

## THE ANALYSIS OF JUVENALIAN SATIRE IN THE SCRIPT OF PRABOWO VS JOKOWI - EPIC RAP BATTLES OF PRECIDENCY IN SKINNY INDONESIAN 24 YOUTUBE CHANNEL

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**Abstract:** This research analyzed the satirical political communication that was used by Skinny Indonesian 24 YouTube channel in the script of epic rap battles of presidency Prabowo and Jokowi remake. This research discussed about satirical political communication that gave some critical perception for the viewers especially for Indonesian citizen. The researcher focused on the statements and utterances that were used by Jokowi and Prabowo remake in the script of epic rap battles, theories by Mark Boukes (2018), MasterClass Staff (2021), Olivera Tesnohlikova (2020), Melinda Alliker (2007), Edley Luke (2017), and Evan Gottlieb (2021). The researcher used Qualitative research to find kind of satirical political communication used by Skinny Indonesian 24 Youtube channel and the reason why Skinny Indonesian 24 Youtube channel used satirical political communication. From this research the researcher found out kind of satire that was used by Skinny Indonesian 24 Youtube channel in the script of Epic rap battles of presidency Prabowo and Jokowi remake and the reason why it was used in that youtube channel. The researcher also found out that satirical political communication is the most suitable ways to attract more viewers in Youtube channel.

**Keyword:** *Satirical Political Communication; Satire; Epic Rap Battles of Presidency; Skinny Indonesian 24 Youtube channel*

## INTRODUCTION

In this globalization era, people use their social media to get more information about things around the world. Maya Dollarhide (2021) mentioned that social media is a computer-based technology that eases the sharing of aspirations, conceptions, and information by the structure of virtual networks around the world. There are many kinds of social media that are used by people around the world. One of social media that is highly used and seen is YouTube. Youtube is used by many people to get many kinds of informations about may things that happen around the world and also to increase their knowledge about many kinds of education not only comes from academic but also non academic. At the time of writing, videos on YouTube interface well with search results in Google's search engine (Google owns Youtube), which may further present to tight rates of revelation (Gueroguieva, 2008; Gulati & Williams, 2010; Klotz, 2010). All these advantages put Youtube in the highest place in the social media that is highly used by many people around the world with a lot of different informations.

Some of Youtube channels especially Youtube channels that are created by Indonesian people used satirical political communication to get more attention from the society around the world. But there are many pros and contras for using satirical political communication in the social media. Generally, Satirical political communication is chosen by some of

Youtube channels because they believed that this way will be easily accepted by the society with many critical comments and additional information deeper than they get from another social media. Satirical political communication is used to build up the welfare of the society who needs more critical comments about the politic in their country. Reily mentioned (2013) that satire is seen and chosen as a reconstruction of the political discourse that is found in a mainstream media and oversize culture about things that are significant to be decent functioning of democracy, starting with the output of elections, the racial demeanor of business and government administrations.

This research examines the topic of satirical political communication in Youtube channel especially in Indonesian politics, especially in the event of the 2019 presidential election in Indonesia. By the year of 2019, presidential election campaign, many kinds of social medias use satirical political communication in their content to attract more viewers and to get more likes or subscribers. Boukes (2019) mentioned that by using satirical political communication in the social media that is delivered to the society with different and unique packaging variations can boost the issues that are being the hottest topic from another country.

The utilize of satirical political communication during the presidential election campaign in Indonesia in 2019 is highly used since some of social media such as Youtube

Channel represent expressing critical opinions for Indonesian citizens who need more real thoughts and facts based on the real situation that happens now. Youtube brings the candidates of Indonesian presidents to get more attention and correction from the citizens because of the controversial thoughts that come from some Youtube channels that bring the news about presidential election. According to Jenkins, Ford & Green (2013), this alter in the position of people has changed since the appearance of web 2.0, where the culture that at first people as it were as detached substance customers changes and capacities in a collaborative arrange to effectively and basically assess, reshape and spread media substance. It appears that a few of media substance in Youtube channel make Indonesia citizens to be more fundamentally in considering and understanding approximately politic in their individual viewpoint. By watching the satirical content such as in the Skinny Indonesian 24 channel that has many political content which arise the critical thinking of Indonesian citizen.

