

Sarcasm in Indonesian Television Show *Pesbukers*

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ABSTRACT

*Pesbukers' communication style frequently catches the audience's attention since they are not just restricted to the jokes that are hurled but also come with sarcasm, which is presented in each episode. There are many arguments for and against accepting the utilized sarcasm among the audience. The point of the study is to look into the application of sarcasm in the context of the research object, *Pesbukers*, one of Indonesia's most popular television shows, without any translation process for each dialogue. By employing a qualitative descriptive method, the researcher examined four varieties of sarcasm discovered based on Elisabeth Camp's theory. The results of the study indicate that there are 31 data containing sarcasm. Proportional Sarcasm had the most data (12), followed by Lexical Sarcasm (10), Illocutionary Sarcasm (5), and Like-Prefixed Sarcasm (4). Proportional sarcasm that is straight to the point in utterances pervades all other types of sarcasm. However, the least used sarcasm in this study, like-prefixed sarcasm, is pragmatic and has a meaning contrary to the real motive. The *Pesbukers* show uses all of the sarcasm subgenres mentioned.*

KEYWORDS

pesbukers; language; sarcasm

INTRODUCTION

Language is a type of verbal and written symbols that humans share themselves as part of society. It can be viewed and explained from different angles or at different levels, each contributing to something essential and unique for a complete understanding of the subject. Language is a string of vocalizations strung together to create a unified sentence that serves as a means of interplay and expression. It has emerged as a means of thinking about itself, not as a means of expressing already formalized judgments and questions, and human rationality has evolved with the development of communication skills. The main purpose of a language is to facilitate communication in the sense that it transfers information from one person to another. In communication interactions, people sometimes use language to convey harsh words to mock or annoy someone.

Pragmatics refers to the study of the contribution of context to interpretation, which entails investigating the utilization of language within social settings and recognizing its meaning. From a pragmatic point of view, the sign does not refer to a physical sign, but often to the subtle movements, intonations, and body language that accompany speech. Pragmatics includes nonverbal communication and phenomena such as implications, speech act, relevance, and conversation. Pragmatics is linked tightly to semantics (the study of meaning) and syntax (the study of sentence structures). Understanding one's intentions is a crucial skill because the analytical structure contains the definable parts of the language.

Sarcasm is a language approach that exists throughout the universe of all languages. Sarcasm can also be defined practically that the utterance indirectly conveying something to someone. This indicates that the utterance is used to achieve other purposes that are not

meant. Sarcasm is thought to be a way for teenagers to push the boundaries of decency and factuality when conversing with others. Identifying sarcasm, especially without cues, necessitates comprehension forms. Although it occurs considerably later in development, this method is more complex than telling a lie (Brant, 2012). Sarcasm entails hostile throws that demand the interpreter grasp direct indications. Some believe it is a slippery slope and sarcasm is a sign of intelligence. Sarcasm is the lowest but best form of wit. The following are the reasons why the contrasts for both sarcasm and irony are not observed in the study: (1) When you are very offended; (2) You may be ridiculed immediately after a comment and feel humorous or neutral. (3) The person will not be offended until a few years after the comment is created and reviewed. In a sense, sarcasm can even ignite creativity in communication in certain situations to entertain people on television shows, such as Pesbukers. For example:

Afif Stand up comedy: Jadi Jessica Iskandar kuliah jurusan Design Interior
Ayu ting ting : Iya ngeri
Afif Stand up comedy: Design rumahnya bagus emang , tapi rumah tangganya berantakan.

The conversation above is a conversation that took place at the Pesbukers event, a video on Jessica Iskandar's Pesbukers Roasting YouTube channel. Two artists insinuate harsh words at other artists in the event, by saying harsh words that cause ridicule and also satire, whereas Afif at the Pesbukers event insinuates Jessica by throwing harsh words about her messy household. The conversation above shows the category of proportional sarcasm because this sarcasm describes someone's speech that leads directly to the intended purpose of a sentence in the form of "insinuate" or "rude" words (messy household). As in the conversation above contained in the video on the Pesbukers YouTube channel. As said by (Elisabeth Camp 1994, p.21), regarding proportional sarcasm, this sarcasm directly refers to the meaning of "insinuating" which is intended for someone.

