CHAPTER I
INTRODUCTION

A. The Backdround of the Study

Language, as a means of communication, has a very important role in human daily life. People as social creature, need to communicate with each other to show their existence, opinions, thoughts, ideas, feelings, knowledges, assumption and also giving information. In the communication, they use words or sentences to send their messages, and expect the hearers to understand what they intend to mean. It is important for the speakers to understand that language used can determine the success of communication. People share information through blogs, forums, group simultaneously establish interaction through social media as Instagram. Instagram is widely used by people as a means to interact and exchange information in which each application is displayed on the wall of Instagram as interesting photos, videos, websites, status, announcements, online shops, advertisements and character insights can respond by any person who read which allows the interaction available on each comment box.

Social media channels such as Instagram have become a popular platform to discuss ideas and to interact with people worldwide area.Some people communicate or share the ideas, thoughts, and information, and also to interact to other people using sarcasm. Sarcasm is a sharp, bitter, or cutting expression or remark. Sarcasm involves constructing or exposing contradictions between intended meaning. It is often used to humorously convey thinly veiled dispproval or scorn. People have started to express their emotion in sarcasm. It is an indirect manner of conveying a message. Sarcasm is a pervasive phenomenon in social

1

media, permitting the concise communication of meaning, affect and attitude. Doing a research about sarcasm can help to understand the mindset of the speaker and provide the reason why people used sarcam.

According to (Pooja Deshmukh, 2017), Sarcasm is a sort of sentiment where public expresses their negative emotions using positive word within the text. Sentiment analysis is the opinion of the user for the particular things by two ways: Explicit sentiment and Implicit sentiment. Sentiment analysis and opinion meaning depends on emotional words in a text to check its polarity (whether it deals positively or negatively with its theme). According to (Aniruddha Ghosh, 2017), Sarcasm is a pervasive phenomenon in social media, permitting the concise communication of meaning, affect and attitude. Concision requires wit to produce and witto understand, which demands from each part knowledge of norms, context and aspeaker's mindset. They believe that the most valuable contribution of the work, as it will allow others to incorporate an understanding of personality and mind-set into their own models of that most personal and moody of figurative devices, sarcasm.

Some previous research has analyzed sarcasm about the sentiment that used by the speaker to express their negative or positive emotions. The other researcher analyzed about the mood exhibited by a speaker over tweets leading up to a new post is as useful a cue for sarcasm as the topical context of thepost itself. So, in this research, the researcher wants to analyse the type of sarcasm that used in the contents of instagram account and the function of sarcasm that shows in the contents of instagram. Because some research have not research about sarcasm types based on Lamb's theory yet.

To obtain the pupose of this research, the researcher will analyses the seven types of sarcasm based on Lamb's theory. This research also will analyses the function of the sarcasm that shows in the contents of instagram based on Leech's categorization of illocutionary functions of utterances. By doing the analyses, the researcher will answers the research problems. And also provide the purposes why the researcher doing this research.

Social networking is becoming a media that is mostly chosen by people. The use of social networking allows people to communicate and share our thoughts with friends or others because it provides a wonderful way to gather pictures and thoughts and then share them with people, either privately or publicy. Thus people tend to use social networking in order to retain social relationship with others and this time the networking has become the information media spotlight because it has a usage rate increased significantly.

Picture 1.1 Example's content of komiknyebelin

From the above picture, it can be seen that the content of komiknyebelin account shows the used of sarcasm in the content. *So, you are human or dog, why are you so willing to be restrained?* The sentences indicate the raging sarcasm. So, this research is conduct to identify the types of sarcasm that show in komiknyebelin's content.

Komiknyebelin is one of instagram account that illustrate the social condition of indonesia into comic strips to delivered values to the readers.It is an instagram's account with more than 206.000 follower and more than 90 posts that makes komiknyebelin is a good materialto used in a study because it was seen by more than 200.000 people in Indonesia. Komiknyebelin is an informative account that provides add in the form of comic strips with the interesting story and pictures that can attract the followers of the other instagram's account.The content of the account were posted because it is inspired from the social phenomenon that was happening in social reality. So, this research conducted to show and identify the types of sarcasm and to discover the functions of the sarcasm in komiknyebelin account.

B. The Problems of the Study

The problem in this study were identified as the following:

1. What are the types of sarcasm in instagram account @komiknyebelin?

2. What are the functions of sarcasm shown in instagram account @komiknyebelin?

C. The Objectives of the Study

The objectives of the study were identified as the following:

1. To identify the types of sarcasm in instagram account @komiknyebelin.

2. To identify the functions of sarcasm shown in instagram account @komiknyebelin.

D. The Scope of the Study

This study focuses to identify the types and the functions of sarcasm in the contents of instagram's account. The researcher took Komiknyebelin as the representative data to be analyzed. The data was gained from the content of the komiknyebelin account since August 2018 until July 2019which randomly selected comics that found sarcasm based on Sofi's sentences as the main character in all of the comics. This analysis was conducted by using the Lamb's theory that classified the seven types of sarcasm and Leech's categorization of illocutionary functions of utterances.

E. The Significance of the Study

The findings of the study are expected to be beneficial both theoritically and practically. The significances of this research are:

1. Theoritically, this research is expected to give information and knowledge about the types and functions of sarcasm in komiknyebelin account. The findings are expected to enrich the study and comprehension about sarcasm to the readers.

2. Practically, for people who interesting about sarcasm. For the readers to conduct futher research about the types of sarcasm and the inplementation in social networking.