The facts above inspired the researcher studies further about satirical political communication from the script of the epic rap battles of presidency as Prabowo and Jokowi remake in the Skinny Indonesian 24 channel, especially in their persuasive techniques using satirical political communication which they used to persuade their viewer in their channel. In other hand, this Youtube channel has many satirical political

communication contents and got up to 3,25 million subscribers who always support that channel to be more efflorescent in the social media world.

Since satirical political communication used in the Skinny Indonesian 24 channel, it is being arise as the mainstream content for Indonesian citizens who need more deeper thoughts and critical comments about politic in their country. The deeper thoughts that contain about many things that are described in the mainstream contents sometimes also contain the critical things that are also can be found in the Critical Discourse Analysis, but in this research, the researcher only focused on the satirical political communication in the script that will be analyzed. This research will be able to help readers who need more information about what satirical political communication is and know more about kinds of satirical political communication. The researcher would use the theories of Satirical Political Communication because this theory supports the problem that would be discussed, it also answers the questions whether the satirical political communication can influence and attract the society or not and its proofs. This research shows more about Juvenalian satire and the description about it that is found in the data that will be described and analyzed.

## **METHOD OF RESEARCH**

Cresswell stated that there were three types of designs, those were qualitative method (words), quantitative method (numbers), and mixed method (the combination between qualitative and quantitative). Cresswell (2009) also mentioned the differences of those three methods. In qualitative method, the researcher used text and images analysis, and the data was like document, observations, and audio visual data. For the quantitative method, the researcher uses statistical analysis, and the data was like observational, census, and performance. Whereas, the mixed method was the combination between those two methods. Thus, based on the short explanation above the researcher uses descriptive qualitative as the research design to support this research to get deeper information about the Political Discourse that is used in the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake in Skinny Indonesian 24 channel.

The researcher would like to analyze The Language used in the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake in Skinny Indonesian 24 channel, and also the effect of the language used as the political discourse to the society who watch this channel. The researcher used the link of Skinny Indonesian 24 Youtube channel in <https://www.youtube.com/watch?v=APONACavj>.

## FINDING AND DISCUSSION

In this chapter, the researcher presents the finding of the research and the discussion of the data analysis. The findings and discussions are presented to answer the questions in the research questions that kinds of satirical political communication that was used by Skinny Indonesian 24 Youtube channel in the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake and the second question is the reason why Skinny Indonesian 24 Youtube channel used satirical political communication in the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake.

### Research Findings

The section focuses on the use of satirical political communication that the researcher finds in the script between Jokowi and Prabowo remake. This analysis is based on the findings of satirical political communication based on the indicators taken from the theory of satire of Mark Boukes (2018), MasterClass Staff (2021), Olivera Tesnohlikova (2020), Melinda Alliker (2007), Edley Luke (2017), and Evan Gottlieb (2021).

### Data 1

#### Juvenalian of Satire Political Communication by Jokowi Remake (Opening)

*Here we are again, I can't believe it*



*I'm amazed with your(prabowo)  
 character You still have spirit  
 You keep on going  
 Even though you know, you will still lose  
 2004, 2009, 2014, it seems like you don't  
 go up a grade So, what's the difference  
 in 2019?*

Some utterances that were taken by Jokowi remake in the script above were found in the beginning of the Epic Rap Battles in Skinny Indonesian 24 Youtube channel. There are two statements which indicate the Juvenalian is one kind of satirical political communication that was used by Skinny Indonesian 24 Youtube channel. The first statement of Jokowi remake that saidm "*Even though you know, you will still lose*" is implied to Juvenalian satire. According to MasterClass Staff (2021) Juvenalian satire murky rather than comedic, it is implied to state about the truth to power in the political position.

