

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Sarcasm is often used in everyday communication. Understanding sarcasm helps us to better understand the meaning of messages conveyed by others. According to Mulyanto (2017) sarcasm means to satirize or offend someone or something. It can be offensive and insults using harsh words. Sarcasm can also be a statement that is the opposite of what is actually meant, and also used to provide entertainment and humor. Sarcasm in conversation can be used to express feelings or opinions indirectly. Not just in reality, sarcasm itself can be seen on social media. It is used by the users to other people who shared something on their social media accounts.

In this era, everyone is closely related to social media. Social media plays an important role in society. Starting from sending messages to friends, sharing information, to get information that is currently happen in the community. In general, social media is online media used to communicate. The presence of social media has its own impact on society, for example making it easier to communicate over long distances quickly as a forum for interacting and socializing. Manning (2014) stated that social media is used as a new way to communicate interactively where the participants are to build good interaction. Various social media used by people including TikTok, Instagram, Twitter, Facebook and so on. Currently, TikTok is one of social media platform that is the most popular among people and one of the main reasons TikTok is loved by society is its creative and concise short

video format. TikTok is a social media platform where people can create, share and discover short videos. With a time limit of between 15 to 60 seconds, TikTok encourages users to convey their messages or content quickly and creatively (TechTarget, 2023).

Rian Fahardhi is a content creator from South Sulawesi who is known as the "President of Gen Z" . He became popular on the TikTok platform with content discussing about issues that some youth may find boring, earning him a lot of attention and followers on TikTok. The nickname President of Gen Z was apparently born as a form of sarcasm uttered by one of the user on his social media account (Yot, 2024). He is known as a content creator who is productive in creating content that responds to viral issues in Indonesia, including culture, politics, the environment and legal issues. And he is also known for his unique Makassar accent. Rian's content is produced independently and has the right strategy and creativity, making him liked by the audience and the message he wants to convey can be conveyed well. His contents about various topics creates many opinions from TikTok users. The users showed their opinions in the form of comment sections.

Comments sections are a feature on social media platforms where publishers invite the audience to comment on the content. They can take the form of notes that explain, describe, or criticize, as well as express opinions about a post. People who comment publish their own opinions or react to others, who are called commentators (Anne Molen, 2018). Comments sections are an important part of online content that allow viewers to express their opinions and interact with content creators and other viewers. Comment sections can be an excellent platform

to spark discussion and share different perspectives. However, with the freedom of speech, comments sections can quickly become a feature for negativity, hate speech for example sarcasm. By studying sarcasm on social media, this research can provide a deeper understanding of the use of sarcasm especially in digital contexts on social media platforms TikTok.

Sarcasm has been studied several times. Siska, Burhan & Anwar (2021) aimed to finding out the types of sarcasm used in social media platform Twitter using Camp's theory. The data were taken from the comments column fadlizon. Jennyfer & Novia (2022) investigated the use of sarcasm in the comments column of male netizens on the YouTube account of Sukumawati Soekarno Putri's news video. This type of research is qualitative research using descriptive methods. This research also uses a camp model. In addition, the results of this study showed the use of sarcasm between gender, especially the use of sarcasm by men on social media

Apart from that, Anazia, Yuli, Heidi (2022) investigated the use of sarcasm in the comments column of Deddy Corbuzier's YouTube show with Agung Suprio entitled "I Represent the Fight with the Chair of the KPI!!! From Harassment to Saipul Jamil." The aim of this research is to describe the purpose of sarcasm used in the comments column of YouTube shows. The method used in this research is qualitative content analysis. The results showed that sarcasm is used by users in the form of ridicule and in the form of satire. Furthermore, it is also known that the use of sarcasm has the aim of cursing.

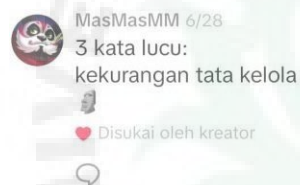
Another previous research conducted by Iraisha & Agus (2024) using sarcasm model by Elizabeth Camp to investigate the use of sarcasm in the comments column of Tasya Farasya's posts on Instagram. This study used descriptive qualitative method. The findings of this study revealed that the fourth types of sarcasm were used, such as propositional, lexical, like-prefix, and Illocutionary sarcasm. Similarly, research conducted by Hafizul & Fitrawati (2024) identified the types of sarcasm used in Ryan Reynolds' YouTube videos by analyzing the utterances that were used as the data source. The type of sarcasm that is most used by viewers is propositional sarcasm, and the type of sarcasm that is least used is lexical sarcasm.

Nevertheless, sarcasm is a topic that has been discussed before, especially on various social media platforms. However, only a few studies have addressed sarcasm on the TikTok platform. This can be a new insight into the use of sarcasm according to Camp's theory.

