

American-Burkina Faso Political Satire in YouTube Animation Shorts @GlobalPresidents001: Barthes' Semiotics

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Abstract

This study aims to describe the political satire represented in a short animation on the YouTube channel @GlobalPresidents001, uploaded on September 10, 2025, with a duration of approximately five seconds. The analysis was conducted using Roland Barthes' semiotics, which covers three levels of meaning, namely denotation, connotation, and myth. Data was obtained through observation of visual elements, character expressions, symbols, and visual flow in the animation. Data analysis followed Miles and Huberman's interactive model, which consists of data reduction, data presentation, and conclusion drawing. The results of the study were then linked to a number of previous studies and current phenomena developing in the media related to political relations between the United States and Burkina Faso. Validation was carried out through expert triangulation, peer discussion, and increased analytical rigor to ensure the reliability of the interpretation. The findings show that the animation presents a critique of the manipulative dynamics of political relations. The United States is depicted in a lower physical position to show a strategy of humbling itself for certain political interests. The actions of the American character, who takes Burkina Faso's money pump and then runs away, represent economic exploitation, power imbalance, and irresponsibility in the political cooperation process.

Keywords: Satire, Animation, Global Politics.

INTRODUCTION.

Satire is presented not merely to criticize erroneous ideologies with the aim of achieving a desired good. In fact, satire is more often presented in the form of lighthearted jokes while still maintaining a critical view of social reality. Satire in humor actually serves to increase public awareness to be more critical of reality and plays a role in social criticism (Ibrahim et al., 2025) of the political ideology practiced in a social order. Satire as a critique of political ideology is more effective in society because it avoids direct confrontation with the political issues at hand and can give the impression of intellectual depth to those who use it (Ismoyo & Basaevha, 2025)

African countries have unstable economic conditions. This has led to cooperation, particularly in terms of investment and trade with external parties (Setiawan, 2025) that have significant global influence. However, this cooperation has actually caused political instability in African countries (Rahman et al., 2024), both internally and externally, due to the influence of coups in the African region. This is exploited by powerful countries such as the US to gain more dominant control with the aid received by several African countries, taking advantage of their economic and social crises. (Erlinda, 2024) Ultimately, several African countries, such as Niger, Burkina Faso, and several southern African countries, began to formulate government policies that were no longer dependent on external parties and began to run and regulate their own countries by making efforts to strengthen their regional networks. (Dewi, 2024)

An ideology carried by an individual or group can be disseminated and benefit many people through YouTube as a medium of information. Of course, everyone can access information that suits their interests and comment on the opinions or information they obtain. (Siregar & Haikal, 2024) Thus, each person's representation can be read through the digital traces they leave on social media, especially through YouTube. In addition to being a medium of information, YouTube can also serve as a medium of entertainment and a source of learning according to individual needs (Suharsono & Nurahman, 2024).

Therefore, by maximizing the functions available on YouTube, the development and expansion of its functions can be observed.

Animations or video series carried by the media can reveal the ideological meanings contained within them. In addition to being a space for entertainment, these animations actually have ideological depth that they want to convey to the public (Nurbani et al., 2024). Therefore, these animations have a complex structure so that they can be studied from a semiotic perspective or the meaning of each sign that forms the ideological meaning. ((Mahriyuni et al., 2024). This includes ideologies that carry positive values as well as critiques of the social realities occurring in the surrounding environment.

Animation is a creative, critical, and realistic medium for conveying personal or group ideologies. Therefore, animation is an expressive medium (Yao et al., 2025) that can encourage creative thinking skills (Suliyati et al., 2023) in expressing opinions. Freedom in animation can include opinions or ideologies that carry positive values (Surya et al., 2024) or are critical of social realities (Shuyen et al., 2024). As a free medium, this is one reason why it is accepted by all parties in society, in addition to the entertainment element that is the main attraction of animation.