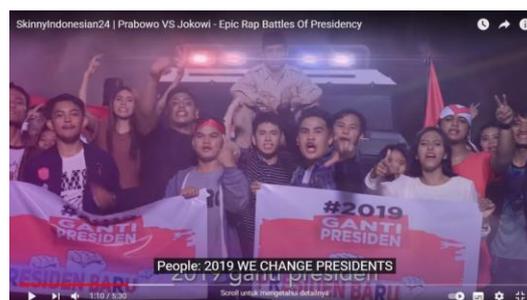
From the script above the researcher found that Juvenalian satire was used by Skinny Indonesian 24 Youtube channel because it can be seen from Jokowi remake utterances above that he speak about the position of Prabowo at that time that never win in any election since few years ago so he believed in his comments by saying he will still lose means that Jokowi bring down the position of Prabowo for the society sight who sees everything by the truth that can be seen.

The second utterances that were taken by Jokowi remake is when he said, "*2004, 2009, 2014, it seems like you don't go up a grade. So, what's the difference in 2019 ?*". those utterances

implied that Jokowi showed that Prabowo had failed in the few years ago he speaks the truth about Prabowo power who could not be the president since some years ago in different electical period by talking and bringing the truth that Prabowo lost the election from the year of 2014 until 2019. It is implied as another proof that Juvenalian satire was used in the script of Epic Rap Battles of Jokowi and Prabowo remake in Skinny Indonesian 24 Youtube channel that can be seen in the Prabowo utterances. Jokowi brings the facts about the position of Prabowo before the election happened to make sure and show to the citizens that he is not a compatible person to be a president of Indonesia because of his fails in some periodic of presidential election.

## Data 2

### Juvenalian of Satire Political Communication by Prabowo Remake (Opening's response)



*2019 We change presidents !!!!!(people)  
 2019 We change presidents !!!!!(people)  
 Are you working for yourself? or for the  
 country ?  
 What's the point of inviting the  
 influencers to the National Palace ? You  
 vlog with Ricis \*Ria Ricis\**



implied that Jokowi only worked for him and another country as he said *"Unlike you, all the jobs are foreign workers (foreigners)"*. Prabowo remake script above is just like the facts in the field in the Jokowi's period of presidency. Fadli Zon as the House of representative of Indonesian country ever told to CNN Indonesia (2018) "According to the data that was found in the Service of labor and transmigration, there were 126.000 foreigner workers who are registered in Indonesia. That number is getting increased 69,85 percent higher than the number of foreigner workers in 2016". Prabowo remake told about the facts of Jokowi's performance by satirizing him in that epic battle parody. Edley Luke (2017) stated that Juvenalian satire is the way of communication to abase the status quo and assult the venalty of the political class or religious leaders.

From the script above can be seen that Prabowo remake abase Jokowi remake in his bad performance that only focused on the foreigner workers without understanding the local workers who need more attention.

Another satire words as Juvenalian satire also can be seen in the script above which is written as *"Jokowi, sir you only have 6 months left. Don't get sick because you have to take care of this country. Here, BPJS. NOW GO STAND IN LINE !"*. From the script above represents as Juvenalian satire according to the researcher because Prabowo remake abased Jokowi remake not to be sick because of it is hard for the citizens who have BPJS

cards as their health insurance. The capitalic words in the sentence of *"Here, BPJS. NOW GO STAND IN LINE !"* implied the anger of Prabowo remake as the representative of citizens' critical comments who are never be heard by Jokowi. The script above shows the correspondence between Evan Gottlieb (2021) and the script above that both of them believed that Juvenalian satire tends to be more bitter and dark, expressing anger and outrage at the stage of the world.

#### **Data 4**

### **Juvenalian of Satire Political Communication by Jokowi Remake (Body of the script)**



WHAT DO YOU KNOW ABOUT  
 STANDING IN LINE ???? IN MY PAST,  
 I'VE BEEN EVICTED 3 TIMES  
 MY LIFE WAS A STRUGGLE  
 HOW COULD YOU EVER  
 UNDERSTAND ????!  
 YOUR LIFE HAS BEEN SO EASY, BEING  
 A SON OF A MINISTER

The script above is going to represent the explanation of Juvenalian Satire in the political communication. All of the data in the fourth data above was written in the capitalic words that implied the anger from Jokowi's remake expression. The script above is the answer for Prabowo remake script that talked about BPJS

before. By anger, Jokowi remake told about his worst experiences in his hard condition before he became the Indonesian President. Jokowi remake told the fact that he did not need to standing in line for BPJS owner because he had already lived in the hardest condition. Melinda Alliker (2007:195) believed that juvenalian is not just talk about criticize and bad comments from someone, but is implied as evil.

