# SARCASM IN CONTENTS OF INSTAGRAM ACCOUNT: KOMIKNYEBELIN

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## Abstract

*This study aims to analyze the types and the function of sarcasm used in komiknyebelin as the source data account of instagram. The data of this study were taken from the content of komiknyebelin account since August 2018 until July 2019 which randomly selecting comics that found sarcasm in the comics. In analyzing the data, the researcher was conducting by using qualitative method. The result showed the types and the function of sarcasm used in komiknyebelin account. The data were analyzed by using Lamb's theory about the types of saracasm and Leech's theory facing the illucotionary functions to find the sarcasm function in the content of komiknyebelin. The researcher found 4 types of sarcasm in the content of komiknyebelin account, they were: brooding sarcasm (2 data), polite sarcasm (2 data), obnoxious sarcasm (12 data) and raging sarcasm (2 data). And the researcher also found 2 types of sarcasm functions, they were collaborative function (8 data) and conflictive function (10 data) from the 18 data comic that used sarcasm found in the content of komiknyebelin account.*

*Keywords:  Instagram, Komiknyebelin, Sarcasm Functions, Sarcasm Types*

**INTRODUCTION**

Language, as a means of communication, has a very important role in human daily life. In the communication, people 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 an online photo and video sharing social networking service (Rouse, 2019).

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; a bitter gibe or taunt" (Definition of Sarcasm). Sarcasm involves constructing or exposing contradictions between intended meaning. Meaning is what we have to look out for in the depths of the mind, the way an expression is actually comprehended, its full, richly detailed contextual understanding (Teubert, 2010). 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 media, permitting the concise communication of meaning, affect and attitude (Aniruddha Ghosh, 2017).

This research focuses on to identifying the types of sarcasm in the content of instagram account based on theory by (Lamb, 2011) that calssified the seven types of sarcasm:

1.  Self-deprecating sarcasm

    Self-deprecating sarcasm is an overstated sense of inferiority and worthlessness.

2.  Brooding sarcasm

    Brooding sarcasm is when the speaker says something polite and subservient but is clearly irritated.

3.  Deadpan sarcasm

    Deadpan sarcasm is stated with no emotion whatsoever, so it's difficult to tell if the statement is serious or in jest.

4.  Polite sarcasm

    Polite sarcasm is subtle, and a little too polite. It often comes across as genuine, but then the listener realizes it is insincere.

5.  Obnoxious sarcasm

    Obnoxious sarcasm is usually bitter and spoken in a whiny tone of voice.

6.  Manic sarcasm

    Manic sarcasm is spoken with unnatural exuberance, and may sound a bit crazy.

7.  Raging sarcasm

    Raging sarcasm uses hyperbole and possibly threats of violence. It is usually the hallmark of a psychotic rant; unpredictable and uncalled for.

This research also identifying the function of sarcasm based on (Leech, 1983). Leech's categorization of illocutionary functions of utterances that can be classified into four:

1. Competitive: the illocutionary goal competes with the social goal; ordering, asking, demanding, begging, etc.

2. Convival: the illocutionary goal concides with the social goal; offering, inviting, greeting, thanking, conratulating.

3. Collaborative: the illocutionary goal is indifferent to the social goal; asserting, reporting, announcing, instructing.

4. Conflictive: the illocutionary goal conflicts with the social goal; threatening, accusing, cursing, reprimanding.

This research conducted to show and identify the types of sarcasm and to discover the functions of the sarcasm in komiknyebelin account. Komiknyebelin is one of instagram account that illustrate the social condition of indonesia into comic strips to delivered values to the readers. The content of the account were posted because it is inspired from the social phenomenon that was happening in social reality.

## RESEARCH METHODOLOGY

This research was conducted by applying the qualitative method. A study is classified as qualitative if the purpose of the study is primarily to describe a situation, phenomenon, problem or event; if the information is gathered through the use of variables measured on nominal or ordinal scales (qualitative measurement scales); and if the analysis is done *to establish the variation* in the situation, phenomenon or problem *without quantifying it* (Kumar, 2011).

The source of the data was from one Instagram account, Komiknyebelin. The data was gained from the content of the komiknyebelin account since August 2018 until July 2019 which randomly selecting comics that found sarcasm based on Sofi's sentences as the main character in all of the comics.

## FINDINGS AND DISCUSSIONS

### 1. Brooding sarcasm

**Data 1:** September 1st , 2018

**Picture 1**

The comic tells about 2 young children who are dating, giving advice to Sofi to date his friend, Filo. So, Sofi said to them: *"Sorry, if you want to be stupid, just do it yourself, don't ask."* The data classified as brooding sarcasm. There was a word *'sorry'* that indicate the sentence was polite, but the rest of the sentence refered as tantrum because the sentence stated that if you are stupid please do not invite others to join in the fool. The sentence above shows that the speaker is annoyed and wants to criticize but first says sorry. It also shows that the speaker is insignificant towards the listener.