Satire is a form of public humor in the form of irony, where what is said is not the same as what is meant, sarcasm is a harsh mockery, or parody, which is an imitation. This form of public humor has a positive purpose, which is to achieve goodness or positive change in the parties involved in the satire through the ideology or values contained therein. (Keraf, 2009) (Ratna, 2009)(Wicaksono, 2014)(Wulandari, 2019). Brief notes on stylistics by Andri Wicaksono. Roland Barthes' semiotics in his book *Mythologies* uses the theory of denotation as a signifier of visual data, connotation as a signifier or meaning behind each visual symbol, and myth as a context that can construct connotations from visualized denotations (Barthes, 1992). This theory is able to reveal all forms of satire and its positive values.

There are several studies that reveal the meaning of videos using Roland Barthes' semiotic theory. (Mahriyuni et al., 2024) attempts to reveal the political issues raised in the animation *Pak Tani & Mawar Kecil*. By using connotation and denotation, guided by the myths in Barthes' semiotic theory, they were able to find political metaphors in every symbol of the animated scenes they depicted. In contrast, (Puri et al., 2023) sought to find the commodification of AI in the creative advertising industry in attracting the audience's attention based on interpretation through Roland Barthes' semiotic theory. Thus, in his research, he discovered a development in design with the help of AI in captivating the audience's attention in noodle industry advertising promotions.

Several previous studies have found similarities in their use of Roland Barthes' theory to achieve their respective research objectives. With the same research object, namely video, both studies sought to reveal the meaning behind the video object being studied in order to achieve the objectives set by each researcher.

Different from the two studies, this study offers something new because it focuses on AI-based animation that represents global geopolitical criticism, particularly the power relations between the United States and Burkina Faso in the context of multipolarity discourse. (Mahriyuni et al., 2024) only highlights political issues in conventional animation without any connection to global geopolitics, while (Puri et al., 2023) examines the use of AI in the creative industry with a focus on visual commodification in advertising. To date, no studies have been found that use Roland Barthes' semiotic theory to interpret the connotative, denotative, and mythological meanings of AI-generated political animation as a satirical representation of changes in the global power constellation. Therefore, this study aims to fill this gap by revealing how AI technology functions not only as visual aesthetics but also as a medium for global socio-political criticism that affirms the dynamics of hegemonic change between the West and Global South countries such as Burkina Faso.

The AI animation in the short video on the YouTube channel @GlobalPresidents001, uploaded on September 10, 2025, broadly discusses the relationship between the United States and Burkina Faso, a country in West Africa. The creator of this animation deliberately made it sarcastic for humorous purposes. However, the global political elements between the United States and Africa, which are still hotly debated as depicted and touched upon in the animation, have become a particular point of interest for researchers to conduct further research. More specifically, how AI interprets the animator's opinion and provides a unique appeal to viewers to feel entertained and relaxed, while still being able to understand the opinion or ideology being conveyed.

Through this research, the researcher assumes that the AI animation published by the YouTube channel @GlobalPresidents001 on September 10, 2025, with its prominent humorous style, can still interpret the video maker's opinion on America's position on Burkina Faso, and vice versa, and how both are able to see the political games played by their opponents.

Based on the research findings, the researcher attempts to outline two main questions: How can the denotative, connotative, and mythical meanings in the AI animation titled “Global Presidents,” uploaded to the YouTube channel @GlobalPresidents001 on September 10, 2025, be analyzed using Roland Barthes' semiotic framework? The second question is: How does the animation represent global political satire related to the power relations between the United States and Burkina Faso? From this formulation, further review can be conducted regarding semiotic analysis and its use in the context of geopolitical criticism raised by the public through AI-based animation media.

METODE

This study attempts to reveal the current social reality, in the sense that it is a field study and can therefore be considered exploratory qualitative research, as it seeks to uncover something that is still new, namely the emergence of visual satire on social media that can be found on various media platforms, such as in a short video on the YouTube channel @ GlobalPresidents001, published on September 10, 2025, with a duration of approximately 5 seconds and accessible via the following link: <https://youtube.com/shorts/4mwA9VCaSwc?si=Uls1Aya6chW0YQXQ>. The AI animation in the YouTube short video attempts to critique global politics between the United States and Burkina Faso through visual satire that holds a unique appeal for viewers.

