

Satirical News Reporting Strategies in the 2024 Indonesian General Election: A Case Study of Mojok.co's "Terminal" and "Political Desk" Sections

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ABSTRACT: Mojok.co is one of Indonesia's online media outlets that covered the 2024 General Election with a distinctive use of satire in its reporting. The application of satire as a linguistic and rhetorical strategy remains uncommon among Indonesian news organizations. This study explores how Mojok.co employs satire as a news reporting strategy, focusing on its implementation, challenges, and underlying rationale. Guided by Nunuk Parwati's (2020) framework of news strategy. This research adopts a qualitative case study approach involving observation, in-depth interviews, and documentation of Mojok.co's editorial practices. Three key informants and one supporting informant participated in the study. The analysis centers on three main dimensions: issue selection, news writing, and news presentation. The findings reveal that Mojok.co implements a threefold strategy: (1) selecting socially relevant and trending issues and framing them from distinctive perspectives; (2) employing a balanced, non-aggressive satirical tone in its writing and headlines; and (3) enhancing media branding through consistent satirical language and visually engaging presentation. To address ethical and editorial challenges, Mojok.co applies a strict article curation process, particularly in its Terminal and Political Desk sections. The study concludes that Mojok.co's use of satire functions not only as a stylistic choice but also as a deliberate strategic communication tool that strengthens its brand identity and differentiates it from other Indonesian online media. This research contributes to the limited scholarship on satire in Indonesian journalism by situating it within the context of strategic news production and media branding.

Keywords: Case Study, News Strategy, Online Media, Satirical Language, Mojok.co.



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INTRODUCTION

Online media have emerged as one of the primary platforms covering the 2024 General Election in Indonesia. Among these outlets, Mojok.co, based in Yogyakarta, stands out by disseminating

election-related news in a distinctively satirical style. The use of satire in journalistic language remains relatively uncommon among conventional media outlets in Indonesia. Satire, as a form of journalistic expression, conveys criticism, humour, and sarcasm towards social or political issues circulating in society (Sujoko, 2020). Moreover, political satire not only entertains but can also influence audiences' engagement and participation in political discourse by evoking emotions such as anger or amusement, which may strengthen or challenge existing political attitudes (Chen et al., 2017)

The 2024 General Election has become one of the most prominent public issues in Indonesia, particularly from mid-2023 to early 2024. This political contest has been a central topic across all online media outlets in the country, as the 2024 election is expected to bring a new dynamic to the political landscape. From presidential and vice-presidential candidates to legislative candidates at various levels (DPR, DPD, DPRD) all are competing to gain public attention and votes. Notably, over 200 million Indonesians participated in the 2024 election. According to BBC, young voters aged 22 to 30 will dominate the national electorate accounting for approximately 56 % or around 114 million people, half of whom will be first-time voters.

As the election approached the voting phase in February, the intensity of election-related coverage across various media platforms increased significantly. News about the 2024 General Election appeared in both traditional and digital formats television, newspapers, online news portals, and social media platforms such as Instagram, TikTok, and Twitter all serving as channels for political communication (Ido et al., 2020). Media coverage ranged from the perspectives of presidential candidates to the emergence of celebrities and public figures running for legislative seats, as well as the creative strategies political parties used to attract voters (Wadipalapa, 2015). Online media have become one of the primary sources of political information for the public, with various outlets competing to capture audience attention through engaging and creatively packaged election coverage. The role of young voters and their consumption of digital and social media have been emphasised in recent studies on youth political participation (Mustofa et al., 2024) and the impact of social media engagement on youth voter participation (Barati, 2023).

Online media strategies have become a key element for businesses seeking to expand their reach and enhance engagement with their audiences. However, achieving success in this area requires a strong understanding of various linguistic styles. By combining technology with creative language use, Mojok.co crafts messages that are both engaging and contextually relevant to its audience. The appropriate use of language whether persuasive, entertaining, or informative enables media organizations to build stronger relationships with their readers. In the context of news production, media outlets adopt a variety of strategies to attract readers' attention and encourage them to engage with available content. According to Parwati & Zain (2020), there are three main types of news strategies. First, the issue selection strategy, which involves choosing topics that are currently being widely discussed in society, as this greatly influences readers' interest. Second, the news writing strategy, which can be applied through the headline and the overall linguistic style used in the news text; having a distinctive language style can become a defining feature of a media outlet's reporting process. Third, the news presentation strategy, which emphasizes maintaining brand identity and developing diverse and creative content.

