

Culture jamming phenomenon in politics (The Jokowi's memes in TIME Publication's cover and TokoBagus.com advertisement)

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Abstrak

Culture jamming is the result of post-modernity movements characterized by social criticism and resistance to things related to modernity. The intent is to subvert symbols and meanings or to counter hegemony. Besides, it critiques the media manipulation of reality and questions corporate power. It demarkets news, entertainments, lifestyles, and desires in human's daily loop of consumerism. This activism is similar to the concept of noise in communication model by Shannon and Weaver. The intent is to alter political contents by defacing symbols to reconstruct meanings that undermine advertisers' intention using communication technology. As a result, the target will receive new meanings in cultural or political perspectives. Culture jamming phenomenon in politics can be found in the form of meme, media hoaxing, hacking, and Adbusters. Asides from the anti-marketing "consumerism" phenomena, the aim of paper is to show meme forms as the basic units of culture jamming which have emerged in one year regime of Jokowi. First meme that reconstructed Jokowi in TIME publication's cover was issued in October 2014. And the second meme reconstructs Jokowi as the object of Tokobagus.com advertisement. These memes are used to be a new medium of critics and also an effective tool for binary opposition in defacing political issues.