Television shows are graphics broadcast on television and via satellite or cable, regardless of the length of the break between showcases. Most shows first air on television and are frequently streamed. *Variety show recordings from a television studio stage, animation, or numerous cinema projects ranging from films to series can all be used to create content for a television show.* Non-produced studio events are typically licensed by relevant production companies. *There are numerous topics in variety shows. Pesbukers is one of several Indonesian programs that focuses on reality-comedy operas. Pesbukers (Pesta Buka Bareng Selebritis)* is a television show containing fresh jokes fronted by Olga Syahputra, Raffi Ahmad, Jessica Iskandar, Denny Cagur, Opie Kumis, and Sapri and aired on ANTV every Monday to Sunday in the afternoon at 16.00 -19.00 WIB and live streaming with MAIN Media ID. In this program, there is a quiz held with the audience as participants. The winner of this quiz will get millions of Rupiah presented by the sponsors involved.

The previous studies as the references of this research that relate to the topic such:

1.) Lunando, E., & Purwarianti, A. (2013, September). *Indonesian Social Media Sentiment Analysis with Sarcasm Detection*. 2) Yaghoobian, H., Arabnia, H. R., & Rasheed, K. (2021). *Sarcasm Detection: A Comparative Study*; 3) Bedi, M., Kumar, S., Akhtar, M.S., & Chakraborty, T. (2021). *Multi-Modal Sarcasm Detection and Humor Classification in Code-Mixed Conversations*. IEEE Transactions on Affective Computing; 4) Dubey, G. 2016. *Automatic Sarcasm Detection: A Survey*; 5) Nafiah, R. 2019. *Automatic Sarcasm in Humor Performed by Ellen DeGeneres in "Ellen Show"*.

Previous research, on the other hand, had not been carried out in the same way. As they performed the same approach in English objects to identify sarcasm. In this case, the distinction is in the object and the method of analysis performed. In this study, the researcher

investigated the application of sarcasm using sarcasm detection algorithms on the object of the research, *Pesbukers*, one of Indonesia's most popular television shows, without any translation process for each dialogue.

LITERATURE REVIEW

Language

Language refers to the sentence construction and norms enabling humans to produce discourse and sounds enable humans to produce discourse and sounds that others can recognize. Humans are not limited by their ability to communicate, and no experience is considered incommunicable, though it may be necessary to adapt one's language to cope with discoveries or new ways of thinking. Language is considered to have progressively separated from earlier human communication systems as early hominins established the ability to create shared theories of mind and intuition. This evolution is sometimes assumed to correspond with an increment in brain volume, and many linguists believe language structure evolved to suit particular communication and social roles.

The language that people typically learn first is their mother tongue, which is spoken by individuals with whom they were reared. In different contexts and at different proficiency levels, subsequent "second" languages are learned. The term "biliteracy" refers to the complete command of two languages. This is often the case when a person is raised by parents who speak a different language at home or when they grow up in a multilingual setting. In historically monolingual cultures, learning a second or additional language is an intellectually unique process built on prior knowledge of one's native tongue.

Pragmatics

Pragmatics is a subfield of linguistics that studies the interaction between natural languages and their users. It studies what the speaker implies and the listener concludes depending on factors such as situational context, individual mental state, past discourse, and other things. To define pragmatics, Professionals equate it with the meaning of words, sentence construction, or the study of signs, all of which are distinct. Pragmatics could be traced back to the age when rhetoric was a liberal art. Around 1780 and 1830, more contemporary pragmatic concepts arose in England, France, and Germany. Between 1880 and 1930, linguists agreed that language, as a human action, needed to be evaluated in the context of life. Linguistics is a broad field of study that encompasses the scientific, social, and humanities. Pragmatics is a vital component of comprehending speech and the reactions that pursue; without it, little insight into meaning and intent would be viable.

