

ABSTRACT

Ilham Maulana Aziz, 2022 : **Satire on Political Cartoons of *Down To Earth* Website on COVID-19.** The student of English Literature Department, Adab and Humanities Faculty, University of Islamic Sunan Gunung Djati Bandung.

Advisor : Dr. Dedi Sulaeman, M.Hum.

Advisor II : Pepen Priyawan, S.S., M.Hum.

Nowadays cartoons are mostly published in digital media such as websites and social media. Among many cartoons with numerous topics, Down To Earth published political cartoons regarding COVID-19 issues which are satirizing to the government. This research analyzes the iconic and symbolic signs found in the cartoons to get the clear meaning of the satirical message. The researcher uses descriptive method to analyze texts and pictures on the COVID-19 cartoons published by *Down To Earth* in detail. The process of analysis of the cartoons through the Triadic Model of Charles Sanders Peirce. The semiosis process included the relationship between the representamen and the object to produce the interpretant as the result of the analysis. Also, the clear meaning of the cartoons produced by the analysis of the signs from the texts and images based on that process. The result shows that of the iconic signs in the cartoons from the 12 cartoons were 16 signs. Meanwhile, the symbolic signs that discover were 31 signs in total. The satirical messages shown that many government officials and the experts who are not unfair and not serious in facing COVID-19 cases. The researcher suggests readers or other researchers who are interested in studying the COVID-19 issue to learn more in-depth about the COVID-19 and its effects on society after finishing this thesis.

Keywords: *Semiotic, Sign, Triadic Model, Satire, Cartoon*

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Pembimbing : Dr. Dedi Sulaeman, M.Hum.

Pembimbing II : Pepen Priyawan, S.S., M.Hum.

Saat ini kartun lebih banyak dipublikasikan di media digital seperti website dan media sosial. Di antara banyak kartun dengan berbagai topik, *Down To Earth* menerbitkan kartun politik terkait isu COVID-19 yang menyindir pemerintah. Penelitian ini menganalisis tanda-tanda ikonik dan simbolik yang terdapat dalam kartun tersebut untuk mendapatkan makna yang jelas dari pesan satir tersebut. Peneliti akan menggunakan tulisan deskriptif untuk menganalisis teks dan gambar pada kartun COVID-19 yang diterbitkan oleh *Down To Earth* secara detail. Proses analisis kartun melalui Model Triadik Charles Sanders Peirce. Proses semiosis meliputi hubungan antara representamen dan objek untuk menghasilkan interpretan sebagai hasil analisis. Makna yang jelas dari kartun juga dihasilkan dari analisis tanda-tanda dari teks dan gambar berdasarkan proses tersebut. Hasil tanda ikonik pada kartun dari 12 kartun tersebut adalah 16 tanda. Sedangkan tanda-tanda simbolik yang ditemukan berjumlah 31 tanda. Pesan-pesan satir tersebut menunjukkan bahwa banyak pejabat pemerintah dan para ahli yang tidak adil dan tidak serius dalam menghadapi kasus COVID-19. Peneliti ingin menyarankan pembaca atau peneliti lain yang tertarik untuk mempelajari isu COVID-19 untuk mempelajari lebih mendalam tentang COVID-19 dan pengaruhnya terhadap masyarakat setelah menyelesaikan tesis ini.

Kata Kunci: *Semiotika, Tanda, Model Triadik, Satire, Kartun*