

ABSTRACT

This study, entitled Critical Discourse Analysis of the #Thekingoflipservice Hashtag on Twitter Media, focuses on the popular critical discourse analysis arising from the usage of the #thekingoflipservice hashtag on Twitter by BEM UI. This hashtag has become a significant topic of discussion on social media platforms. The research problem formulation encompasses two main aspects: (a) How is the Critical Discourse Analysis of the #TheKingOfLipService Hashtag on Twitter Media conducted? (b) How does this discourse evolve within the #TheKingOfLipService Hashtag on Twitter Media? The research method used is normative empirical research with data sources obtained directly through interviews, observations, and documentation. The approach used is qualitative descriptive, which elaborates and analyzes relevant issues. The results show that from the critical discourse analysis using the #TheKingOfLipService hashtag on Twitter media, a dynamic conversation emerges that is intense and responsive to the criticism initiated by BEM UI against President Joko Widodo. Despite various opinions emerging, this discourse successfully creates a stage for discussion that depicts diversity of opinions and ways of thinking among Twitter users. Its social impact is reflected in the high level of interaction, through reposts, likes, and quotes, indicating that this hashtag has become the primary focus of discussion in the digital realm. Twitter serves as a stage for active citizen participation in socio-political discussions, creating complex dynamics in depicting diversity of opinions and perspectives in the digital sphere. Thus, the #TheKingOfLipService hashtag substantially contributes to shaping and influencing public narratives and opinions on social media.

KEYWORDS: CRITICAL DISCOURSE, #THEKINGOFLIPSERV