The function of sarcasm in this sentence was instruct. The speaker instructed the listener not to invite others to be stupid with the listener by saying '*if you want to be stupid, just do it yourself'*. And the speaker also asserted that she does not want to be stupid. So, the sarcasm function in the data was collaborative function.

**Data 2:** December 15th, 2018



**Picture 2**

The comic tells about a group of people who commented about people who are angry when their religion is insulted. So, Sofi mocked their girlfriends, their mother and also their physicality that make them were angry at sofi. At least, Sofi said to them *"Insulted religion says it's just a joke. Girlfriends, parents and physically insulted you are raging. Are you sane?"* The sentence was brooding sarcasm. The speaker clearly irritated the listener by saying '*Are you sane?'*. The speaker was confused by the listeners's mindset which feels that insulting religion

is not a serious problem but insulting other point was a big problem. The sentence clearly showed that the speaker was annoyed by the listeners, so she criticized the listener.

The function of sarcasm in the data was rebuke. The speaker emphasizes how the mindset of the listener so he rebuked them with saying '*Are you sane?'*. Therefor, the sarcasm function in the data was conflictive function.

2. **Polite sarcasm**

**Data 3:** August 18th, 2018



**Picture 3**

The comic tells story when Sofi played at her friend's house and saw his friend's brother was smiliing while playing his cellphone and said that he was chatting with his crush.

So, sofi asked him *"Did she like you, brother? Why just chatting just happy"*

The sentence above showed that the speaker is polite by asking the listener about what happened in sentence '*Did she like you, brother?'*, but the sentence after the question addressed to the listener showed that the speaker feels the listener was strange just because of one small and ordinary thing, the listener felt very happy. So, the sentence was polite sarcasm.

The function of sarcasm in this sentence was assert. The speaker asked the listener to enactive why the listener felt happy that show in sentence '*Did she like you, brother?'*. And whatever happened it does not really affect the speaker. So, the sarcasm function in the sentence was collaborative function.

**Data 4:** March 24th, 2019

**Picture 4**

The comic tells about people who demonstrated to defend their idols by saying that everyone has sinned. So, Sofi throws an egg at a woman after that apologizes to her while saying *"I threw egg at you sis, sorry, don't be angry. Everyone has sinned."* The sentence was polite sarcasm. The speaker in the sentence acknowledged her mistake and apologized to the listener by saying '*sorry'*. But the sentence showed that the speaker did it intentionally in sentence *'I threw egg at you sis'*, which can be seen from the last sentence which said that everyone has done something wrong. The function of sarcasm in this sentence was report. The speaker reported to the listener that she deliberately thrown the egg to the listener that showed in sentence *'I threw egg at you sis'*. She apologized and also instructed the listener not to be angry because humans must have sinned. So, the sarcasm function in the data was collaborative function.

3. **Obnoxious sarcasm**

**Data 5:** September 15th, 2018



**Picture 5**

The comic tells the incident when Sofi was eating with her friend and there was a girl who asked her male friend to help her to makes a caricature as a birthday present for her boyfriend. The boy said that she could order it on Instagram at a price on demand. But the girl replied why she had to pay among friends. So, Sofi answered it *"Sis, if you are poor, don't have to date. dating needs big fund."* The data was obnoxious sarcasm. Sofi uttered bitter words addressed to the girl in sentence '*if you are poor'* that indicated the sarcasm. She inform the girl about the problems that arise when establishing a relationship which complete it with the bitter words.

The function of sarcasm in the sentence was instruct that showed in sentence '*Sis, if you are poor, don't have to date'* because in that situation the listener was begged to other for her satisfaction. So, the sarcasm function in the sentence was collaborative function.

**Data 6:** November 25th, 2018

**Picture 6**

The story tells, one time Sofi was invited by her mother to attend a wedding cerremony. But the party was held in the middle of the public road so Sofi said to the groom *"Already know is not a private road, but using it for personal business until the entire road closed. So selfish."* The sentence showed that Sofi does not like the married couple who used public facilities for personal purposes that closed the road used by saying *'Already know is not a private road, , but using it for personal business until the entire road closed'*. Sofi said bitter words that were *'so selfish'* which is addressed to the groom. So, the sentence was obnoxious sarcasm.

The function of sarcasm in this sentence was reprimand. The speaker rebuked the selfish listener who used the public street for self-interest which is contrary to social goals. So, the sarcasm function in the data was conflictive function.

**Data 7:** December 26th,2018



**Picture 7**

The comic tells when Sofi was walked and seaw three men who are watching news from their cellphone. One of them told that the contents of the news was about a band that had been struck by the tsunami and died. Hearing the news instead of being sad they actually mocked the victims and laughed. Hearing that, Sofi asked them if they were a religious people. They said yes, so, sofi asked again whether they had religion using their brain or not. They said no because they used their hearts not their brains. So, Sofi concluded *"oh right, commented but the brain is not in use"* The data was obnoxious sarcasm. Sofi told the boys that they were not used their

brain when they state something that can showed in sentence '*oh right, commented but the brain is not in use'*. She irritated them by saying that words which indicated that Sofi used sarcasm in the sentence.

