

SATIRE POLITIK DALAM DEBAT CALON GUBERNUR MEDAN

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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi bentuk satire dan mengetahui makna satire yang disampaikan oleh kedua calon Gubernur Medan saat debat dalam media youtube. Penelitian ini menggunakan pendekatan kualitatif dengan jenis deskriptif kualitatif. Subjek penelitian ini adalah debat calon Gubernur Medan, sedangkan objek penelitiannya adalah bentuk dan makna satire yang diucapkan kedua calon Gubernur Medan saat berlangsungnya debat perdana, kedua dan ketiga pada tanggal 30 Oktober-19 November 2024. Data dikumpulkan melalui metode dokumentasi dengan teknik simak dan catat, dilengkapi dengan instrumen berupa kartu data. Data dianalisis menggunakan metode analisis deskriptif kualitatif yang meliputi reduksi data, penyajian data, serta penarikan simpulan/verifikasi. Hasil penelitian menunjukkan bahwa: bentuk satire dalam debat calon Gubernur Medan di kanal YouTube Narasi Neswroom ditemukan sebanyak 43 tuturan diantaranya terdiri dari 35 bentuk satire horatian dan 8 bentuk satire juvenalian; makna satire dalam debat calon Gubernur Medan di kanal YouTube Narasi Newsroom ditemukan yang paling banyak ialah makna menyindir dan mengingatkan, mengingat dalam debat politik bahwa calon harus saling menjaga kredibilitasnya masing-masing untuk menunjukkan bahwa mereka layak sebagai pemimpin.

Kata Kunci: debat, politik, satire

POLITICAL SATIRE IN THE MEDAN GOVERNOR CANDIDATE DEBATE

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ABSTRACT

This study aims to identify the forms of satire and to determine the meaning of satire conveyed by the two candidates for Governor of Medan during the debate on YouTube media. The study employs a qualitative approach with a descriptive qualitative design. The subject of this research is the debate between the candidates for Governor of Medan, while the object of the study is the forms and meanings of satire expressed by both candidates during the first, second, and third debates held from October 30 to November 19, 2024. Data were collected through documentation methods using observation and note-taking techniques, complemented by a data card instrument. The data were analyzed using a descriptive qualitative analysis method, which includes data reduction, data presentation, and conclusion drawing/verification. The results of the study show that: there were 43 instances of satire found in the debate of the Medan gubernatorial candidates on the Narasi Newsroom YouTube channel, consisting of 35 Horatian satires and 8 Juvenalian satires; the meanings of satire most frequently found in the debate were those of criticism and reminder, reflecting that in political debates, candidates must maintain each other's credibility to demonstrate their worthiness as leaders.

Keywords: *debate, politics, satire*