Sarcasm

Sarcasm takes the shape of ironic, humorous comments designed to criticize or insinuate something. When a speaker is sarcastic, they say something that contradicts what they sincerely mean. The world changed over time from the connotation of physical harm to the term that is generally used today - ridicule, jest, derision, or mockery. Sarcasm, as a literary method, can reflect the author's and/or character's actual feelings of annoyance, wrath, and even contempt, even if it is veiled by comedy and improper phrases. In reality, sarcasm is classed as satire when it is employed throughout literature, audio, video, etc., i.e. the use of humor or mockery to reveal the foolishness of human evil. However, because sarcastic comments, like words, contradict the speaker's genuine intent and meaning, it can be difficult for the writer to apply this literary device effectively in the absence of the appropriate context or tone. Sarcasm, by definition, can only be used in dialogue because it is a tone rather than a rhetorical fact. Sarcasm is ordinarily used in three situations: (1) mocking someone when

he needs to be shown how to behave; (2) criticizing someone's habit; and (3) communicating contempt or hatred towards someone or a trait that needed to be fixed.

Types of Sarcasm

Sarcasm, according to Elisabeth Camp (2012), is a situation of the speaker that means contrary to what he is saying. Camp (2012) classified sarcasm into four types:

a) Propositional Sarcasm

Propositional sarcasm is the clearest sort of sarcasm since it lacks any implicit sentiment. The most direct of the four types of sarcasm presented is propositional sarcasm. Furthermore, Yule (2010) established the concept of sarcasm on the ideas of presupposition and entailment. As a result, propositional sarcasm concentrates on sarcastic remarks. Shows the inverse of truth, such as "He's an excellent buddy" (Camp, 2012: 607). To comprehend this sarcastic comment, the speaker must provide some sort of confirmation, indicating the inverse of the real phrase. As a result, a pragmatic procedure based on semantics and lexical analysis will perceive this as sardonic. For instance:

- (a) She is gorgeous;
- (b) She must have been loved by everyone.

Speakers pretend to state propositions determined by semantics as well as a pragmatic process centered on lexical elements. In (a), the utterance is merely presumptuous, and the speaker confirms and indicates otherwise. In (b), the objective of sarcasm is speech understanding through pragmatic enrichment or modulation rather than "what he said."

b) Lexical Sarcasm

A lexically focused pragmatic approach implies the opposite idea. Lexical sarcasm appears to be the most natural. Use of words like 'loyal,' 'competent,' 'resilient,' 'sincere,' and so on. The sarcastic phrase has the opposite meaning.

"What an exquisite plan", for example. Sarcasm would indicate the opposite end of the scale, namely, horror (ibid: 613). Furthermore, an utterance may have a negative value even though its surface meaning is positive.

Propositional sarcasm has a stronger association with the created evaluative scale than lexical sarcasm. Whereas in propositional sarcasm the evaluative scale can only be elicited pragmatically, lexical sarcasm frequently targets terms that imply the end of the ordinary. The targeted expressions frequently have positive values, but they can also have negative values. If you manage in creating one more half idea mature and unimportant as such, you will undoubtedly obtain possession.

c) Like - Prefixed Sarcasm

Like-prefixed sarcasm is identical to propositional sarcasm, but it simply consists of sarcasm assertions combined with declarative words. Declarative assertions are included in this category, which is guided by conventional meaning and pragmatic procedures. The use of sarcastic language creates the idea of reversing what follows, stressing that the speaker rejects what follows.

- 1) I haven't seen Marcus since graduation.
(The speaker is harsh in this commentary, alleging that he has lost contact with Marcus) (ibid: 19).
- 2) That's a fantastic idea.
(The idea is neither brilliant nor insignificant)

Like-prefixed sarcasm reveals a statement that is more clearly understood as disputed by the speaker. The rejection of ideas is even better automatically since the likelihood of rejection is larger. Sarcasm with prefixes, for example, has ramifications for meaning inversion in particular. This type is less likely to lead to ambiguity. "It appears to be great weather today," for example (Camp, 1994, p. 31). The speaker's comment in the preceding example implies that the weather was pleasant. Even though it's raining all day and the wind is strong. Because it is backed by opposing conditions, the statement is easier to comprehend the subject of the speech act pattern of sarcasm by the speaking partner.

d) Illocutionary Sarcasm

According to Camp (2012), illocutionary sarcasm is a complete illocutionary action directed by the valid speech of the connected discourse. Sarcasm is most powerful when it contrasts the actual situation with a sardonic statement. Also, evaluative emotions like pity. The inferred appreciation distinguishes illocutionary sarcasm (p. 618). For example, if someone leaves a location and someone behind them screams at the door, the speaker will be surprised and will inject the following statements:

- 1) Your voice is quite pleasing to the ear.