From the script above Jokowi remake also compare his life with Prabowo remake"s life in the script of "HOW COULD YOU EVER UNDERSTAND ???!!YOUR LIFE HAS BEEN SO EASY, BEING A SON OF A MINISTER". That truth also was

talked by Jokowi remake as his real data in the real situation in the status quo that Prabowo is a son of a minister who was thought as the one who could get anything he wants. Slow but sure the script of Skinny Indonesian 24 Youtube channel about Epic rap battles of Prabowo and Jokowi remake can be seen as Juvenalian satire in the political communication. The utterances above is compared by Melinda Alliker (2007:195) opinions that juvenalian is implied as evil because the Jokowi"s utterances showed that he was really angry about the utterances from Prabowo so he replied it and brings the facts that Prabowo only enjoyed his wealth without any efforts like Jokowi did in his past life before being a President of Indonesia. In those utterances above show that Jokowi remake really brings and delivers his comments about Prabowo"s

performance in anger because he shows that Prabowo lives in wealth condition because of his life background of his family who is really rich and can get everything he wants.

#### **Data 5**

#### **Juvenalian of Satire Political Communication by Jokowi Remake (Body of the script as response)**

*4 ½ Years I was slandered, I kept my mouth shut Insulted, humiliated and yet I kept my mouth shut Insulted, belittled, lies were spread, I still kept my mouth shut But this time, I WILL FIGHT BACK!!!!*

#### *NATIONAL EDUCATION CARD*



*NATIONAL HEALTHCARE CARD HUNDREDS OF MILLIONS HAVE REGISTERED THAT'S THE RESULT OF MY HARDWORK WHILE YOU WERE TAKING CARE OF YOUR HORSE*

The script above shows that Jokowi remake shows up his position by comparing his performance and Prabowo"s performance. Alliker Melinda (2007:200) "Juvenalian satire

is the way of conspiracy, paranoia, and the hermeneutics of suspicion inflect critical practice in the real situation.” . The script of Jokowi remake said “*NATIONAL EDUCATION CARD , NATIONAL HEALTHCARE CARD HUNDREDS OF MILLIONS HAVE REGISTERED. THAT’S THE RESULT OF MY HARDWORK. WHILE YOU WERE*

*TAKING CARE OF YOUR HORSE”*

really speaks angrily and brings the facts about his real performance when he was as the Indonesian president. He insulted Prabowo remake as the one who only takes care of his horse without giving any positive distributions for the country like he did by making National Healthcare cards for the citizens.

“*Insulted, belittled, lies were spread, I still kept my mouth shut. But this time, I WILL FIGHT BACK !!!!”* . In the script above presents that Jokowi remake who is always been insulted, belittled is going to fight Prabowo’s past actions. In Skinny Indonesian 24 Youtube channel especially in the Epic rap battles script both of the candidates show their performances up by abusing one another. Jokowi remake shows his anger by his utterances that he will fight back means that he will fight Prabowo who always drops Jokowi position by his own opinions.

**Data 6**  
**Juvenalian of Satire Political Communication by Prabowo Remake (Body of the script as response of anger)**



*MY FATHER IS INDEED A MINISTER MY GRANDFATHER FOUNDED BNI*

*We’ve been serving about 70 years for this country JOKOWI! YOU LIED TO PEOPLE*

*YOU BROKE YOUR PROMISES YOU BETRAYED THE MANDATE*

*SREW YOU, YOU ARE THE PUPPET OF PDI YOU’RE TOO BUSY BUILDING HIGHWAYS OUR NATION’S DEBT IS OUT OF CONTROL ONE THING THAT DESTROYED OUR EDUCATION ANCHOVY, WHALES, AND K(There’s a fish name that is similar with the word penis in Indonesian)*

