

**#KABURAJADULU AS A DIGITAL EXPRESSION OF
SOCIOECONOMIC RESISTANCE AMONG INDONESIAN YOUTH: A
CASE STUDY OF CONVERSATIONS ON X**

THESIS

**Presented to Universitas Bina Darma in Partial
Fulfillment of Requirements
*for the Degree of Sarjana Sastra (S.S.)***

by:
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**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF SOCIAL HUMANITIES
UNIVERSITAS BINA DARMA**

PALEMBANG

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PALEMBANG, SEPTEMBER 2025

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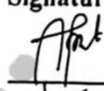


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MOTTO & DEDICATION

MOTTO

“Maka sesungguhnya bersama kesulitan ada kemudahan.”

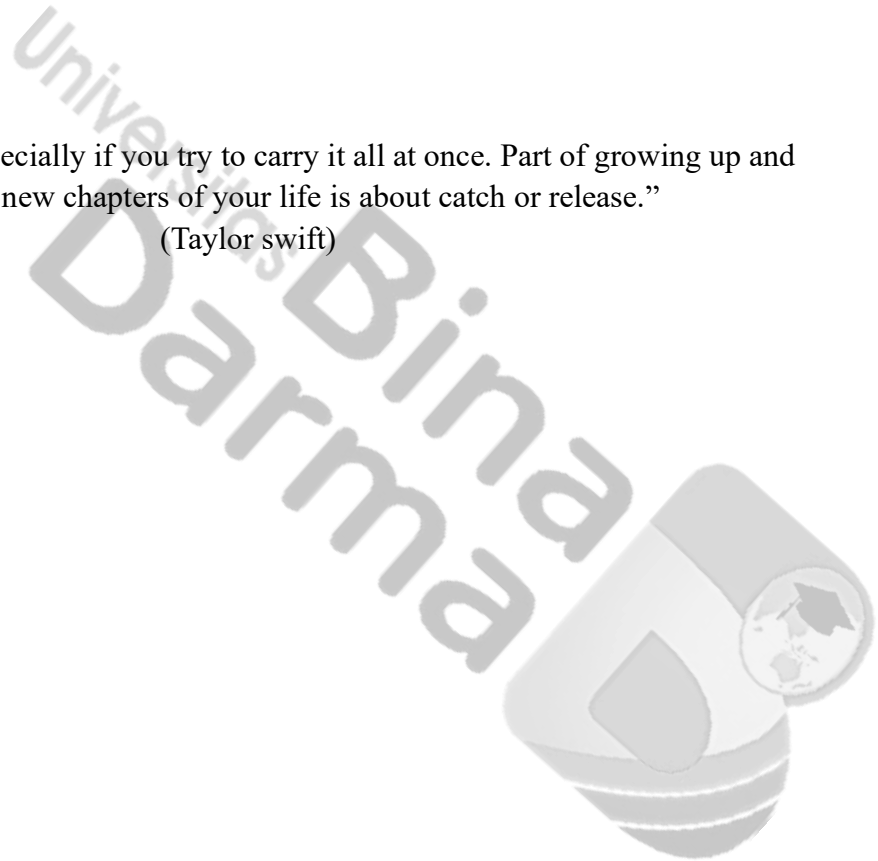
(QS. Al-Insyirah: 5)

“Life can be heavy, especially if you try to carry it all at once. Part of growing up and moving into new chapters of your life is about catch or release.”

(Taylor swift)

I dedicated my thesis to:

1. Ayah and Ibu



ACKNOWLEDGEMENTS

Praise be to Allah SWT for all the grace and mercy given to the researcher so that the researcher can successfully complete this thesis entitled “#KaburAjaDulu as a Digital Expression of Socio-Economic Resistance Among Indonesian Youth: A Case Study of Conversations on X.”

This thesis is presented to Universitas Bina Darma in partial fulfillment of requirements for the Bachelor of Literature Degree in English Literature study program at Bina Darma Palembang.

The writing of this thesis was done with various support from all parties. Therefore, the researcher would like to thank:

1. Mr. Prof. Dr. Edi Surya Negara, M.Kom., as Rector of Universitas Bina Darma Palembang.
2. Mr. Nuzsep Almigo, S.Psi., M.Si., Ph.D., as Dean of The Faculty of Social and Humanities at Universitas Bina Darma Palembang.
3. Mrs. Dr. Atika Puspasari, M.Pd., as Head of English Literature Study Program at Universitas Bina Darma Palembang.
4. Mrs. Ir. Artanti Puspita Sari, M.Pd., Ph.D. as an advisor who helped and guided me in completing the thesis.
5. My beloved parents, my late father Mr. Khoirul and my mother Mrs. Saimah. Dad, although you are no longer here your love and prayers remain a source of strength and inspiration. Mom, thank you for your endless support, patience, and encouragement throughout this journey.
6. My brothers, M. Agung Permana and M. Gibran Alfatih thank you for your support and care that motivated me to complete this thesis.

7. My beloved partner, Rhevio Avrielza Rizaqhi thank you for your love, patience, and constant encouragement that gave me strength during the process of finishing this thesis.
8. My dear friends, Zona, Sherly, Meytha, and Biya, thank you for the laughter, support, and unforgettable moments that accompanied me during this journey.
9. All of my other friends, thank you for your encouragement, understanding, and help throughout this journey.
10. Last but not least, I wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work, I wanna thank me for having no days off, I wanna thank me for never quitting.

Palembang, 19 sept 2025

The writer,



Giskavela

ABSTRACT

This study examines the use of the hashtag *#KaburAjaDulu* on platform X as a form of digital expression among young people in response to Indonesia's socio-economic conditions. The emergence of this hashtag is closely related to job insecurity, psychological stress, disappointment with the state, and aspirations for migration after 2024. The analysis was conducted using Norman Fairclough's Critical Discourse Analysis framework at three levels: micro, meso, and macro. The findings show that at the micro level, linguistic strategies such as irony, sarcasm, satire, and personal narratives are employed to critique the myth of meritocracy and neoliberal work culture. At the meso level, *#KaburAjaDulu* functions as a space for collective meaning-making, where digital humor and shared narratives circulate widely among users. At the macro level, the hashtag reflects the structural crisis of the younger generation and highlights the declining trust in state legitimacy. Overall, *#KaburAjaDulu* represents a form of digital resistance expressed not through physical protest, but through symbolic discourses that appear lighthearted yet carry political meaning. In this way, digital space becomes an arena where young people negotiate their personal struggles with broader structural realities.

Keywords: *#KaburAjaDulu*, socio-economic resistance, digital discourse, Indonesian youth, Critical Discourse Analysis.

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