Sarcasm is not only apparent in the pieces of a speech of this type, but it can also constitute a complete whole, encompassing other speech acts that follow it. Illocutionary sarcasm incorporates all necessary implicatures, including special ones, for the utterance to function as an evaluative attitude toward the real circumstance. Such as words of pity, appreciation, or praise.

"How old are you?" for example. Camp (1994), p. 815. In this example, the speaker inquires about the age of the interlocutor. However, the speaker's intention is a parody, not to reveal the age of the speech partner. The speaker asks the question to mock the infantile behavior of the discourse partner.

RESEARCH METHODS

To examine sarcasm in the Persbukers show, the descriptive qualitative method is applied in this study. It aids in understanding the social environment, is used to identify the data, explain the issue and its interpretation using theory, and is used to demonstrate the effectiveness of the results (Miles, Huberman, & Saldana, 2014). The data is identified, classified, and analyzed based on content analysis by using Elisabeth Camp's theory of sarcasm (2012).

RESULT AND DISCUSSION

Table 1. Percentage of sarcasm in *Pesbukers* show

No	Sarcasm	Amount	Percentage
1	Proportional Sarcasm	12	39 %
2	Lexical Sarcasm	10	32 %
3	Like – Prefixed sarcasm	4	13 %
4	Illocutionary Sarcasm	5	16 %
Total		31	100 %

The samples were gathered from three *Pesbukers* videos: *Pesbukers* Part 1, *Pesbukers* Part 3, and *Pesbukers* Roasting Jessica Iskandar.

1. *Proportional Sarcasm*

- a) Afif stand-up comedy : yang gua salut dari dia ini, dia juga penyanyi
Jessica Iskandar : itu betul betul
Afif stand-up comedy : yang nyanyiin lagu pandu winata, iya lagunya yang enak, tapi suaranya jelek
- b) Afif Stand up comedy : Jadi Jessica Iskandar kuliah jurusan Design Interior
Ayu ting ting : Iya ngeri
Afif Stand up comedy : Design rumahnya bagus emang, tapi rumah tangganya berantakan.

There are two examples of the dialogue above, where the first is a video from the Pesbukers event, and the second is a video from the Pesbukers Roasting Jessica Iskandar 2018 YouTube account. Several artists in the conversation above imply each other and hurl insults at other artists at the event. In this example, Afif, a comedian who was a guest star on Pesbukers, tossed nasty words directly at Jessica Iskandar multiple times, giving sarcasm with harsh phrases.

The above dialogue exemplifies proportional sarcasm since it defines someone's speech that leads straight to the intended aim of a statement in the form of "satire" or "rude" remarks. As shown in the video on the Pesbukers YouTube channel, the dialogue above. According to (Elisabeth Camp 1994, p.21), in terms of proportionate sarcasm, this sarcasm directly connects to the definition of "satire," which is intended for someone.

2. *Lexical Sarcasm*

- a) Wendy cagur : selamat menunaikan ibadah sholat magrib
Olga : selamat menikmati acara ini
Wendy cagur : walaupun pemainnya gak ada yang asik
- b) Ayu ting ting : loh loh kok gua
Afif stand-up comedy: Jessica ini terkenal karena lemotnya, iya bagus karena biar tau nandainya dari pada ngenailinnya ohhh Jessica yang itu yang ketipu bulek jerman.
Jessica Iskandar: Langsung tertawa

The two data points above are examples of the conversation that took place at the Pesbukers event, which is a video on the Pesbukers Part 3 youtube channel using a term that begins with a favorable impact but ends with a negative element, such as Olga stated he said the word "enjoy this incident" and after the positive word was connected by Wendy with a negative ending "even though the players are not interesting," and with Afif's comments by stating a positive prefix whose words end up having a negative impact.