Therefore, understanding language style in the context of online media is essential for creating content that captures readers' attention. While many online media outlets rely on persuasive or informative language styles, the use of satire has proven to be both appealing and effective. This style allows online media to convey messages in unconventional yet engaging ways, often through humor and sharp, comedic criticism (Yulianti, 2019). Through irony and subtle mockery, media organizations can communicate important messages indirectly, encouraging audiences to reflect on issues from new perspectives (Subagja, 2018). Nonetheless, understanding the context and sensitivity when employing satire is crucial to avoid misinterpretation or offense. When used appropriately, this language style serves as a powerful tool to enhance brand awareness and audience engagement. Hence, the use of satirical language in online media strategies represents a creative and potentially impactful approach to contemporary digital communication (Muliawanti, 2018).

Satirical language style is a literary form used to express criticism or ridicule. It can be understood as a form of mockery intended to provoke reflection and inspire change across various aspects of society. According to Berger (as cited in Noriega, 2020, pp. 84–85), satire combines elements of irony and sarcasm, but differs in that it is presented humorously entertaining audiences without directly offending the subject of criticism. Satirical language also serves as a means of criticizing individuals or institutions for their mistakes, with the expectation that such critique will lead to improvement. Essentially, satire is an indirect form of argument, often expressed through strange, witty, or humorous means that provoke laughter. It can therefore be seen as a rhetorical attack that aims to expose and ridicule human flaws, behaviors, or institutional practices. However, when examined carefully, satire conveys implicit moral or social values. As Azhari et al. (2023) explains, satire expresses meaning indirectly, often in a disguised or seemingly playful manner that challenges the audience to interpret the underlying message.

Online media satire is not exclusive to Mojok.co; several other Indonesian outlets have experimented with satirical registers and visual irony while maintaining distinct editorial strategies. For example, Remotivi occasionally frames political topics through humorous and satirical commentary typically oriented toward cultural critique rather than chasing trending political issues, while Tempo has long employed satirical and caricatural visual elements in its magazine covers and visual packages to convey political critique. This trend reflects a broader development of satirical journalism in Indonesia, where visual humour and irony serve as tools of resistance and alternative communication against dominant narratives, as seen in Mice Cartoon's online comic strips that used satire to criticize government policies during the Covid-19 pandemic (Almufarid & Fadhillah, 2021; Feni, 2021). Mojok.co, by contrast, routinely delivers satirical commentary in written form across multiple desks and sections (e.g., Terminal, Nusantara, Lifestyle, Debate, Campus, Entertainment, Politics, Profession), combining ironic voice, parody, and plainspoken mockery to make political critique both entertaining and accessible (Sunarso, 2022). From a theoretical perspective, these different manifestations of satire written irony (as in Mojok.co), short-form editorial satire, and visual or cover satire (as in Tempo) fit within a broader, cross-national scholarship showing that satire appears in multiple modalities and formats and can serve journalistic roles ranging from watchdogging and advocacy to civic education (Ödmark & Nicolai, 2024). Empirical meta-analyses and experimental studies further caution that satire's effects

depend on format, audience, and background knowledge: satirical news tends to increase affect and learning relative to controls but produces mixed persuasion effects (Boukes et al., 2015; Burgers & Brugman, 2022). Taken together, the Indonesian examples Tempo's visual satire, Remotivi's lighter cultural satire, and Mojok.co's sustained satirical essays illustrate both the variety of satirical practices in digital news ecosystems and their potential to engage, inform, and critique political actors in ways that differ from conventional straight reporting (Boukes et al., 2015; Burgers & Brugman, 2022; Ödmark & Nicolai, 2024).