The data collected in this study was obtained by repeatedly watching the film in order to understand and identify every change in the scenes that occurred, then taking screenshots of each change, including changes in the characters' body language and changes in the position of the main symbol, namely the money pump controlled by Ibrahim Traore. The data was then analyzed using Roland Barthes' theory to determine the symbolic meaning contained therein. The data analysis technique used Miles and Huberman's theory, which consists of three stages: data reduction, data presentation, and conclusion drawing or verification. In the data reduction stage, the researcher identified scenes that fell within the scope of the study and important visual elements that were classified within the scope of the study. In the data presentation stage, the researcher described the visuals on the objects in accordance with Roland Barthes' semiotics, and in the conclusion stage, the researcher conducted a final verification of the data by revealing the form of satire and the global political issues between the United States and Burkina Faso. Data validation in this study was conducted through triangulation to ensure consistency and reliability of interpretation. Expert triangulation was carried out by requesting a review from the supervising lecturer who understood Roland Barthes' semiotic theory so that the interpretation remained within the theoretical framework. In addition, peer discussions were used to re-examine the findings and look for possible alternative meanings. Analytical rigor was also maintained through systematic recording of the analysis process, so that the flow of interpretation could be traced and accounted for.

RESULTS AND DISCUSSION

American and Burkinabe Politics

Burkina Faso has established good cooperation based on trade relations and the anti-terrorism movement through the US-led AGOA (African Growth and Opportunity Act) group. However, since the 2022 coup in Burkina Faso, the US has withdrawn Burkina Faso as a partner in AGOA, citing the decline of democracy in Burkina Faso and its shift towards Russia and the BRICS countries. Burkina Faso's non-alignment with the West has led it to exert influence on African countries in the sub-Saharan region, namely the Sahel region, which is considered a major global security force, to also not align with the West, resulting in a strategic loss for the US. Political relations between the US and Burkina Faso are currently frozen and tense, but the US has sent economic aid to Burkina Faso, not through government channels, but through international institutions to maintain its naturalized nature (Desk, 2025). In 2024, the US was confirmed to have sent \$158 million to be distributed to displaced families, those suffering from food shortages, and health programs.

Ibrahim Traore, who serves as a military officer in Burkina Faso and has served as interim president since the 2022 coup, delivered a speech on November 8, 2025, that stirred up African nationalism based on sovereignty rooted in nationality rather than partisanship. In his speech, Ibrahim Traore called on all African nations to reject colonial narratives and to foster a spirit of investment for the future, reclaiming Africa's obscured history and dreams. Ibrahim Traore's speech caused quite a stir throughout Africa and had a significant impact on other African countries.

Visualization of political satire in the US and Burkina Faso in animated shorts on the YouTube channel @GlobalPresidents001



Figure 1. Form of Approach

The animation (01 GlobalPresidents001, 202504) At 00:01–00:04, Ibrahim Traoré can be seen holding the lever of the money-printing machine so that money continues to flow out of it. In front of him, Donald Trump can be seen holding a bowl directly under the stream of money while crouching down.

a. Denotative Meaning

Denotatively, image 1 shows Traore standing upright, holding the handle that controls the money pump. Visually, Traore is depicted wearing neat brown clothes with a red hat. Meanwhile, in front of him, Trump is seen sitting in a squatting position, trying to collect the money coming out of the money pump using a bowl, but some of the money falls out of the bowl.

Figure 1 shows the contrasting visual aspects highlighted: Traore's standing position versus Trump's sitting position with money falling even though Trump is trying to catch it, as well as the close distance between Traore and Trump, which can also be used as material for research review.

b. Connotative Meaning

Connotatively, Traoré's upright posture indicates a higher hierarchical position than Trump, who is depicted in a crouching position. Traoré's gesture of holding the lever of the money-pumping machine with both hands reinforces the meaning of being the controller of resources, thus presenting him as a figure of power and authority in the relationship. In contrast, the scene of Trump holding a bowl directly under the flow of money forms a symbol of supplication or dependence, because this pose is culturally associated with the act of asking or hoping for something from another party. The close distance between the two also has a symbolic meaning regarding the ongoing efforts of rapprochement or negotiation. The political identities of the two are further reinforced through visual representation: Traoré wears a brown uniform with a red cap identical to that of the Burkina Faso military, while Trump is shown in formal attire recognizable as the style of American bureaucratic leadership. This representation indicates that the scene does not merely depict two individuals, but is a metaphor for the symbolic relationship between two countries and the power structures being exchanged.

