

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

Since sarcasm is utilized in everyday discourse as well as literary works, it is important to learn about it. The Greek term *sarkazein*, which means to speak venomously and shred flesh like dogs, is where the word "sarcasm" originated (Lee & Katz, 1998). Sarcasm is typically defined as ironic or satirical wit used to mock, offend, or entertain. Sarcasm can appear in many various forms, but understanding it is crucial for natural language processing to prevent sarcastic utterances from being taken literally (Riloff et al., 2013). A sort of wit known as sarcasm is used to make its target the target of mockery or contempt by employing sarcastic words (Soukhanov et al., 1992).

One's speaking style may include sarcasm, which could unintentionally emerge out of habit when that person speaks (Melawati, 2021). People who are prone to rejection frequently use sarcasm to deliver their rage at people who have hurt them, and people that are prone to depression tend to have a sarcastic trait (Slap, 1966).

Sarcasm has replaced the concept of irony in modern American use, particularly among young speakers, and is now used to denote anything upsetting (Attardo, 2014). Moreover, (Cutting, 2002) mentioned that sarcasm is an unfriendly sort of irony that is typically used to do harm. The researcher chose

this study so that people are more sensitive to situations and to minimize misunderstandings in speaking and interacting with others.

Sarcasm is employed in many different kinds of literature and movies, not just in conversation. In this study, the researcher is going to analyze sarcasm on TV Series. There are a lot of famous American TV series which have already played on TV, but the researcher decided to choose *Sam & Cat* because sarcasm is used a lot in conversation among the characters. *Sam & Cat* is an American teen situation comedy about two teenagers who are accidentally brought together by circumstances, ending up living together in an apartment and deciding to start a babysitting service. The show aired from 2013 to 2014 on Nickelodeon and it is now available on Netflix. The show features a different topic in each episode, and each episode has its own story.

An example of sarcastic utterance found in the series occurs as follow.

[The knocking sound on the door, and a monkey appear]

Cat : Sam, my spell. I turned Dice into a monkey.

Sam : Yeah, and he brought my candy.

[The monkey ran into Sam and Cat's room]

Cat : Sam! Wait, monkey Dice. Don't run away. Sam, did you see that?

Sam : I saw a monkey.

Cat : That was Dice.

Sam : Shut up.

Cat : Sam, I'm serious. Look, the spell I did was to turn a human person into a beast. And a monkey is a beast.

Sam : **Is there a spell in there that will turn my mom into a woman with a job?**

(Episode 14/Scene 3)

It was Halloween. Cat dressed up as a genie, and Sam dressed as Cat. Dice arrived at their apartment, bringing a genie bottle and a book of magic spells to

complement Cat's genie attire. Cat, believing the spells were real, asked if she could try one on Dice. She cast a spell that was supposed to turn a person into a beast on Dice, but nothing happened. Dice then returned to his place to get the candy he promised to give Sam. Later, there was a knock on their apartment door. Cat opened it and found a monkey holding candy. Assuming her spell had worked on Dice, she thought the monkey was Dice transformed into a beast which is a monkey. Cat tried to convince Sam that the monkey was indeed Dice, but Sam did not believe it. Sam then asked Cat if there was a spell to turn her mom into a woman with a job. Sam made a sarcastic comment about her mom's employment status, suggesting that her mom didn't have a job and insinuating that the only way she might get one is through a magical spell.

Several studies have discussed sarcasm are (Bachtiar & Hardjanto, 2018), (Padmatantri & Sutrisno, 2020), (Melawati, 2021), (Mulyadi et al., 2022), and (Cui et al., 2023). These relevant studies focused on the utterance of sarcasm in movies and the response of the recipient to the sarcastic utterance, the types, and functions of sarcastic expressions in a YouTube content and in a movie, judging emoji-based sarcasm interpretation, and the sarcastic utterances in North Film as English teaching materials. However, no one has examined the types and purposes of sarcasm in the American sitcom TV series.

Considering the phenomenon above, the researcher believes that it is very important to study sarcasm. In this study, the researcher focuses on the types and purposes of sarcasm appeared in American sitcom TV series *Sam & Cat*.

## **B. The Problem of the Study**

The problems of the study are formulated as follows.

1. What are the types of sarcastic utterances appeared in the American Sitcom TV Series „Sam & Cat’?
2. What are the purposes of sarcastic utterances used by the characters in the American Sitcom TV Series „Sam & Cat’?

## **C. The Objective of the Study**

Based on the problem of the study, there are two objectives of the research. The first objective is to find out the types of sarcastic utterances that appeared in the American Sitcom TV Series *Sam & Cat*. Second, to analyze the purposes of sarcastic utterances that used in the American Sitcom TV Series *Sam & Cat*.

## **D. The Scope of the Study**

This study is limited to the types of sarcasm by Camp (2011) and the purposes of sarcasm by Attardo (2001). Researcher took the data from all episodes of the *Sam & Cat* series, 1-18 episodes with 22 minutes of duration per episode.

## **E. The Significance of the Study**

The study’s results are expected to be helpful to readers both theoretically and practically as follows.

1. Theoretically, these findings are expected to enrich knowledge about the types and purposes of sarcasm under pragmatic study, based on Camp and Attardo's theory.
2. Practically, these findings hopefully useful for linguistics and literature students to be used as a reference or comparison for their research especially in discussing the types and purposes of sarcastic utterances contained in the film/series.