Within this phenomenon, Mojok.co's distinctive use of satire especially in political reporting reflects its purpose of spreading humor-infused criticism in online journalism. The most appropriate approach to examine this phenomenon is the case study method, which explores a "bounded system" or specific cases over time through in-depth data collection involving multiple rich sources of information within a particular context (Sutanto, 2018). This bounded system is defined by time and place, while the case itself may encompass a program, event, activity, or individual. According to Yin (2009), the case study approach is suitable for research questions that focus on how and why phenomena occur. As a qualitative strategy, it allows researchers to investigate a program, event, process, or individual in depth (Ramadhani, 2018). As Patton notes, the strength of qualitative methods lies in their depth and detail, often derived from a limited number of well-analyzed cases. Therefore, conducting a case study typically requires a longer research period compared to other disciplines, though modern case study research may employ a qualitative orientation to explore such phenomena comprehensively.

METHOD

The research method employed in this study is a qualitative research method, which aims to explore and understand the research focus in a natural setting. According to Moleong (2017, p. 6), qualitative research seeks to comprehend the phenomena experienced by research subjects such as behaviors, perceptions, motivations, and actions holistically and descriptively through the use of words and language within a natural context, utilizing various naturalistic methods.

In this study, the researcher adopted Robert K. Yin's case study analysis model. A case study refers to the specification of a case within a particular event, which may involve an individual, a cultural group, or a depiction of life. (Nur'aini, 2020) Yin highlights several characteristics of the case study approach: (1) it focuses on one or more cases studied within their real-life context; (2) it aims to explain causal relationships; (3) it involves theory development during the research design phase; (4) it relies on multiple sources of evidence; and (5) it seeks to generalize theoretical insights. Based on these characteristics, a case study can be understood as an exploration of a "bounded system" or an in-depth investigation that engages multiple rich sources of information within a particular context (Wahyuningsih, 2013).

Furthermore, the conceptual framework serves as a theoretical foundation illustrating how relevant theories relate to the variables identified as significant to the research problem. A well-constructed conceptual framework provides a theoretical explanation of the interconnections among variables under study (Sugiyono, 2019, p. 95). This study employs Robert K. Yin's case study analysis model.

A case study refers to the specification of a case within an event, which may involve an individual, a cultural group, or a depiction of life. (Widhagdha & S., 2021) According to Yin, the case study approach possesses several defining characteristics: (1) it focuses on one or several cases studied within their real-life context; (2) it aims to explain causal relationships; (3) it involves theory development during the research design phase; (4) it relies on multiple sources of evidence; and (5) it seeks to generalize theoretical insights. Based on these explanations, a case study can be defined as an exploration of a "bounded system" or an in-depth investigation that engages multiple rich sources of information within a specific context (Wahyuningsih, 2013).

In this regard, a case study is a research approach in which the researcher seeks to gain an in-depth understanding of a phenomenon within a specific time frame and setting, allowing for the detailed collection of information over a certain period. According to Yin, the case study approach is particularly suitable for qualitative research, as it enables a comprehensive examination of complex social phenomena. Consequently, case study research generally requires a longer duration compared to other disciplines. Furthermore, Yin recommends that researchers prepare different sections of the case study report such as the methodological framework during the research process rather than waiting until the completion of data analysis. In preparing a case study report, Yin (as cited in Wahyuningsih (2013), p. 8) suggests six possible formats: linear-analytic, comparative, chronological, theory-building, "suspense," and unsequenced structures.

Data were collected through observation, interviews, and documentation. The success of qualitative data collection depends largely on the researcher's capacity to internalize and deeply understand the social situation under study, so that observations and interviews capture meanings as they are lived in context (Creswell & Poth, 2018). Researchers therefore combine participant observation and in-depth interviews to access real social settings and respondents' perspectives, and they continue data collection until sufficient evidence—across multiple sources—has been gathered to answer the research questions (Guest, Bunce, & Johnson, 2006). To strengthen accuracy and credibility, researchers apply triangulation and iterative review of field materials so that findings are cross-checked and refined before final reporting (Denzin & Lincoln, 2011; Miles et al., 2014).

Source triangulation can be employed to verify the data using one or more sources relevant to the study. It is essential to identify themes or explanations that emerge from the analysis once patterns and relationships have been described, and to relate these findings to the theoretical framework used. The research results should then be reported along with comprehensive explanations to ensure the validity and richness of the data obtained.

