

ABSTRACT

The leader in society is expected to be someone who is able to protect society and prioritize the society. In Indonesia, the figure of a good leader is started to develop since New Order Era that appears *Bapakism* term as the symbol of being leader. This criteria of the leader also makes Hajj title becomes the important factor to be the leader. However, one of the leader in Indonesia, Abraham Lunggana, is assumed to be failed in filling the composition of being leader. This study aims to analyze the ideal leader in Indonesia since Lunggana is not be the society's role model. This study examines how the ideal leader is represented by using Meme with the hashtag *#SaveHajiLulung* on Twitter. Three memes were chosen as the major data and it was analyzed qualitatively. This study applied semiotics by Barthes as the method. Hegemonic masculinity in Indonesia are needed to finds whether the Ideal Leader in Indonesia is in Lulung's memes. This study discovers that the memes are the expectation of the society for Lulung in satire form. The humor contains in the memes is the part of democracy.

Keywords: *Bapakism*, Hajj, Hegemonic Masculinity, Meme