

ABSTRAK

NESA ALFI NAZILAH (2025), ANALISIS KRITIK SOSIAL DALAM KONTEN ANIMASI KOMEDI DI CHANNEL YOUTUBE TEKOTOK, Program Studi Komunikasi dan Penyiaran Islam, Jurusan Dakwah, Fakultas Ushuluddin Adab dan Dakwah UIN Sayyid Ali Rahmatullah Tulungagung. Dosen Pembimbing Clara Sinta Pratiwi M. Sos.

Kata kunci : Channel youtube tekotok, kritik sosial, isi komedi

Penelitian ini menganalisis bagaimana kritik sosial disampaikan melalui konten animasi komedi di channel YouTube Tekotok. Perkembangan teknologi menjadikan platform digital seperti YouTube media efektif untuk kritik sosial yang dikemas kreatif dan menghibur. Channel Tekotok relevan dikaji karena kemampuannya mengemas kritik isu sosial (birokrasi, pendidikan, kesehatan, dinamika sosial) dalam humor dan visual menarik, mempermudah penerimaan khalayak. Namun, fokus pada cara penyampaian kritik sosial melalui unsur humor dan visual dalam animasi komedi masih terbatas di penelitian sebelumnya.

Penelitian ini bertujuan menganalisis bagaimana kritik sosial diungkapkan melalui unsur naratif, visual, dan humor dalam video Tekotok, menjawab pertanyaan: "Bagaimana analisis kritik sosial dalam konten animasi komedi di channel YouTube Tekotok?". Menggunakan pendekatan kualitatif (analisis isi deskriptif dan interpretatif), data dari video Tekotok dan komentar penonton dianalisis melalui reduksi, interpretasi simbol, gaya bahasa, bentuk humor, dan visualisasi.

Hasil penelitian menunjukkan kritik sosial disampaikan melalui tiga strategi utama: (1) Personifikasi dan Alegori, di mana karakter merepresentasikan stereotip atau figur otoritas dengan perilaku dilebih-lebihkan; (2) Ironi dan Sarkasme Visual-Verbal, humor dibangun dari kontradiksi lisan-visual; dan (3) Situasi Absurd dan Hiperbola, penggambaran realitas yang dilebih-lebihkan menyoroti disfungsi masyarakat. Kritik Tekotok umumnya implisit dan berlapis, mengandalkan kecerdasan audiens. Humor berfungsi sebagai "tameng" yang memungkinkan kritik tajam tanpa resistensi berlebihan. Penelitian ini diharapkan memberikan wawasan strategi pesan sosial bagi kreator animasi serta memperkaya kajian kritik sosial media digital.

ABSTRACT

NESA ALFI NAZILAH (2025), **ANALYSIS OF SOCIAL CRITICISM IN COMEDY ANIMATION CONTENT ON THE TEKOTOK YOUTUBE CHANNEL**, Islamic Communication and Broadcasting Study Program, Da'wah Department, Faculty of Ushuluddin Adab and Da'wah, UIN Sayyid Ali Rahmatullah Tulungagung. Supervisor: Clara Sinta Pratiwi M. Sos.

Keywords: Tekotok YouTube channel, social criticism, comedy content

This research analyzes how social criticism is conveyed through animated comedy content on the YouTube channel Tekotok. Technological advancements have transformed the mass communication landscape, making digital platforms like YouTube effective media for delivering social criticism packaged creatively and entertainingly. The Tekotok channel is relevant for study due to its ability to package criticism of social issues (bureaucracy, education, health, and daily social dynamics) using humor and engaging visuals, facilitating audience reception. However, previous research has had limited focus on the mechanism of conveying social criticism through the unique interplay of humor and visual elements within animated comedy.

This study aims to analyze how social criticism is expressed in Tekotok's animated comedy content, specifically through narrative, visual, and humorous elements in the published videos. The research question posed is: "How is social criticism analyzed in animated comedy content on the YouTube channel Tekotok?" Employing a qualitative approach with a descriptive and interpretive content analysis method, primary data from Tekotok's animated videos and secondary data from audience comments are analyzed through data reduction, interpretation of symbols, language style, forms of humor, and visualization.

The research findings indicate that social criticism in Tekotok's animated comedy is conveyed through three main strategies: (1) Personification and Allegory, where characters often represent social stereotypes or authority figures with exaggerated behaviors to highlight systemic absurdity; (2) Visual-Verbal Irony and Sarcasm, where humor is constructed through contradictions between spoken dialogue and visual representations; and (3) Absurd and Hyperbolic Situations, depicting everyday realities made highly illogical or exaggerated to the point of absurdity, thereby highlighting societal dysfunctions. Tekotok's criticism is generally implicit and layered, relying on audience intelligence to grasp the message behind the humor. Humor serves as a "shield" that enables Tekotok to deliver sharp criticism without eliciting excessive audience resistance. This research is expected to provide insights for animated content and humor creators regarding effective strategies for conveying social messages, as well as enriching the study of social criticism in digital media and the role of humor and animation in shaping audience understanding.