RESULT AND DISCUSSION

The results and discussion of this study are divided into three parts. First, the implementation of the news reporting strategies employed by Mojok.co. Second, the challenges experienced by Mojok.co in implementing these reporting strategies. Third, the reasons behind Mojok.co's use of its news reporting strategy, as explained by (Parwati & Zain, 2020). The research subject is Mojok.co, with the research objects being the "Terminal" and "Politics Desk" sections of the

platform. This study is supported by key informants including the Coordinator of the Terminal Department, Petrus Seno Wibowo, and two Terminal Editors, Intan Ekapratiwi and Kenia Intan. Additionally, Ahmad Nada, an academic and journalism practitioner, serves as a supporting informant (Fairus & Syah, 2020).

Implementation of News Reporting Strategies at Mojok.co in the Terminal Section

News reporting using a satirical writing style in Indonesia, as practiced by Mojok.co, has become a phenomenon that attracts readers' attention and shifts their perspectives on conventional journalism. Generally, media outlets are filled with serious and formal news; however, Mojok.co distinguishes itself by presenting news in a unique manner. By incorporating elements such as humor, sarcasm, and irony, Mojok.co manages to address social, political, and cultural issues in a creative yet critical way.

Through this satirical approach, Mojok.co successfully attracts readers who might otherwise avoid political news due to its rigid tone and formal language. This style also serves as a method of critiquing the government, social phenomena, and controversial issues without direct provocation. Research shows that satirical news blends entertainment with information and opinion, engaging audiences emotionally and offering a critique of power structures, while also increasing the likelihood of reflection and participation among readers (Burgers & Brugman, 2022). In this way, Mojok.co's unconventional style provides space for both writers and readers to respond to various issues from a refreshing perspective.

"When there is a media outlet that uses this kind of approach, it becomes a differentiator and it's very effective. We have become a reference point whenever an issue arises. Readers don't just seek information, they also seek honesty. So, when they read our pieces, at the very least, they can smile as they see how a contributor satirically comments on someone or something."

Mojok.co is an online media platform or news portal based in Yogyakarta (Putri, 2022). Like most online media outlets, Mojok.co has several rubrics and thematic focuses in its news reporting. Established on August 24, 2014, by Phutut Eko Ariyanto, Mojok.co became known as one of the pioneers of satirical news sites in Indonesia. In its first year of operation, the site reached approximately 2,000,000 page views.

As one of the few news sites that consistently employs satire as its primary writing style, Mojok.co aims to distinguish itself from other online media outlets. Its tagline, "Suara Orang Biasa" ("The Voice of Ordinary People"), signifies that Mojok.co serves as a platform for anyone to express their opinions or perspectives through writing. The presence of a satirical news platform like Mojok.co offers an alternative for readers, providing them with a new reading experience one that combines humor and irony, often bringing a smile while still encouraging reflection.

Mojok.co employs three main strategies in curating articles submitted by contributors. The following subsections elaborate on each strategy in detail: issue selection strategy, news writing strategy, and visual presentation strategy. These three elements are the main considerations for the Mojok.co editorial team before publishing an article.

Issue Selection Strategy

The issue selection strategy serves as the main foundation for attracting readers' attention. By raising important and engaging social issues, the editorial team can ensure that the content presented remains relevant to public interests, thus generating a significant readership (Parwati & Zain, 2020). This is particularly true for political themes surrounding the 2024 General Election, which recently became a widely discussed topic among the public and one of the most popular themes written by contributors. Mojok.co editor Intan Ekapratiwi stated that Mojok focuses on featuring the most recent issues to maintain relevance with readers.

"For us, it is better to cover the latest issues so that readers can relate to what is currently happening."

Mojok.co chooses to highlight recent social issues as its primary strategy to capture readers' interest. In doing so, the content presented by Mojok.co remains current and relevant to contemporary audiences. By focusing on up-to-date social issues, Mojok.co not only maintains relevance but also demonstrates its attentiveness to ongoing social changes and dynamics within society. This approach positions Mojok.co as a reliable and responsive source of information.