The body of the script above is as the response of the script that was spoken by Jokowi remake before. The script above presents as the deeply anger of Prabowo who was being insulted by Jokowi remake. The script above is really in line with the statement from Alliker Melinda (2007:159) claimed that Satire must have a threatening „other“ to affected what are portrayed as overwhelming counterattacks. In addition, the script above presents that both of two candidates did the counterattacks to maintain their positions. In Prabowo’s utterances he showed that only he who had the best service for Indonesia because his own family has already serviced Indonesia citizens well in the previous years. Prabowo also brings the statement that Jokowi lied to the

people, in that utterances really bring dark issue and dark comments about Jokowi's performance that had bad reputation in Prabowo perspective. Juvenalian satire is also brought in Prabowo's utterances by his utterances "SREW YOU, YOU ARE THE PUPPET OF PDI". The utterances beside showed that Prabowo brings the Indonesian citizens' comments and perspective during Jokowi's presidential that believed that Jokowi is only as PDI's puppet because this comments are only shown up behind the social media, only delivered directly from one citizen to another and make a new statement and figure about who Jokowi is in citizens' perspective. That utterances are clearly show that Prabowo push Jokowi position down by bringing the facts and the statement from the citizens. Those utterances are also like minded as Evan Gottlieb (2021) believed that Juvenalian satire tends to be more sharp and dim, communicating outrage and shock at the organize at the world by its criticize comments.

"OUR NATION'S DEBT IS OUT OF CONTROL", the utterance beside show that Prabowo remake wanted to bring a comment that arrised among the citizens that they believed that the nation's debt is out control so the citizens are chosen as the victims to repay our nation's debt. Prabowo in his utterances above really shows that he did the pushing and insulting to Jokowi well because he wants to make Jokowi in the lowest position by showing his mistakes during his presidential. Juvenalian satire is

implied to the Prabowo utterances who brings the insulting in the hard way and anger when he delivering his comments in this EpicRap Battles.

#### **Data 7**

### **Juvenalian of Satire Political Communication by Soekarno and Hatta**



#### **SOEKARNO**

*Tadpole Kampret*

*Is this what indonesia has become?  
Hatta, was our struggle all in vain*

#### **HATTA**

*it's said : seeing the condition of this  
country In which brothers are fighting  
each other*

#### **SOEKARNO**

*You, jokowi increasing the country's  
debt! Eat that bicycle !*

From the script above can be seen that Soekarno as the first president of Indonesia brought the truth about Jokowi's performance that he made the country's debt being increased because of his performance by saying : "You, jokowi increasing the country's debt!", another utterances that can be implied as Juvenalian satire is by saying : "Eat that bicycle!" , Soekarno's mimic showed that he was really angry with Jokowi's abilities that are reputed as someone who only spent country's money

without giving money to the country to build its nation. When Soekarno said “Hatta, was our struggle all in vain?” also has implied meaning that can be as the representative of Juvenalian satire words because those utterances showed that Soekarno compared his performance and Jokowi’s performance during his period in Indonesia as the president of Indonesia. Those utterances showed the satirized that came from Soekarno for Jokowi by opposing the status quo that Jokowi was reputed as someone who made Soekarno and Hatta’s struggles become vain.

**Data 8**  
**Juvenalian of Satire Political Communication by Soekarno and Hatta**

*Prabowo, corruption is okay, if it is not that much ! In my opinion, your dancing sucks !*

Juvenalian satire can be seen in the first and second utterances that came from Hatta which is balance with the theory of Evan Gottlieb (2021) who believed that Juvenalian satire tends to be more sharp and dim, communicating outrage and shock at the organize at the world by its criticize comments. The words that are used by Hatta are really sharp because he contrasted corruption with Prabowo’s dancing. While Hatta was saying about something, in that scene Prabowo only danced by his own style.



It made Hatta in that scene was really angry and then he show his anger because Prabowo is only focused on dancing while he was speaking without hearing what things that Hatta said about.