c. Myths

The approach explicitly shown in Figure 1 truly represents the US's efforts to engage with Burkina Faso after its attempt to remove Burkina Faso from AGOA, which then led Burkina Faso to begin cooperating with the Global South and BRICS blocs after the 2022 coup. Thus, its independence in policy-making also signifies a strong desire for the revival of African power by reducing American geopolitical dominance in the Sub-Saharan context.

This influence is evident in his speech, which also shocked all of Africa and the diaspora, supported by the shift in allegiance of African countries in the sub-Saharan region away from cooperation with the US. The reversal of positions between Traore and Trump, contrary to reality, shows that the real power lies in the actual influence exerted, such as the influence of Traore's speech on policy in African countries in the sub-Saharan region. This shows that Traore's influence exceeds that of the United States in Burkina Faso itself.



Figure 2. Strategic Action

At 004:005 seconds, Trump is seen standing up, grabbing the pump, and running away from the scene, followed by Ibrahim Traore, who is also running and chasing Trump for his theft.

a. Denotative Meaning

The visual change in image 2 shows Trump holding a money pump and trying to run, while behind him is Traore, who is also running towards Trump. This is also supported by the fact that Traore appears smaller than Trump in the visual.

b. Connotative Meaning

Connotatively, the scene in which Trump is seen running while holding a pump suggests an attempt to seize power illegally and hastily. His frantic movements indicate that Trump is not exercising his official powers, but rather attempting to take over the source of power unilaterally. This contrasts with the previous visual (image 1), which shows the device under Ibrahim Traore's control, suggesting that power initially lies with Traore as the dominant and legitimate figure. This escape scene also creates the impression that the power struggle is not only symbolic but also reflects a fear of losing control and influence. Meanwhile, the possibility of a follow-up visual showing Traore chasing Trump reinforces the meaning that power should not be transferred fraudulently, and that the previously ruling party will take action to restore legitimacy and control over the source of authority.

c. Myths

This connotative meaning then forms a myth or grand narrative that the relationship between the United States and Burkina Faso is not merely a cooperation, but an arena for influence in the context of global geopolitics. Visually, Trump stealing the money pump depicts the satirical irony of America's role as the main aid donor to Burkina Faso, yet being perceived as taking advantage of Burkina Faso. It is this satirical irony that then gives rise to the idea of a struggle for control, power, and trust from Africa to the US.

The struggle for control in this visual represents how the US seeks to maintain its dominance over Burkina Faso through international aid (Erlinda, 2024) packaged as diplomacy and development support. This approach also implies the US's efforts to sever Burkina Faso's closeness to Russia and the BRICS countries, which are beginning to take on the role of alternative powers in the global geopolitical landscape.



Figure 3. Economics and Geopolitics

The animated video, which runs from 001 to 005 seconds, (01 GlobalPresidents001, 202505) depicts the money pump as an instrument of cooperation between Traore and Trump. The money pump is colored like the flag of Burkina Faso, with red at the top and bottom, green in the middle, and a small yellow star on the border between the green and red at the top. It is called a money-making machine because from 001 to 004 seconds, the machine dispenses money because it is controlled by Ibrahim Traore.

a. Denotative Meaning

The money-making machine, as it were, dispensed money when controlled by Ibrahim Traore, and the machine bore the distinctive colors of Burkina Faso. The machine was always associated with various actions carried out by Traore and Trump.

b. Connotative Meaning

The money pump became an important instrument in the cooperation between Traore and Trump, as it was always involved in all of their actions. The color of the money pump symbolizes the identity of Burkina Faso, meaning that the country has become an important instrument in various advances and setbacks in the cooperation between the two. The money pump at seconds 001 to 004, which is still dispensing money, suggests that there is an economic element in the cooperation between Trump, representing the US, and Traore, representing Burkina Faso. Meanwhile, the money pump at seconds 004 to 005, which is no longer dispensing money, becomes a battleground for control over Burkina Faso, where the US is attempting to regain control over the region.

c. Myths

Burkina Faso's position is considered an important instrument in global political strategy. Burkina Faso was granted trade access by the US, which was then revoked after the 2022 coup. Following this revocation, the US became the main donor of aid to Burkina Faso through international institutions. In this case, the US plays an important role in Burkina Faso's economy. On the other hand, Burkina Faso is considered to have an important role and control over countries in the African region. Therefore, the US has used various means to maintain control over Burkina Faso as before.