Mojok.co does not apply rigid criteria in its issue selection process; even issues that are not currently trending may still be considered suitable for publication. The editorial team prioritizes the theme and the writer's *angle* toward the issue if the approach is engaging, the article is deemed worthy of publication in Mojok.co's *Terminal* section. There are three main criteria implemented by Mojok.co in its issue selection strategy:

a. Trending Issues

Selecting trending issues that are widely discussed by the public is an effective strategy to attract readers' attention, particularly during major political events such as the recent General Election. News related to political parties and presidential or vice-presidential candidates often generates significant engagement among both readers and writers. By employing a satirical writing style, Mojok.co amplifies the attractiveness of such content, offering a humorous yet critical alternative to conventional political reporting. In journalistic decision-making, editorial teams apply news values, such as impact, timeliness, and relevance to determine which issues to cover and emphasise (Harcup & O'Neill, 2001; UNESCO, 2024). Consequently, Mojok.co's editorial team tends to select contributors who address the latest socio-political issues circulating within society.

b. Offering a Different Perspective from Other Media

When media outlets report on the same issues using similar perspectives, readers tend to lose interest. Therefore, the Mojok.co editorial team deliberately selects writers whose articles present alternative viewpoints, as this allows readers to have diverse options when seeking news. The use of satire at Mojok.co effectively conveys information and social criticism. Through its distinctive presentation style satirizing social or institutional issues perceived as problematic Mojok.co manages to deliver messages critically yet entertainingly.

"The use of satirical language in Indonesian media is generally intended to express criticism toward social and political issues indirectly. Satire can serve as an effective tool to deliver criticism without directly offending those in power."

According to Ahmad Nada, an academic and journalism practitioner, the use of satire combined with the careful selection of relevant social issues allows Mojok.co to produce effective and impactful reporting.

News Writing Strategy

According to (Parwati & Zain, 2020), the news writing strategy serves as the main focus in emphasizing content quality. The title functions as an attractive and marketable keyword, while dividing the news content into several sections or pages can increase reader engagement and make it easier for them to comprehend the information presented. The use of satirical language expressed through irony and humor is particularly appealing to younger audiences, who make up the majority of Mojok.co readers. By avoiding overly rigid or formal sentences, Mojok.co ensures that its writing style remains relaxed and enjoyable, preventing reader fatigue while still maintaining the writer's critical intent.

Mojok.co's use of satire in its news presentation distinguishes it from other media outlets, as the use of satirical language in Indonesian journalism is still relatively uncommon (Waridah, 2018). By combining irony and humor, Mojok.co creates news content that not only informs but also entertains, thereby increasing reader interest and engagement.

In composing each article, Mojok.co prioritizes creativity in presentation. Delivering news in a unique and refreshing manner helps sustain readers' attention throughout the piece. The application of satirical language allows readers to smile or even laugh while reading, making it easier for them to absorb the core message of the article. In this strategy, the primary goal is to capture the reader's attention through an engaging and thought-provoking headline.

"The headline or title, right? Yes, that's where we sometimes step in. Since we are a user-generated content platform, what we receive from contributors can often still be refined. So, when we see potential for improvement, we optimize it for the benefit of readers as well. We're still bound by editorial codes, of course. The same goes for the visuals and titles. Although we are a media platform, the *Terminal* section is built on user-generated content, created by writers who express their own opinions. It's more accurate to call it an article or an opinion piece rather than traditional news."

During the curation process, Mojok.co's editorial team pays close attention to the headlines proposed by contributors. If a headline meets Mojok.co's editorial standards being both precise and appealing the article will be approved for publication. However, even when a contributor presents a compelling theme, purpose, and body text, a weak headline can reduce the article's appeal, as the headline is the first element that attracts readers' attention.

"Through humor and irony, the satirical style can draw public attention to important issues that might otherwise be overlooked in conventional mainstream reporting for example, news about

corruption, social injustice, or controversial government policies. By adopting a satirical tone, online media in Indonesia can encourage the public to become more aware and critical of civic matters. At the same time, satire serves as an enjoyable form of entertainment and education offering readers a refreshing break after being exposed to the typically serious tone of other online news sources."

