

CHAPTER I

INTRODUCTION

A. The Background of The Study

Figurative of languages are words and expressions used in poems, prose, poetry and texts to deliver various meanings and interpretations from the literal meaning. Figurative of languages often to describe something by comparing it to something else. Dancygier and Swetser (2014) state that figurative usages clearly do not serve, the same purposes as their literal translation, because of this, many students still confuse about the form or the types of figurative language as satire especially students of English Literature program at Universitas Negeri Medan. Satire is something that is quite odd amongst students in general, especially in social media, and television. Satire is convey in a bold manner, making students do not realize that the satire itself has already said. It is delivered in an implicit way, smooth, and more of a comedy. Most of the students indicate to be oblivious towards something or even not that focus upon something has said, and thus satire is hardly comprehended. Students who can easily find satire are those who have a high sensibility level as well as focus upon what has convey verbally.

Satire is figurative language to reveal the situation or students' behavior which is used as reinforcement to convey a message and it is also an utterance which is used parody, irony and humor to criticize and laugh at the situation or students' behavior. From the explanation above, satire has criteria to include in figurative language. As we know, figurative language are an utilization of wealth

of language to make certain effects. So that a literary work are more alive. Figurative language make students interest to read or listen a literary work and figurative language has typical way to convey thoughts and feelings.

Satire is mostly used due to the belief that it can raise the rating of a program. The headline of a program or media that uses satire add to the curiosity in audiences, resulting in the increasing of their interest to watch or read it, thus making the amount of fans higher, and that is such a beneficial to the program or media itself. The subtlety of the sentences added with the comedic punchline make satire used more often to entertain the audiences, as well as awaking students to realize something when thinking of what could possibly the satire's conveyer mean. Satire can be implemented in sitcom, reading media, daily lives, poetries, rhymes, social media, and books.

Satire has a message which can improve the situation or students' behavior into better. Satire refers to a genre of literature that vices, follies, abuses and weakness are held up to mock. Ideally with intent of shaming individuals, corporations, government and society itself into improvement by using humor. According to British comedian, Steel (2009) states that the power of satire to stir audiences who are hungry for meaning. Swift (2016) states that satire is a genre literature which is often used by literary people as a smart weapon to expose cluster of ideas and people's behavior to be improved. From the explanation above, it can be concluded that satire is one of the ways to ridicule people through humor because their vices, follies, abuses and weakness but the aim is to expect the improvement of situation and people's behavior into better.

Nowadays, satire can be found in many artistic forms of expression, literature, commentary, cartoon, media such as lyric, comic and television show. It is right that the media has now become a prominent communication channel that fascinates wider public interest using language a tool of expressing thoughts and ideas from a particular point of view. This specific feature of language use has made media discourse a feasible and potent research field. Steward (2013) has studied how language is specifically used in different genres to achieved communicative tasks. The media itself sustain people to value more on how language is used for communicative purposes which include information dissemination, a sense of mutual understanding and knowledge about social, economic, political and other related events that make up people's social life in society. Television as media communication has a big role in sharing information and entertainment. This research analyzes satire in television show. Entertainment in television is done in various ways. One of them use comedy in the television program to entertain people. Comedy is quiet easy to understand in literary term that uses some character types in a scenario where some kinds of problem must be resolved. Gourevitch (1994) states that there are many impulses for the formation of comedy such as farce, humor, satire and irony. Comedy can be done in traditional categories such as pantomime, farce, satire. In modern categories, comedy can be done through standup comedy, some game shows, caricature and animated sitcom.

An animated sitcom is one of a subgenre of the sitcoms. One of the example animated sitcoms are The Simpsons, Family Guy and American Dad.

Animated sitcoms, especially the ones from the 1990s onwards, have been criticized for their often explicit and extreme violent content that would not be permissible on a live-action show like previous researcher Muhammad Ichsan (2020) in his research “Satire in The Daily Show with Trevor Noah” in that show can’t be more violently in real life. In the United States, The Simpsons in the early 1990s and Family Guy in the late 1990s caused something of a moral panic. Animated sitcoms have been adult-oriented and more controversial than traditional cartoons from the onset. The Flintstones was originally oriented at adults, as an animated version of The Honeymooners, though it was primarily popular with teenagers. In the 1970s, the cartoon Wait Till Your Father Gets Home, often considered an influence on the contemporary Family Guy, debuted and further pushed the envelope. It ran from 1972 to 1974. In 1987, The Simpsons debuted on Fox's The Tracey Ullman Show. The first full-length episode, "Simpsons Roasting on an Open Fire", debuted on December 17, 1989, The Simpsons were already iconic. By seeing how satire is used in a variety of mediums, the researcher be better prepared to apply it in the projects. In this study the researcher try focus on animated sitcom The Simpsons in episode “Sorry not Sorry”.

B. Problem of Study

In this study, the writer analyzed satire The Simpsons animated sitcom “Sorry not Sorry”. Two problems found in this research:

1. What types of satire are used in the Simpsons animated sitcom sorry not sorry?

2. How are those satire delivered in that animated sitcom?

C. The Objective of Study

Based on the problem of the study, the objectives of the study were:

1. To find out the types of satire in The Simpsons animated sitcom “Sorry not Sorry”
2. To know how those satire are delivered in that animated sitcom

D. The Scope of Study

The research was focused discovering types of satire that found and then it concern in The Simpsons “Sorry not Sorry” selected which contain satire and how to deliver it.

E. The Significant of The Study

The Significances of this study were:

1. Theoretically: this study is express to use as a reference for the university students and those who would like to understand more about the types of satire.
2. Practically: the finding can be useful for people who using satire in their communication and works, so they can improve they skill in communication or work in smart way.