

HUMOR ANALYSIS OF IDEOLOGICAL DISCUSSION IN TWITTER ACCOUNT INTERACTIONS @NUgarislucu and @MuhammadiyahGL

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Abstract

This study aims to analyze the humorous interaction of ideological discourses between twitter account @NUgarislucu and @MuhammadiyahGL. In social media twitter because they often interact with organizational ideological issues in a joke. Researchers cite 5 direct and indirect interactions between the @NUgarislucu and @MuhammadiyahGL twitter accounts during January-February 2021 with different interaction backgrounds.

In the interaction between the two accounts above, there are actually ideologies of their respective organizations that want to be conveyed to the public. However, the two accounts also show the general public that conveying beliefs, religious doctrines can actually be done with jokes and humor. You don't have to think that one group is right and the other is wrong.

Keywords: Humor, Ideological, Twitter,

Introduction

Everyone easily understands what language is? Whether based on functional aspects, historical aspects or cultural aspects. However, there are still many who struggle to distinguish what is the difference between language and linguistics. Discourse is one of the elements in linguistic material. In general, discourse is often defined with ideas and ideas that are comprehensive and more complete than sentences.

If it has entered into the material of critical discourse analysis, it will be given additional ideas and overall ideas with a specific purpose. Usually, this discourse activity is associated with the science of rhetoric and logic. This can be in daily conversations, seminars, group discussions, scientific forums, social media, articles, interactive dialogue and so on.

In this digital era, almost everyone has social media. In fact, it is not uncommon for everyone to have several different social media accounts. They share everything on social media. Personal activities, photos, problems, discourses, ideas, complaints and so on. Sometimes there are monologues, others are dialogues or interactions between social media users.

Social media users are not only personal or individual, public figures, artists, politicians. Almost all government and non-government agencies, community and religious organizations or NGOs all have social media accounts. These accounts are held by direct organizational mandates or through the admin team who is given the responsibility for managing the account.

There are many reasons every community organization owns or uses social media. For example, to socialize organizational activities, interact with members. In addition, with social media, members can find out firsthand the activities of the organization at any time. Media Femina, for example, notes that the number 1 most used social media is Facebook, after that followed by Instagram, then number 3 is twitter. However, Twitter is often considered to have added value in the speed of discourse and social issues.



Twitter social media users are often considered to be middle and upper human beings. That's why even though this account only provides 140 characters, many people are willing to make a sequence (thread) in uploads on Twitter.

One of the advantages of Twitter is that many public figures convey their social issues through Twitter. Not to mention the power and speed of the hashtags that make it easy for people to keep up with developments. On social media Twitter it is easy to find self-representative accounts part of an institution, community, group with a certain identity. Even though they are not officially part of the organization, they are bound to be part of it on religious and organizational doctrines. Disseminating religious teachings and organizational decisions. For example, NUGarisLucu, MuhammadiyahinGarisLucu, NUGarisLurus, KonghucuGaris Lucu, and so on.

They communicate with each other and joke with each other's characteristics. Conduct dialogue between accounts and affirm basic principles by joking around with each other.

Research Method

This research is a descriptive qualitative research. The results of this study will reveal and describe the conversations of the two accounts. on social media, the tweet above is a style of discourse, an ideology of humor. The researcher chose the account at @NUGarisLucu and Account @MuhammadiyahinGL as research objects using the discourse approach.

Mahsun explained about language research. Basically, research is an effort made to reveal the identity of the object of research. Because the object of language research never exists alone. Always accompanied by context, then context determines the identity of the object of research. Sobur (2015) explains that Discourse is a series of words or a series of speech acts, which reveals a matter (subject) that is presented regularly, systematically, in a coherent whole, formed by segmental and nonsegmental elements of language.

According to Jack Ricard, the main things that need attention dialogue discourse analysis, namely aspects; 1) cooperation of conversation participants, 2) speech acts, 3) pieces of conversation pairs, 4) opening and closing conversations, 5) elements of speech, 6) turn to speak, 7) continued conversation, 8) elements of conversation grammar, 9) the nature of the conversation sequence. Chaer explained that Discourse is a complete language unit, so that in the grammatical hierarchy it is the highest or largest grammatical unit.

Mills in Sobur explains that this traditional linguistic analysis focus study with units and sentence structure without paying attention to language analysis in its use, whereas discourse analysis pays more attention to matters related to structure at the sentence level, to an object that is broader than the text.