The emergence of Mojok.co has brought a new dimension to Indonesia's online media landscape. The use of satire still relatively rare in the country provides readers with alternative perspectives on social issues and encourages them to think more critically about the realities surrounding them. Research on Mojok.co finds that it functions as a "medium of youth communication" that offers satirical commentary as an instrument to respond to political and social issues in a fresh way (Utomo, 2023). It also serves as a platform for discourse contestation, where satire becomes an alternative style of political discussion, offering "joyful" and approachable formats for serious themes.

News Layout Strategy

The news layout strategy plays a key role in maintaining a media outlet's branding and developing diverse content. By paying attention to engaging graphic design and selecting appropriate visuals, the editorial team can ensure that the content presented is not only informative but also visually appealing to readers. Thus, the news layout strategy helps strengthen the media's brand image while offering readers a pleasant and satisfying reading experience (Diana Santy, 2021). The use of supporting visuals in the *Terminal* section and *Politics* desk of Mojok.co also serves as an important factor that enhances readability and reinforces Mojok.co's distinctive brand identity.

"Usually, the editor searches for the photos. However, if a contributor submits their article along with photos, we often include them as long as the photos are genuinely taken by the contributor themselves say, if they took them during a live experience. For instance, if someone writes about riding a bus and includes a photo they took of the bus, that's perfectly fine."

The inclusion of supporting visuals such as illustrations or photographs has become an essential step in attracting readers to explore the articles featured in Mojok.co's *Terminal* section. Contributors are encouraged to craft titles that are compelling and suitable for publication, while the use of visuals such as illustrations or photographs serves as an additional enhancement. Mojok.co not only optimizes its headlines but also focuses on maximizing the visual elements accompanying each article to make the content more understandable and engaging for readers. Maintaining the *Terminal* section's relaxed and informal tone further helps contributors choose and use visuals freely and creatively.

By incorporating supporting visuals and maintaining distinctive stylistic features in its reporting, Mojok.co has successfully established a strong brand identity among its readers. The combination of well-curated visuals and the use of satirical language remains relatively uncommon in Indonesian online media, which makes Mojok.co stand out from its competitors.

"The use of satirical language in Mojok.co's articles is one of the key characteristics that sets this platform apart from most media outlets in Indonesia. Mojok.co is well-known for using satire to comment on social and political issues. Satire allows the publication to express criticism in an intelligent and non-confrontational way making it more acceptable to readers while encouraging broader public discussion."

According to Mr. Ahmad Nada, the use of satire in Mojok.co's articles is one of the platform's defining traits that differentiates it from other online media. Featuring engaging sections that address trending social issues, Mojok.co consistently provides alternative perspectives and serves as a channel for public reflection and critique. As a result, Mojok.co has gained acceptance among readers and has become a space where people can express their social concerns and perspectives on current issues.

Obstacles Faced by Mojok.co in Implementing News Reporting Strategies

The use of satire in news reporting inevitably presents several challenges for both writers and the editorial team. One of the main obstacles arises when a contributor submits an article that does not comply with Mojok.co's editorial guidelines or violates journalistic ethics. This poses a significant challenge for the editorial team, as they must review each submission before publication. If an article contains information that could potentially spark controversy, it becomes the editorial team's responsibility to ensure that the content is appropriately refined and made suitable for publication. Research into satirical news formats highlights how moral judgement and social critique embedded in satire demand careful handling by editors to ensure the balance between critique and misrepresentation (Ödmark, 2023).

Every article published on Mojok.co inevitably invites both support and criticism from readers, particularly because most of the content written by contributors contains personal opinions on current social or political issues. As a user-generated content (UGC) platform, Mojok.co operates under a system in which contributors hold full responsibility for the content they produce, while the editorial team serves as a curator to determine whether a submission is appropriate for publication under the "Terminal" section or not. The digital-age challenges of maintaining journalistic integrity increase when platforms rely on external contributors and satirical formats that blur lines between commentary, humour, and news (An Analytical Study of Ethical Dilemmas in Journalism, 2025).

However, there is always the possibility irresponsible contributors may misuse satire to commit ethical violations such as defamation or personal attacks, for instance by mocking public figures beyond journalistic boundaries. As one editor explained:

"In my opinion, aside from the theme which needs to be interesting the content itself is also crucial. Sometimes people include data in their writing, and that's something we always cross-check to verify whether it's accurate or not. Some writers express their opinions recklessly, without presenting reliable data to support their arguments. So, apart from checking the theme and angle, we always make sure the data is valid."

