

CHAPTER I

INTRODUCTION

1.1 Background of the study

Sarcasm is a person's speech that contains harsh words, insinuating someone through directly or indirectly, sarcasm can also be done anywhere through social media, meeting directly with the intended person. As researchers will do in researching sarcasm through the youtube channel, this sarcasm also occurs in the youtube channel where the speakers criticizes and insinuates the person directly by using harsh or sarcastic words. Although sarcasm can be used to criticize, it can also be employed in non-contemptuous ways. Organizational members frequently use sarcasm to convey positive messages (e.g., stating "you look terrible" to someone who is plainly dressed up for an important meeting) in order to praise recipients without embarrassing them or jeopardizing their own position (Jorgensen, 1996). Other times, sarcasm is merely employed for lighthearted banter (e.g., telling a new colleague who is coming to work for the first time amid a snowstorm that "we particularly arranged this weather for you").

Sarcasm can also be used to convey a negative emotion toward another person. Sarcasm can also be employed to make people laugh. The findings of their study reveal that a sarcastic remark can be both unpleasant and humorous at the same time. Furthermore, Dews, Kaplan, and Winner (1995)

propose that some of the main reasons people use sarcasm to hide their true meanings rather than saying it directly are “to be funny, to soften the edge of an insult, to show themselves to be in control of their emotions, and to avoid damaging their relationship with the addressee”.

Pragmatics is a branch of linguistics that studies the meaning of morphemes, words, phrases, and sentences. However, be aware of the context in which an utterance is made. Pragmatics considers the time and place of the speech, as well as who is speaking it and to whom the statement is addressed. The researcher conducted this research using a pragmatic study about the utterances contained in the youtube channel. A genuine pragmatic account, according to Mey (2001: 6), must deal with language users in their social context; it cannot be limited to linguistically encoded components of context. Pragmatics, in general, is concerned with those aspects of meaning that are context dependent. It aims to broaden the scope of classical linguistics by encompassing a wide range of concerns and features that describe language in use (Horn and Kecskes, 2013: 356).

A Podcast is a digital audio and video dialogue that users may download to their personal devices for listening and viewing. Podcasting mainly consists of events in the form of a conversation between two or more people, it also discusses comedy, invites viral guest stars such as Actrist and selebgram, and occasionally discusses news updated or viral.

Podcast usually consists of one or more hosts who discuss a specific topic or event. Podcast discussions and material can range from meticulously scripted to wholly improvised by the host, and there are even podcasts that openly discuss the topic. Many podcast series have companion websites featuring links and show notes, as well as guest biographies, transcripts, supplementary resources, comments, and even community forums where listeners may debate the show's content.

Podcasts are digital media that may be listened to through the Internet and played on portable media players such as iPods, computers, and YouTube (Lazzari, 2009). Podcasts can also be downloaded individually or through subscription feeds and aggregators that automatically discover the most recent material for repeat listening. As a result, teachers who record and offer their lectures via podcasting can quickly download audio or video to others who want to listen to podcasting.

Majelis Lucu Indonesia (MLI) is a youtube channel where on the youtube channel there is a video podcast about Comedy, discussing viral news or inviting guest stars in the event. The *Majelis Lucu Indonesia (MLI)* has the word "Funny" in the youtube title but not all videos on the channel contain comedy, but the video podcast makes jokes and at the same time satirizes someone they are discussing such as artists and can also involve politics.

Majelis Lucu Indonesia (MLI) is one podcast channels that are increasingly visible due to their content and programs that attract the attention of viewers, Starting as those who judge people in the realm of social media to become a group that has begun to popularize the roasting talking about someone who is viral and criticizing that person by insinuating them indirectly, *Tretan Muslim* and *Coki Pardede* are two speaker on from *MLI* who are both known for their make a viral person the topic of conversation and insinuate or criticize that person indirectly. This channel contains comedy podcasts and videos that discuss comedy and also discusses people who are viral. not only contains podcasts, but sometimes they invite guest stars to collaborate with them. On the *MLI* YouTube channel, there are several video podcasts that contain sarcastic, from some of these podcasts the researchers only one videos on the YouTube channel where the videos contained sarcastic. This youtube channel aims to entertain the audience.

As we know *Majelis Lucu Indonesia (MLI)* is a controversial youtube channel because in the video podcast it discusses news updates that are being discussed by netizens and viral news. *Majelis Lucu Indonesia (MLI)* podcast video contains several videos that whose words are Sarcasm.

Here the example of whose words are sarcastic in Video Podcast *Majelis Lucu Indonesia (MLI)*:

The video entitled " *Naik Jin ke Amerika Cuma 2 jam*"

By mentioning the person as a topic of conversation they're talking about, the podcaster said it directly to her.” *Dia ini di kenal juga enggak jelas dengan gak ada sinetronnya , penyanyi enggak tapi kok bisa trending”*.

As an example of a conversation spoken by the speaker by saying .” *Dia ini di kenal juga enggak jelas dengan gak ada sinetronnya , penyanyi enggak tapi kok bisa trending”*. The utterance belongs to the type of sarcasm, namely Proportional sarcasm, because he utters harsh words as well as insinuate the person.as said (Elisabet Camp 2011) regarding prepositional sarcasm this type of uses sarcasm, which leads directly to the goal of 'Insinuate'.

In this study, the authors use pragmatic study theory and Sarcasm in conducting research on Sarcastic in Podcast *MLI*, where in conducting this research it is necessary to use pragmatic studies because in sarcastic research there are words that produce meaning and there are also meanings of certain words. As stated by Yule George (1996) According to pragmatics is the study of how listeners might convey what is said in order to come at an interpretation of the speaker's meaning.

1.2 The Problem of the study

Based on the background information provided above, the following questions will be addressed in this study:

1. What are the types of Sarcastic coded in podcast *Majelis Lucu Indonesia* ?

2. How are the utterances of Sarcastic realized in the Podcast of *Majelis Lucu Indonesia* ?

1.3 The objectives of the study

The following are the study's aims, which are formulated against the backdrop of the study's problems:

1. To find out the Type's of Sarcastic coded on *Podcast Majelis Lucu Indonesia*.
2. To Analyze the utterances of Sarcastic realized on the *Majelis Lucu Indonesia*.

1.4 The scope of the study

The scope of the study will focused on Saracastic on the *MLI* which is available on youtube. While the object of research focuses on Sarcastic contained in podcast broadcasts on a youtube channel called *Majelis Lucu Indonesia*, this study examines Sarcastic contained in podcasts or broadcasts in *MLI*.

1.5 The significanses of the study

This research is expected to provide information and increase knowledge about Sarcastics to readers, and especially for English Language and Literature students. This research also expected to be useful for other researchers, whose results can be a reference for them to conduct further research.