

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Satire's ability to criticize human behavior, crime, and follow to persuade audiences to view it with disdain and promote social change (LeBoeuf, 2007). It functions as a form of social or political commentary to provoke thought, expose weaknesses, or encourage change. Satirical messages intend to attack individuals or institutions with authority deemed worthy of being hurt or attacked (Plevriti, 2014). Through clever language, imagery, and characterization, satire often highlights the absurd, offering humorous and critical perspectives on various subjects, including politics, culture, and human behavior.

(Jiang and Ngien, 2020) state that social media is increasingly used to connect, consume news content, and share information. Here users can interact with each other, share content and exchange knowledge. Social media has changed the way we interact, get information, and develop connections. The phenomenon of satire on social media is exemplified in the comic series "Trumpbert". In an era where social media has developed as an important platform for political discourse, this research seeks to understand how comic artists use social media to parody political events, individuals, and issues. This is different from the past, using elaborate dramas, pamphlets and plays were often used to criticize political figures. Social media platforms allow for the expression of criticism in a more nuanced and sophisticated way. Due to its satirical nature, it is a more effective tool for providing social and political commentary, giving

writers a generally safe platform to voice their opinions. Therefore, satirical messages now have greater access to a wider and more widespread audience thanks to technical advances such as the internet.

Twitter is a widely used free social networking tool that allows people to share information in real-time news feeds (Mistry, 2011). Because of its instantaneous nature and worldwide reach, this medium has emerged as a significant forum for social criticism, political debate, and news dissemination. Given the brevity of tweets, users often use creative and impactful ways to express their views, making X an ideal platform for satire. X has developed into an important platform for political criticism. The brevity of tweets encourages users to distill complex political issues into concise statements, which makes it a useful platform for satirical and serious political discussions.

Donald Trump, the 45th President of the United States, was known for his combative political style and scandal-ridden tenure (Immelman and Gribie, 2020). Using "Trumpbert Comic" as an example, satirical commentary emerged as a leading means of engaging with and criticizing the Trump administration.

"Trumpbert Comic" is a comic strip that uses satire and humor to comment on political actions and controversies surrounding the Trump administration. Through a series of satirical illustrations and text, this comic examines and criticizes the politics of the time. Through visuals that are frequently coupled with text or other visual information, comics are a medium for representing a person, place, thing, or idea (McCloud, 1993).

This research investigates the use of satire in the comic "Trumpbert," which gained popularity during Donald Trump's presidency. Satire is a powerful form of social and political commentary, and this analysis understands how comics use satire to comment on events, personalities, and political issues

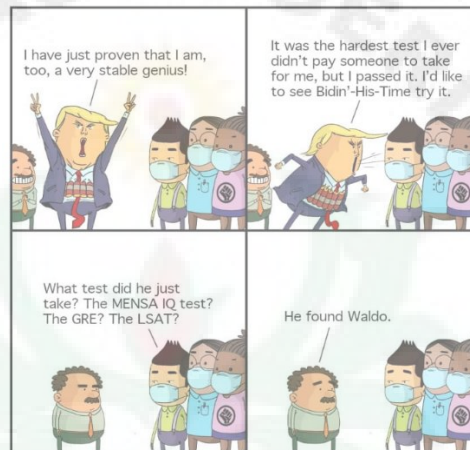


Figure 1. Example 1 from @trumpbertcomic

From the picture above, we can see the contents of the Trump comic. The account shows the use of satire in the content. "It was the hardest test I ever did not pay someone to take for me, but I passed it" .The statement mocked Trump for avoiding responsibility and suggested that he may have cheated on tests or relied on others to take them for him.

The second content is "What test did he just take? The MENSA IQ test? The GRE? The LSAT? " the comic exaggerates the mystery surrounding Trump's test and emphasizes the absurdity of the situation. Mentioning prestigious exams such as the MENSA IQ, GRE, and LSAT tests adds humor because it is unlikely that Trump will take them during his presidency.

Another research was conducted by (Kemit and Hendar, 2020). "Satire Expressions in Animal Farm Novel by George Orwell". This research uses Holber

theory and keraf theory. The aim of this research is to identify types of satirical expressions and understand the purpose of satire in the novel *Animal Farm* which contains critics.

In addition, as well as in the research of Fauzi, Wardianto, Hayati, Kemala (2022). "Satire on The Meme "Nurhadi-Aldo" As a Social Criticism of Society". The aim of studying the satire meme "Nurhadi-Aldo" as a social criticism of society is to analyze and understand the use of language in memes to convey messages of satire, irony, sarcasm and parody. This research aims to explore how memes can function as a platform for social commentary and criticism.

Therefore, This is in contrast to this research, this research explores how satire is used not only for political criticism but also for reflection on life. This research aims to explore how comics can function as a platform for critical comments and reflection on various aspects of life, including human weaknesses, and political issues. By examining types and techniques of satire, this research seeks to highlight the importance of satire in attracting audiences and encouraging critical thinking about political issues.

Satire often reflects societal norms and values. By studying the satirical content in the comic "Trumpbert," the research is interested in examining how the artist uses satire as a mirror to describe and comment on issues. Satire often contains wisdom and insight into the human experience.

In the comic entitled "Trumpbert," we can observe some satire used to criticize and satirize the character of former President Donald Trump. So this research aims to identify types of satire and satirical techniques as well as describe

the use of Trumpbert comics in conveying critical messages regarding the use of life reflections in the contents of Trumpbert's account on X.

### **B. Problem of the Study**

The Problems in this study are identified as the following:

1. What types of Satire are used in the Trumpbert comic on X ?
2. How does Trumpbert Comic use the technique of satire to convey critical messages toward life reflection?

### **C. The Objective of the Study**

The Objectives of the study are identified as the following:

1. To Find out the types of satire in the Trumpbert comic on X
2. To elaborate on the use of Trumpbert comic use technique of satire in conveying critical messages toward the use of life reflection

### **D. Scope of the Study**

This research focuses on identifying types and describing the use of Trumpbert comics in conveying critical messages by using satirical techniques to elaborate reflections on life in Trumpbert's account on X. The data from the content of the Trumpbert account from 2020 until 2023, which randomly selected comics that found satire. By randomly selecting comics ensures a representative sample of Trumpbert's content, not a biased selection. This approach helps capture a wide range of satirical messages and themes, offering a more comprehensive

understanding of how Trumpbert uses life satire to critique the Trump presidency. This research only focused on exploring the allusions to President Donald Trump during his presidency. This analysis will use the Abram & Harpham and Simpson theory.

#### **E. Significance of the Study**

This research study is expected to give valuable contributions presented as follows:

1. Theoretically:

This research is expected to give information and knowledge about the types of satire and techniques of satire to convey critical messages regarding the use of reflections on the life of the Trumpbert comic account.

2. Practically:

This research can give every reader an understanding of how satire works in a political and media context. This helps us understand the role of satire