**Data 9**  
**Juvenalian of Satire Political Communication by Soekarno and Hatta**

MY STRUGGLE WAS EASIER  
 BECAUSE I FOUGHT THE COLONIZERS  
 YOUR STRUGGLE WILL BE MORE  
 DIFFICULT



BECAUSE IT IS AGAINST THE NATION ITSELF, AGAINST HATERS, HOAX, FAMILY WHATSAPP GROUPCHATS, TRASHY HUMOUR, KOPERS, SOBAT GURUN, DESSERT BUDDY, MOBILE LEGEND PLAYERS

From the data above can be explained that Soekarno compared his struggles with Jokowi’s struggles in this era. He said some sharp words that mean Jokowi’s struggles only focused on something that is easily fought in this era according to Soekarno. He really compared both of his performance and Jokowi’s performance to make sure that only Soekarno and Hatta who had got the hardest struggles and performances for Indonesia. The data above can be concluded as Juvenalian satire because

the researcher found that Soekarno delivers his messages by anger and satire words in that video.

### **Discussion**

After analyzing the script of Prabowo and Jokowi Epic Rap Battles of Presidency in 2019 from Skinny Indonesian 24 Youtube channel which is collected the data by videos and transcript it, the researcher conclude several findings that answer the statement of the problems in the chapter one. The statement of the problems that the researcher answered were "What kind of satire does the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake in Skinny Indonesian 24 channel use?" and "Why does Skinny Indonesian 24 channel use satire political communication the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake?".

The answers of the statement of the problems are: First, the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake in Skinny Indonesian 24 channel used Juvenalian satire as its communication. Juvenalian Satire political communication can be seen in the first until the sixth data that are described well by the researcher. In addition, in the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake in Skinny Indonesian 24 channel almost used dark satire words to oppose each opponet statements by blow the facts and the data in the field up to strengthen their arguments.

Second, the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake in Skinny Indonesian

24 channel used Juvenalian satire as its communication because the owner of Skinny Indonesian 24 Youtube channel wants to make Indonesian citizens to be more critical and more fair in expressing their arguments without oppose the law of political in delivering its comments. Satirical political communication is used as the tool for Skinny Indonesian 24 Youtube channel because by some satirical comments, sometimes can bring the truth using the entertaining way so the viewers or the citizens can understand about the message from its video of Epic Rap Battle of Presidency of Prabowo and Jokowi remake. Another reason is to make Indonesian citizens to be more aware about political issues in Indonesia by attractive ways in delivering video by its own script and music to attract more subscribers to maintain its own channel.

### **CONCLUSION**

Based on the analysis data of the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake in Skinny Indonesian 24 Youtube channel. It is identified one kind of Satire political communication, Juvenalian satire. Most of the script of Epic Rap Battle of Presidency of Prabowo and Jokowi remake used Juvenalian satire in its communication to reply one another statement of the candidate of Indonesian presidents in 2019. Thus, the owner of Skinny Indonesian 24 Youtube channel brings its own script that was made originally by its Youtube channel. Mostly, the words in the script of Epic Rap Battle of Presidency of Prabowo and Jokowi

remake in Skinny Indonesian 24 Youtube channel used the words of insulting each other by bringing the facts in the field with the harsh words. The researcher also found that Skinny Indonesian 24 Youtube channel compared the realism and idealism of politic in its channel to maintain its business and also to open the thoughts and knowledge of the Indonesian citizens to be wider and deeper.

The researcher found that in the script of Epic Rap Battle of Presidency of Prabowo and Jokowi in Skinny Indonesian 24 Youtube channel used Juvenalian satire for delivering its messages by an entertaining way using Epic Rap Battle. Juvenalian satire that used dark words to push down another position for each candidate of president of Indonesia to blow up the facts that are found and observed well by the owner of Skinny Indonesian 24 Youtube channel by satire words that are sharp and hurting. Juvenalian satire is chosen to attract the viewers in that video by mocking words and insulting words to drop the other candidate down by bringing the facts in the status quo.

Juvenalian satire is used by Skinny Indonesian 24 Youtube channel in the script of epic rap battles of presidency Prabowo and Jokowi by the reason to make Indonesian citizens to be more aware about political issues in Indonesia by attractive ways in delivering video by its own script and music to attract more subscribers to maintain its own channel.

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