of the word gives the impression of humor or irony towards the varying attitudes or perceptions towards Prabowo. *Mojok.co*'s use of the word jumble conveys that the emergence of Prabowo's name triggers feelings that are unpredictable or difficult to understand, reflecting an unclear situation. In the second sentence there is the word pity. The word pity is a feeling of sympathy, affection, or compassion for someone who is suffering, persecuted, or in need of help. In this context, *Mojok.co* is trying to express pity for Prabowo who has not stopped running despite several failed attempts. Then there is the word "strange" which means different from what is usually seen. In the context of satire, the word "strange" is used by *Mojok.co* to express disapproval of the contrasting view that the desire to become president is a form of devotion. In the next sentence there is the word "minimal" which in this context refers to devotion that should be shown with concrete actions such as routinely doing night activities (*ronda*). The use of the word "minimal" is a form of satire because it denigrates political actions such as establishing a party. Also in the last sentence, *Mojok.co* criticizes the formation of political parties that cost a lot of money. The satire lies in the use of the word "devotion" to refer to the spending of billions in forming a political party, which is considered ironic and absurd.

In the realm of journalism, *Mojok.co* uses the concept of comedy journalism to provide a new approach in presenting information to the audience. *Mojok.co* uses satirical language styles such as humor, parody, and satire to entertain the public. However, the analysis shows that *Mojok.co* does not follow journalistic principles in packaging information. Although *Mojok.co* wants to portray itself as an entertaining yet balanced and neutral media, the research shows a critical attitude towards articles on the topic of the 2024 presidential election through the use of direct satire aimed at the presidential candidates. As a media outlet, *Mojok.co* should be balanced and neutral in political matters, in accordance with its responsibilities. However, *Mojok.co*'s use of implicit satire tends to be excessive, violating the Journalistic Code of Ethics which emphasizes independence, accuracy, balance, and detachment.

Previous research has shown positive results regarding the use of satire in journalism, which can enhance the critical function of politics and public participation. As stated by Hye Jin Lee, editor of the journal *A Dialogue on Satire News and the Crisis of Truth in Postmodern Political Television* by Jeffrey P. Jones and Geoffrey Baym, said: "Furthermore, such shows not only do a better job in engaging individuals in reasoned discussions that are important in upholding a democratic system, but are also able to provide audiences with meaningful resources for citizenship and civic engagement."

While *Mojok.co* has been successful in attracting readers with its satirical style, as evidenced by the number of followers it has, it is important for people to be literate about satire and how it can be used to present information. In becoming an anti mainstream media, *Mojok.co* needs to pay attention to the appropriate use of satire and avoid the use of sarcasm that is not in accordance with journalistic principles.

CONCLUSION

Based on the description above, the researcher concludes that *Mojok.co* media shows that it violates the journalistic code of ethics in presenting satire content. Although satire is a form of creative expression used to criticize and satirize, *Mojok.co* sometimes goes beyond the boundaries set by journalistic ethics. Some of their satire articles or posts appear to be overly personal or reinforce negative stereotypes of the subject of the satire. This can undermine the integrity of journalism and lead to a misunderstanding of the subject being criticized. As a media outlet, *Mojok.co* needs to be more careful and maintain a balance between sharp satire and a sense of responsibility to the integrity and dignity of the subject being criticized. However, the practice of semiotics research also found that *Mojok.co* has the power to attract readers and raise political issues through their satire style. Their satirical writings are able to present a unique, refreshing point of view that invites laughter while stimulating critical thinking. The sharp and ironic style of satire is able to show the irregularities, injustices, and paradoxes in the political world in a way that entertains and educates readers. This makes a positive contribution to raising people's political awareness, encouraging discussion, and triggering social change. *Mojok.co* succeeds in creating interesting political narratives and delivering them through smart and creative satire.

In the semiotic study of the practice of satire journalism on *Mojok.co*, two perspectives emerged. On the one hand, there are violations of the journalistic code of ethics in some of their satirical content that seems excessive and does not maintain the integrity of the subject being criticized. However, on the other hand, *Mojok.co* also manages to present an interesting satire style that invites readers' interest in political issues, which can be seen from the large number of followers of *Mojok.co*. This shows that, although there needs to be a critical assessment of the ethical and moral aspects of satire content, *Mojok.co* can be a valuable resource in bringing political issues to the public through a creative and entertaining approach. Therefore, it is important for *Mojok.co* to continue to raise awareness and sensitivity to ethical boundaries in presenting their satire content, while maintaining the uniqueness and appeal they offer in the world of journalism.

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