Jorgensen & Phillips explained that discourse is a certain way to talk about and understand this world (or aspects of the world). If discourse is interpreted as an ideology with a neutral / impartial meaning, or world-view, then ideology can also be interpreted with a discourse with a meaning that is not neutral, partial and has a pejorative meaning.

Teun A. Van Dijk in Eriyanto explained that ideology is primarily intended to organize problems of individual or group action and practice. Ideology creates a predetermined system and flow. Ideology regulates many things in individual aspects of life. That is why there are uniforms, taglines, vision and mission, work programs and so on.

Ideology has several impacts both for individuals and groups. The first is motivation to share something with other members as part of common practice and collectivity. In addition, the lost personal identity is replaced by a certain identity as a symbol of the ideology of an organization or community. In certain cases, sometimes personal identity is completely lost and replaced with that ideological identity. For example, about doctrine, paradigm and other characteristics.

Suprana (in Rustono 2000: 33) states that there was a Greek who was interested in naming everything related to health. For him, humor is very beneficial for health because it can be used as medicine, so in the world of health the word humor means "body fluids".

Wilson (in Soedjatmiko 1992: 70) divides the theory of humor into three major groups, namely the theory of liberation, conflict theory, and theory of incongruity. Liberation theory is a theory that looks at humor from the emotional point of view of the person who is humorous and the audience. Humor which is an emotional gimmick seems threatening, but it's not. The threat is

aimed at other people or connoisseurs of humor.

The NUGarislucu account was created in March 2015. With ava KH. Musthofa Bisri and KH Maiemun Zubaer and Gus Dur's Cartoon Profile Photo. Following 215 accounts and followed by 710 thousand followers. The tagline is " *"Sampaikan kebenaran walaupun lucu"* "

MuhammadiyahGarisLucu Account Created in May 2018. With ava KH. Ahmad Dahlan with the quote " Aja kesel anggonmu nyambut gawe kanggo Muhammadiyah" dan "Jangan lelah berkarya untuk Muhammadiyah". Not following a single account, and followed by 93 thousand with the tagline "Menceriakan Indonesia menggembiraan semesta" In this study, researchers will cite several twitter uploads from both the @NUGarisLucu and @MuhammadiyahGL accounts and their conversations. However, as a data booster, researchers will also examine comments on netizens regarding their uploads and conversations on the timeline.

Results and Discussions

Organizationally, Nahlatul Ulama and Muhammadiyah have long historical roots, both in the dynamics of the Indonesian struggle and the preaching of Islam in Indonesia.

Although both teach and practice Islam as the perfect religion and Rahmatul Lil Alamin, in religious practice, NU and Muhammadiyah have different principles and teachings, and have often been contested, especially in the practice of using symbols, certain branches of Islamic teachings, and areas of charity struggle. However, different impressions and often drop each other according to the practice of each organization, not so evident in the two social media accounts @NUGarisLUcu and @MuhammadiyahGL.

Although in some comments, there are netizens protesting the style of these two accounts which use the names of 2 large organizations to joke even though it contains religious teachings and ideological beliefs that are chosen by each organization, the researchers see precisely the style of humor in conveying a discourse that contains the ideology of each organization that is very deep and in accordance with their respective teachings.

If all this time the impression of differences in religion must be conveyed by debate and must be with the arguments of the verses of the Al-Quran and thick books, they convey jokes and humor, it seems that they can provide entertainment and explain well to the general public about the differences between them while remaining familiar with the existing differences.

Conversation 1



Picture 1

This conversation took place on January 12, 2021. Starting from the tweet account @sinyohariyanto "Nyuwun pandongane, hasil swab antigen kulo positif" (*Please pray, my antigen swab will be positive* Kiai @Ubaidillah_Sdq Gus @Na-dirs Kyai @edi_akhiles Gus @NUgarislucu".