To support this research, the preliminary data based on the findings from one of the most watched video from Rian Fahrddhi —Surat Terbuka untuk Kominfo dan Bssnl which posted on June 28, 2024 and has more than 1.3 viewers. This video discussed about The Ministry of Communication and Information together with the National Cyber and Crypto Agency (BSSN) and Telkom sigma are trying to deal with the impact of indications of cyber attacks which have prevented a number of public services from running normally. This data will then be analysed using Camp's theory to describe the types of sarcasm, which consists of proportional sarcasm, lexical sarcasm, like-prefix sarcasm, and illocutionary

sarcasm and Keraf's sarcasm functions which consists of (1) as a form of conveying rejection, (2) as a form of conveying prohibition, (3) as a form of conveying affirmation, (4) as a form of conveying information, (5) as a form of conveying order, (6) as a form of conveying equality, (7) as a form of conveying comparison, (8) as a form of expressing an opinion, (9) as a form of submitting a question, and (10) as a form of greeting.

Excerpt 1:



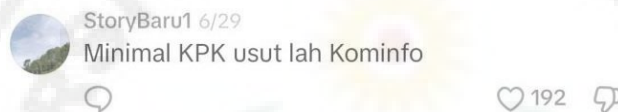
MasMasMM: “Three funny words: lack of governance”

The context in data 1 contains replies from the TikTok account rianfahardhi on June 28, 2024. This can be categorized as lexical sarcasm. This is because using a phrase that is supposed to be serious lack of governance in a context that is perceived as humorous, implies criticism of the existing situation. By saying a serious problem funny creates the impression that the user is satirizing a situation that should be taken seriously and showing that they are incompetent or not serious about carrying out their duties.

This comment used sarcasm as a form of expressing an opinion whose function is to express opinions to other individual about something. Since this case highlights a serious problem in governance, this comment indicating a strong personal viewpoint about the situation. By calling it funny words, the user is sarcastically downplaying the seriousness of the issue, suggesting frustration or

disbelief about the lack of proper management. It implies that the user cares about governance. The phrase (funny words) and (lack of governance) emphasizes the absurdity of the situation, showing a personal opinion on how serious issues are often treated lightly by making something serious seem not serious at all.

Excerpt 2:



StoryBaru1: “At least the Corruption Eradication Commission should investigate Ministry of Communications and Informatics” *StoryBaru1* commented on a video uploaded by Rian Fahardhi on June 29, 2024. Based on this comment, it can be categorized into (illocutionary sarcasm). This implies hope that the Corruption Eradication Commission should take action. It is directly asks the Corruption Eradication Commission to investigate Ministry of Communications and Informatics. The use of the word (minimal) shows low expectations and indicates that stronger action should be taken. This implies that the situation at Ministry of Communications and Informatics is very serious and cannot be taken lightly. This contains criticism of the performance of Ministry of Communications and Informatics and implies that there are serious problems that need to be addressed, and the Corruption Eradication Commission is expected to do its job better. Moreover, it is conveyed in deep and urgent criticism, indicating that there is a strong desire for change and better oversight.

Through the clause above, this can be categorized as sarcasm which functions used (as a form of conveying order), This suggests a demand or directive for the Corruption Eradication Commission to take action, implying that an investigation is necessary and should be prioritized. It directly tells the Corruption Eradication Commission what action they should take. The use of word (should) suggests that there is a need for the investigation, almost like a command to fulfill an obligation. So, this indicates a strong recommendation or command for action.

In conclusion, the use of sarcasm on social media has impacts and one of the positive impacts of using sarcasm is that it provides entertainment and humor to social media users. The use of sarcasm is often showed in a form of hidden criticism towards certain people or situations. And this sarcasm can be seen on social media such us TikTok. The TikTok account rianfahardhi with more than 1,7 million followers and 52,9 million likes was chosen for this research because its content often triggers mixed netizen reactions. Based on the explanation above, the researcher interested in analyzing the use of Sarcasm on social media platform such us TikTok .

1.2 Research Problem

The problem of study in this research are formulated as follows:

1. What are the types of sarcasm performed in comment section on TikTok “President Gen Z”?
2. How are the types of sarcasm relies based on the functions in comment section on TikTok “President Gen Z”?

1.3 The Objectives of the Research

Based on the problems of the study, the objectives of the research, are:

1. To explore the types of sarcasm performed in comment section on TikTok “President Gen Z”.
2. To elaborate the functions of sarcasm based on the types in comment section on TikTok “President Gen Z”.

1.4 The Scope of Research

This research will be focused on the sarcasm performed in comment section on TikTok “President Gen Z” @rianfahardhi, which are two videos uploaded by June – July 2024. Then, for the comments, the researcher chose the comments that contain sarcasm and this research will be used the sarcasm theory from Camp (2011) and Keraf (2008).

1.5 Significance of the Research

It is expected that findings of the study offer both theoretical and practical significance.

1. Theoretically, this study hopefully can add insight about the study of Sarcasm. Also, this study can add information for students especially English students in learning about Sarcasm.
2. Practically, this study can be useful for everyone to advanced their understanding about Sarcasm in social media especially for the readers. So, they can get more knowledge about Sarcasm that mostly found on some content videos.