The function of sarcasm in the sentence was accusing. The speaker stated that the listener does not used their brain in comment someting that make the speaker accusing the listener. So, the sarcasm function in the sentence was conflictive function.

**Data 8:** January 28th, 2019



**Picture 8**

The comic tells the story of a group of citizens who will raid a couple who doing pervert in a boarding house. Sofi who was passing by heard a scream asking for help and said to the citizens that there seemed to be a woman who asked for help because her husband was tortured so she suggested dividing the citizens to help the woman. But the citizens said that it was a private matter and could not interfere. Hearing the answer, Sofi asked that obscene deeds were a private matter too, so why should they interfere. So, Sofi replied *"Okay ... humans are like that. Other people's sins are judged, their own sins are understandable."* The sentence was obnoxious sarcasm. Speakers expressed that humans are creatures who are not aware of their own mistakes and always judge the mistakes of others. The criticism that emphasized sarcasm in the sentence above was *'human are like that'*. The sentence indicated that human was a sinner who forgot his own sin. And the sentence showed that the speaker whinny towards it.

The function of sarcasm in this sentence was assert. The speaker asserted that humans were not aware of the sins they did but always wanted to judged the sins of other people by saying '*Okay ... humans are like that'*. So, the sarcasm function of the data was collaborative function.

**Data 9:** May 19th, 2019

**Picture 9**                    **Picture 10**

The comic tells about a man who tried to borrow money from Sofi's brother with a large amount of money. Hearing the amount that mentioned by his friend, Sofi's brother replied that he could not lend his money to his friend. The man then begged while kneeling. Seeing that sofi said to the man *"When borrowing money begged..."* and *"Eh when billed even raged. No self-awareness."* The sentence was obnoxious sarcasm. The contradictory sentences shown above indicated the sarcasm that occurs in the sentence, in which the speaker uttered bitter words addressed to the listener in sentence '*When borrowing money begged...*'. The phrase '*No self-awareness*' above established the meaning of sarcasm addressed by the speaker to the listener.

The function of sarcasm in this sentence was curse that showed in sentence '*No self-awareness*'. The speaker cursed the listener who begged when he needed something and got angry when he was billed for his obligations. The sarcasm function of the data was conflictive function.

4. **Raging sarcasm**

**Data 10:** January 20th, 2019



**Picture 11**

The comic above tells when Sofi, who was sitting on a park bench, saw a woman on the phone holding a dog's leash. From the conversation that was heard the woman was asking for her boyfriend's permission. Every time she asks permission to do something alone her boyfriend does not allow her and she is always obedient to her boyfriend. Hear their conversation sofi pointed at the dog that was brought by the woman and asked *"So, you are human or dog, why are you so willing to be restrained?"* In the sentence, the speaker points the asking question to the dog but  actually the purpose of the question was intended to the listener that showed in

sentence '*you are human or dog'*. So, the speaker in the sentence clearly used the rude words to convey the purpose of the sentence. Therefor, the sentence was raging sarcasm.

The function of sarcasm of the sentence was accusing. The speaker accusing the listener as dog because the listener willing to be restrained in sentence '*you are human or dog, why are you so willing to be restrained?'*. So, the sarcasm function of the sentence was conflictive function.

**Data 11:** February 6<sup>th</sup>, 2019



**Picture 12**

The story shows interaction between a man and a woman in which the man severs contact with the woman because he is no longer fond of the woman. But the woman did not want to break up and beg the man and say that he could not live without the man. The woman continued to beg while kneeling to the man. Seeing that Sofi said *"Dog listen up, human was created by God is very valuable. So, don't be easy!"* The sentence  was raging sarcasm. The phrase *'dog listen up'* was a rude word that appeared in the sentence above which determined sarcasm in the sentence. The word *'dog'* was addressed to the listener who was a human being. The word *'don't be cheap'* in the sentence also showed the cruel and bitter words intended for the listener.

The function of sarcasm in this sentence was reprimand. The speaker rebuked the listener who acted cheaply where the speaker presupposed a dog as the listener by saying '*So, don't be easy!'*. So, the sarcasm function of the sentence was conflictive function.


**CONCLUSIONS AND SUGGESTIONS**

**Conclusions**

According to findings and discussions in previous chapter, the researcher concludes that there are 4 types of sarcasm that found in the content of instagram account @komiknyebelin, they were: *brooding sarcasm, polite sarcasm, obnoxious sarcasm and raging sarcasm.* However, obnoxious sarcasm is the most common type because it found 12 obnoxious sarcasm in komiknyebelin account. The sarcasm used bitter words to convey the meaning.

Next, the researcher concludes that there are 2 function of sarcasm that found in the content of instagram account @komiknyebelin, they were: collaborative function (8 data) and conflictive function (10 data) from the 18 sarcasm that found in the content of komiknyebelin

account.

**Suggestions**

The findings of sarcasm in contents of instagram account: komiknyebelin should encourage the readers in studying more about types and functions of sarcasm. The readers who are interested to this study is expected to understand the types and the function of sarcasm because it can help to know the advices that were conveyed on sarcasm sentences.

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