To prevent misunderstandings or misinterpretations by readers, Mojok.co places great emphasis on the curation process. During this stage, the editorial team carefully reviews the purpose of the article and examines word choice to ensure that the content aligns with ethical journalistic standards and maintains the integrity of Mojok.co's editorial identity.

Reasons Behind Mojok.co's Use of This News Reporting Strategy

After discussing how Mojok.co implements the use of satirical language in its *Terminal* section through three consistent strategies, it becomes clear that the platform has developed a distinctive approach in its reporting style. By incorporating satire often in the form of subtle irony and humor Mojok.co provides readers with a unique and engaging reading experience. In today's competitive media landscape, where many outlets strive to deliver not only informative but also appealing and relevant content, Mojok.co stands out as a media platform with a unique satirical identity and a fresh perspective that differentiates it from others.

"It's actually very effective because there are very few, perhaps only a handful of media outlets that use this kind of approach. I'm not sure of the exact number, but it's certainly rare. Usually, this kind of delivery style appears in personal blogs rather than in established media. So when a media outlet uses this method, it becomes a clear differentiator. People even use us as a reference when certain issues arise. Readers don't just look for information they also seek honesty. When they read, at the very least they can smile, seeing how contributors cleverly satirize someone or something."

The primary reason Mojok.co adopts a satirical writing style is to distinguish itself from other online media and to make its content more appealing to readers. In Indonesia, very few digital media platforms employ satire in their journalistic practices, making Mojok.co a unique and refreshing presence in the online media ecosystem. Additionally, Mojok.co serves as a platform for contributors who wish to express their concerns and frustrations about various social issues through creative and humorous commentary.

"Overall, the use of satire in Mojok.co's coverage of the 2024 General Election makes political information more engaging, entertaining, and thought-provoking, while also raising public awareness. However, its effectiveness depends on how the satire is conveyed and received, as well as Mojok.co's ability to maintain a balance between humor and seriousness in a politically sensitive context. Therefore, the team must be careful to ensure that their satire does not cross legal or ethical boundaries within Indonesian journalism."

According to Mr. Ahmad Nada, an academic and journalism practitioner, satire can attract and entertain readers without losing sight of its primary purpose to stimulate critical awareness and reflection on current social and political issues. Thus, Mojok.co's use of satire is considered an effective and successful strategy in capturing readers' attention and solidifying its position as one of the few online media platforms in Indonesia that consistently employs satirical language in its reporting.

CONCLUSION

This study concludes that the implementation of Mojok.co's news reporting strategy is divided into three main components: the issue selection strategy, the news writing strategy, and the news layout strategy. In the issue selection strategy, Mojok.co focuses on publishing articles that are current or widely discussed, particularly those addressing social issues, while prioritizing pieces that offer a unique or alternative perspective. In the news writing strategy, Mojok.co utilizes engaging headlines and employs a satirical writing style both in the article titles and the body text to present social and political commentary in a humorous yet thought-provoking manner. Meanwhile, the news layout strategy involves the use of supporting visuals, such as photos or illustrations, to enhance readers' understanding of the article's content and to make the reading experience more engaging.

The main obstacle faced by Mojok.co in implementing its reporting strategy lies in the contributors' limited understanding of how to effectively use satire. Many contributors still produce articles with overly harsh tones rather than employing subtle irony or gentle satire. This poses a concern for the editorial team, as such writing may potentially lead to hate speech or mislead readers into forming negative opinions.

According to Parwati & Zain (2020), Mojok.co's news reporting strategies comprising issue selection, news writing, and news layout have successfully distinguished the platform from other online media outlets. By consistently applying these three strategies, Mojok.co has established itself as one of the few online media in Indonesia that incorporates satire into every stage of its reporting process. Consequently, Mojok.co has built a strong brand image in the eyes of its readers, with its distinctive satirical and sarcastic tone allowing it to stand out as a unique and alternative voice in the Indonesian digital media landscape.

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