This animated visual provides a satirical interpretation of Ibrahim Traore's speech, which called on all African countries to return to being themselves without provocation from Western narratives about them, and urged them to protect their economies by protecting their geopolitics from negative external influences.

DISCUSSION

From the presentation of the three data points and their connection to Barthes' semiotic theory on the visual meaning of animation, the description of denotation, connotation, and myth reveals several main forms and functions of satire. Among them are the exposure of power relations through exaggerated character behavior, the ridicule of political actors by amplifying their flaws and contradictions, and the symbolic critique of global political dynamics embedded in simple yet meaningful visual actions. These satirical elements function not only to entertain but also to question authority, reveal hidden motivations, and challenge dominant narratives within the geopolitical context represented in the animation.

a. Criticism of Colonial Relations

US power in Burkina Faso is not limited to military and trade power, but extends to regulating Burkina Faso's foreign policy and cooperation. The visual depicts how Trump controls this, starting with an economic approach and then spreading to a struggle for power (Chotia, 2025).

b. Geopolitical Changes

The geopolitical changes taking place in Burkina Faso indicate a significant shift away from the West towards alternative partnerships that are more oriented towards Russia and the BRICS countries. The move away from aligning with the United States and the rejection of what is seen as a hegemonic relationship pattern reflects the emergence of a new political consciousness in the Sahel region, where countries are beginning to renegotiate their position in the international system. Burkina Faso's move is not merely a reaction to internal dynamics, but part of a regional trend that rejects US geopolitical dominance and prefers a path of cooperation that is seen as providing greater economic, security, and sovereignty benefits. Thus, Burkina Faso's current position illustrates a broader geopolitical transformation in Africa, where countries are beginning to reconstruct their political identities as independent actors that are no longer subject to the old Western-dominated model of relations. (Rahman et al., 2024)

c. Emotional effect

Animation is an interesting spectacle. Animation as a form of casual entertainment that also conveys the animator's ideology regarding current global political realities can be both entertaining and a source of new ideas for viewers, thereby adding to the emotional impact of watching it..

d. Symbolic power

Traore's impartiality in cooperating with Trump does not indicate a weakening of Burkina Faso's power. On the contrary, it gives him real determination and influence, especially over most African countries. His speech, which shook the whole of Africa (Times, 2025), became a symbol of power for Burkina Faso itself. Several African countries that have also withdrawn their support for the US represent a strategic loss for the US, especially in military terms.

CONCLUSION

Through the results and discussion, the animated short video on the YouTube channel @GlobalPresidents001, uploaded on September 10, 2025, with a duration of approximately five seconds, contains satire that illustrates that cooperation between the US and Burkina Faso is not merely rooted in trade and security systems, but also extends deeply into foreign policy. This is reflected in the US decision to cut off cooperation after observing the decline of democracy in Burkina Faso and its apparent shift of allegiance toward Russia and the BRICS countries. Under the pretext of being the primary donor of aid to Burkina Faso, this stance becomes part of the broader US strategy, showcasing how political and economic interests are intertwined within diplomatic relations.

The animated short video, while functioning as a medium of entertainment, also carries satirical meaning that can be interpreted through Roland Barthes' semiotics. At the level of denotation, the visuals depict Ibrahim Traoré's position of power as symbolically higher than Trump's, and the alternating function of the money pump—dispensing funds instantly in one scene but not in another—serves as a literal element of the storyline. At the connotative level, these visuals imply deeper meanings related to control, power, political maneuvering, and the economic instruments used within strategic relations. At the mythical level, the video connects denotation and connotation to broader global political realities, highlighting the shifting dynamics between the US and Burkina Faso.

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