

CHAPTER I

INTRODUCTION

A. Background of the Study

Since the early of 16th century, satire has entered English literary works with its connotation meaning has remained mostly consistent with its original meaning, which was originally applied to poems of that era. Some of the famous classic satirical poems in English are “The Rape of the Lock” by Alexander Pope that was first published in 1712, and “A Modest Proposal” by Jonathan Swift in 1729. The majority of these writings dealt with instances of foolishness, injustice, or moral weakness.

As a literary genre, satire has been considered to the earliest type of social critique. Satire is a literary genre that is intended to communicate criticism of a situation or individuals. It comes in a variety of forms, including laughing, rejecting, and condemning (Berger, 1997). Satire is often defined as the use of humour, parody, and irony to criticize individual or group behavior or ideas with the intention of mocking people's undesirable features and exposing vices. It is distinguished from comedy in that understanding the punchlines and their implications requires the reader or viewer to reflect on social realities in addition to enjoying the humor.

Besides being one of the oldest literary genres, satire has been considered to the earliest type of social critique because it is based on

social commentary. Contemporary writers have used satire to remark everything that has served to increase awareness of social problems and put pressure on the individuals or institutions who are responsible for their creation (LeBoeuf, 2007). It demonstrates that satirists also pay attention to social issues that people might overlook, accept reality while denying it control over our emotions, and encourage people to think critically about things they might otherwise believe.

In the mid of 1960s the application of satire has thrived in popular media and the term now has a broader scope, such as radio and television, rather than poetry or other forms of literary works. *That Was the Week That Was* (1964-1965), *The Smothers Brothers Comedy Hour* (1967-1969), and *Saturday Night Live* (1975-1976) are all examples of well-known programs that used satire to remark on politics and socioeconomic class. Satire and political humor are viewed in this context as a sort of irony or cynicism toward prevailing political and social formations. Since then, satire has frequently been deployed in political contexts and continued to be relevant in different media forms.

A satirical point of view can be seen in the various media such as Twitter. Twitter is increasingly being used within the sociopolitical domain as a channel through which to circulate information and opinions (Ross & Rivers, 2018). It should be realized that our society use twitter as a means of communication, not only as a mere event or something that happens by itself, but it has a function, contains a specific purpose and produces an influence to the other users.

For instance, there has been a previous study conducted by Holbert (2011). The purpose of this study was to investigate the perceived effectiveness of political satire on the two types of satire that is juvenalian and horatian satire. According to the findings of this study, not all satire was perceived in an equal light. The horatian and juvenalian forms distinguished themselves as they progressed through this analysis. While horatian and juvenalian were generally equivalent in terms of perceived persuasive intent, there were conflicting results in terms of the juvenalian satirical pieces distinguishing themselves from regular opinion-editorials when it came to message strength. Any research on political satire that is based on effects must clearly specify the type of political satire that is being studied. Overall, it is clear that young voters perceive that political satire, whether juvenalian or horatian is created with persuasive intent. Furthermore, subjects in both of this experiments identified the horatian satirical messages as having significantly lower message strength and perceived influence on oneself. In today's political media environment, horatian satire is dominant relative to juvenalian satire. As a result, this study suggests that young voters distinguish popular forms of political satire from more traditional, rhetorically-based forms of political persuasion.

Slightly different from the previous research, the researcher attempts to recognize satire in a Twitter account which is *The Daily Show* as source of data. *The Daily Show* Twitter account provides tweets in the form of satirical news. The tweets give recently news in a satirical twist,

discussing everything from politics to current event in the United States. It became an interesting source of news information for citizens since the tweets is delivered in a light funny way. However, satirical news provides amusing updates and criticisms of specific societal issues or events. In this case, satire can be an essential device to bring about the thoughts. For example:

“The supreme court rejecting Trump in 34 minutes is like asking someone to go out sometime and they tell you “I’m busy that day”.

(Source: *The Daily Show* tweet, 10 Dec 2020).

This tweet was referred to Trump at the time Prime Minister rejected his request for not wanting to get involved in Trump's case during the election. This tweet was an Horatian satire type because it has a humorous context in the way that Prime Minister wanted to be fair to everyone, The word “i’m busy that day” was satirized to figure out on the fact that The supreme court is just like ordinary human that can make decision for anyone.

*There’s Trump’s bulls**t, the bulls**t of the people who’ve stood by him, and the bulls**t calls for “unity”.*

(Source: *The Daily Show* tweet, 20 Jan 2021)

This tweet was referred to Trump presidential era, where there were a lot of controversies going on that time. This tweet was a Juvenalian satire type, which means to criticize by using controversial words. The word “bulls**t” is a form of harsh insinuation for bad behaviour. This

tweet satirize that Donald Trump's policies have led to a lot of conspiracies, and the American media is now full of lies.

“Will Trump and Fox settle on a strategy for attacking Kamala before she’s sworn in as VP?”.

(Source: *The Daily Show* tweet, 22 Dec 2020)

This tweet was referred to Trump’s attitude as if he does not want to lose to his rivals by justifying various ways. This tweet was an Horatian satire type, because it has humorous context on Trump and Fox media that work together to attack somebody. This tweet satirize that Trump is really good at fooling media, between Trump and the Fox as news media trying to figure out the right talking points to trick everyone.

The US presidential election especially in the era of Trump and Biden is controversial where this condition allows the satirist to deliver about their thoughts in the form of satire. Consequently, the existence of incredible political satire is widely spread. Since satire is a genre where the primary purpose is to make viewers reflect on social realities and think critically, the researcher attempted to uncover the aspects related to satire in the tweets made by *The Daily Show* Twitter account.

B. Research Problem

Based on the background of the study, the problems of the study are formulated as the following:

1. What types of Satire are used in *The Daily Show* Twitter account?
2. How are the satire realized in *The Daily Show* Twitter account?
3. Why are the satire used in the way they are?

C. Objective of the Study

Based on the research problems, the objectives of this research are formulated as the following:

1. To find out the types of satire in *The Daily Show* twitter account.
2. To describe the realization of satire in *The Daily Show* Twitter account.
3. To explain the reason for the use of satire in *The Daily Show* Twitter account.

D. Significance of the Study

According to the objectives mentioned above, there were some significance as follows:

1. Theoretically, the use of satire in *The Daily Show* Twitter account will give additional information to other linguistics researchers and enrich the use of existing theories about satire.
2. Practically, this research provided practical benefits such as:

- a. For the readers, this research provided examples of satire particularly about the types of satire in politics.
- b. For further researcher, this research can be a valuable reference in examining similar studies.

E. Scope of the Study

In this study, the researcher focused on observing the satire in the tweets made by *The Daily Show* Twitter account during the US Presidential Election along November 2020 - January 2021 where the existence of incredible political satire was widely spread on Twitter.

