

ABSTRACT

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This study explains the insights of satire in the Simpsons Animated Sitcom “Sorry not Sorry” broadcasted on television program. The aims are to investigate the types of satire found in that animated sitcom and analyze how those satire delivered in that sitcom on television. The data were obtained from the words, utterances, phrases from all of the transcript of the animated sitcom “sorry not sorry” and also analyzed by using some steps as normally applied in descriptive qualitative method. The instruments of collecting data were television, internet, and streaming home. First the data were analyzed by identification of the utterances, words and phrases and also how those delivered. Then they were classified into three types of satire, namely Horatian, Juvenalian, and Menippean satire. As the result, the three types of satire found in the sitcom sorry not sorry and delivered in different ways, specifically in conversation, billboard, poster, and advertisements. In this way the Juvenalian satire was the most found in that sitcom. This use was attributed to strong irony to criticize social phenomena and a certain group of people.

Keywords: Satire, Animated Sitcom, The Simpsons.