ABSTRACT

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The objective of this research is to examine the representation of satire in political cartoons. Satire is a powerful form of art that skillfully exposes human behavioral defects and related social issues by presenting them in a ridiculous and amusing way that engages the audience. Political cartoons were selected as subjects and data due to their visual media, which enables them to effectively convey messages and influence the audience's interpretation of the cartoons. A multimodal discourse method examines the representation of satire in political cartoons by analyzing the visual and verbal elements such as images, colors, composition, and text. The primary aim of this research was to identify multiple types of satire present in political cartoons through the use of multimodal discourse analysis. Analysis of the research findings reveals that among the eight political cartoons under examination, five may be categorized as Juvenalian, while the remaining three can be identified as Horatian.

Keywords: Multimodal discourse analysis, political cartoons, satire.