And then @NUgarislucu tweet and reply "Semangat. Jangan panik tetap ngopi dan olahraga"

Then the @MuhammadiyahGL account tweeted and replied to the @NUGarislucu comment “*Ngopi tanpa ngrok*” (*Drinking coffee without smoking*) with laughing images. The comment was later re-commented by @NUGarislucu “*Sementara jadi Muhammadiyah sebentar tak apa-apa*”

Conversation 2



Picture 2

This conversation took place on January 8, 2021, starting from a tweet with the account @cilitpitik. “I, NU grew up in the NU environment, but if I stay at the Muhammadiyah mosque I can eat (Emotin laughs). Understandably the boarding house child kwkwk ” Then the @MuhammadiyahGL account tweeted and replied to the comment with “*Jumat berkah. (emotion laughs by shutting his mouth)*” Then the @NUGarislucu account retweeted and replied “*Apa-apaan ini? Hanya demi nasi kucing....ahsudahlah....*”

Conversation 3



Picture 3

The image above was tweeted on January 9, 2021. This picture illustrates the general secretary of Muhammadiyah Abdul Mukti with the account @Abe_Mukti and the Minister of Religion Yaqut Cholil Qoumas was reading a book and signed this

book. Another instrument is that the Minister of Religion does not use a cap and the General Secretary of Muhammadiyah uses a cap. The @MuhammadiyahGL account tweeted “*Bingung ngga sih mana yang Muhammadiyah*”

Conversation 4



Picture 4

The conversation took place on January 15, 2021, starting with news from KumparaNews with the title “*Muhammadiyah dan NU kirim Tim ke Mamuju dan Majene Bantu Korban Gempa 6,2 M*” Then the news was shared by @MuhammadiyahGL with a comment “*Tetap kompak dan jaga prokes ya Gus @NUgarislucu*”

The comment was then retweeted and the @NUgarislucu account replied with “*Siap. Soal qunut kita beda, soal bencana kita Kerjasama*”

Conversation 5



Picture 5

This conversation took place on February 10, 2021. It started with a story with a title “*Muhammadiyah Tetapkan 1 Ramadhan jatuh 13 April 2021*”

The headline of this news was later retweeted by @NUgarislucu with a comment “*Ra sah ke susu (Don't hurry up) (emotion burst out laughing)*”

The comment of @NUgarislucu was later retired by @MuhammadiyahGL with a comment “*Kaum telat sehari tidak usah sirik*”

Based on the quotations for the 5 interactions above, the tables and classifications of interactions and ideological content are included in the religious and religious principles of Nahdlatul Ulama and Muhammadiyah.

Table 1

No	Picture	Joke 1	Joke 2	Information
1	Picture 1	<i>“Semangat. Jangan panik tetap ngopi dan olahraga”</i>	<i>“Ngopi tanpa ngrokok” (Minum kopi tanpa merokok) dengan gambar tertawa</i>	in muamalah teachings, NU does not prohibit smoking while Muhammadiyah does not prohibit smoking
2	Picture 2	<i>“Jumat berkah. (emotion tertawa dengan menutup mulut”</i>	<i>“Apa-apaan ini? Hanya demi nasi kucing....ahsudahlah....”</i>	In Friday prayers, the terms and conditions are the same, however, the series of implementation are different. For example, in NU it uses 2 adhan, Muhammadiyah 1 adhan and so on.
3	Picture 3	<i>“Bingung ngga sih mana yang Muhammadiyah”</i>		In Muhammadiyah teachings it is not recommended to wear a cap / songkok (a head covering made of certain materials, while in NU it is recommended to always use it.
4	Picture 4	<i>“Tetap kompak dan jaga prokes ya Gus @NUgarislucu”</i>	<i>“Siap. Soal qunut kita beda, soal bencana kita kerjasama”</i>	In religious doctrine between NU and Muhammadiyah there are differences, but on certain issues it is not a barrier to maintaining cooperation.
5	Picture 5	<i>Ra sah kesusu</i>	<i>Kaum telat sehari tidak usah sirik</i>	In determining the beginning of Ramadan, Eid al-Fitr, Muhammadiyah uses the Hisab (Count) method while NU uses the Rukyatul Hilal method (looking at the moon) That is why Muhammadiyah was able to determine the start of Ramadan earlier than NU. Moreover, NU also often sets it according to government decisions (Ulil Amri)

Conclusion

The @NUGarislucu and @MuhammadiyahinGL accounts are accounts that convey social and religious information in a funny ideological frame of writing according to their respective organizational doctrines they also disseminate information about the religious teachings and organizations they follow in an interesting, intelligent and humorous manner.

The interaction between them, which contains the ideological discourse of the two organizations, is covered with jokes and humor. Not claiming to be the most correct organization and also not blaming that is different from one another.

The @NUGarislucu and MuhammadiyahinGL accounts are able to use ideological discourse humor well on social media to interact with the social media community. To socialize organizational activities, activities of organizational members and organizational decisions that must be known to the general public.

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