The researcher identified the sentence as Lexical Sarcasm based on the above phrasing. This line contains lexical sarcasm because the sentence in the preceding example reveals that the speaker's remarks h negatively influence him rather than positively According to (Elisabeth Camp 1994, p.21) regarding Lexical Sarcasm, this sarcasm is a specific objective aimed at him that directly leads to the intended purpose of "Compliment," "Innuendo," and "Insinuating" to someone.

3. *Like – Prefixed sarcasm*

- Luna maya : yang itu jangan fi
Raffi ahmad : kenapa emang
Olga : belum tentu jadi
Ayu ting ting : (tertawa tebahak bahak)
Afif stand-up comedy: gua senang sama music Indonesia, gua bakalan dukung Jessica Iskandar

Penonton : ha dukung apa tu
Afif stand-up comedy: dukung buat berhenti nyanyi

The above example is a dialogue, where the preceding conversation is a conversation that occurred at the Pesbukers event, which is a video on Jessica Iskandar's Roasting Pesbukers youtube channel. The discussion above includes several artists who have discussions in the form of communications directed directly to the individual who has a bad element with remarks that can be praise, rejection, or satire of that person. They fling words at each other, but they have negative terms such as satire addressed to Ayu ting ting and to Jessica Iskandar, which was originally a compliment but at the end of the line they rejected it, leading the conversation to have a negative impact.

The researcher identified the sentence as Like-Prefixed Sarcasm based on the above phrasing. Because the statement in the example above illustrates that the speaker's remarks are lies and have a negative impact, this sentence contains sarcasm beginning with like. Sarcasm is a word used to indicate rejection of the speaker's expression to someone by revealing "lies" and "satire" for certain goals.

4. *Illocutionary Sarcasm*

Ayu Ting-ting : lu kalua ngomong suka betul
Jessica Iskandar : mantap mantap
Afif stand-up comedy : dia langsung lanjut kuliah keluar negeri , Cuma yang gua heran 1 tahun kuliah bukan bawa ijasa tapi bawa anak.
Ayu ting ting ting : apa ni selanjutnya
Jessica Iskandar : udah udah berhenti
Afif stand-up comedy : iya kasihan diroasting aja

The data indicates the category of Illocutionary Sarcasm because this sarcasm depicts someone's speech that leads directly or indirectly to someone whose words contain terms of appreciation or praise. The speaker's statement above demonstrates a positive attitude, yet his words are inversely proportional to the actual goal, where the sentence cannot be separated from creating a bad impression, which has a specific purpose to show the person as shown in this Pesbukers' video.

The statement is identified as Illocutionary Sarcasm based on the above expression. This sentence contains illustrative sarcasm because the example sentence shows that the speaker's words are applause, words that are positive but have a negative impact are a specific purpose addressed to him that directly leads to the intended purpose, namely "praise", and "satire" to someone. Goals and objectives that immediately lead to the intended goal, such as "Admiration," "Insinuations," and "Compliment" to someone.

CONCLUSION

Language is the expression of ideas via the use of a combination of words and sounds to facilitate communication. Sarcasm, which is used to convey a remark with a particular objective, is a popular tactic in language delivery. When utilized in conversation, sarcasm pushes the boundaries of decency and authenticity. To recognize sarcasm, notably when it is delivered inadvertently, requires a strong awareness of the situation.

The objective of this research is to discover the sarcasm used during the Pesbukers show. Researchers have uncovered 47 pieces of evidence that sarcasm is present. This study seeks to identify and analyze the various forms of sarcasm using Elisabeth Camp's (2012) theory of sarcasm. Sarcasm is divided into four categories: Since it lacks any implied sentiment, propositional sarcasm is the most blatant kind of sarcasm. Lexical sarcasm refers to

statements that make favorable remarks but also imply the opposite idea. Prefixed sarcasm is composed of sarcastic statements linked with declarative clauses, whereas illocutionary sarcasm is a full illocutionary activity guided by the appropriate speech of the connected discussion.

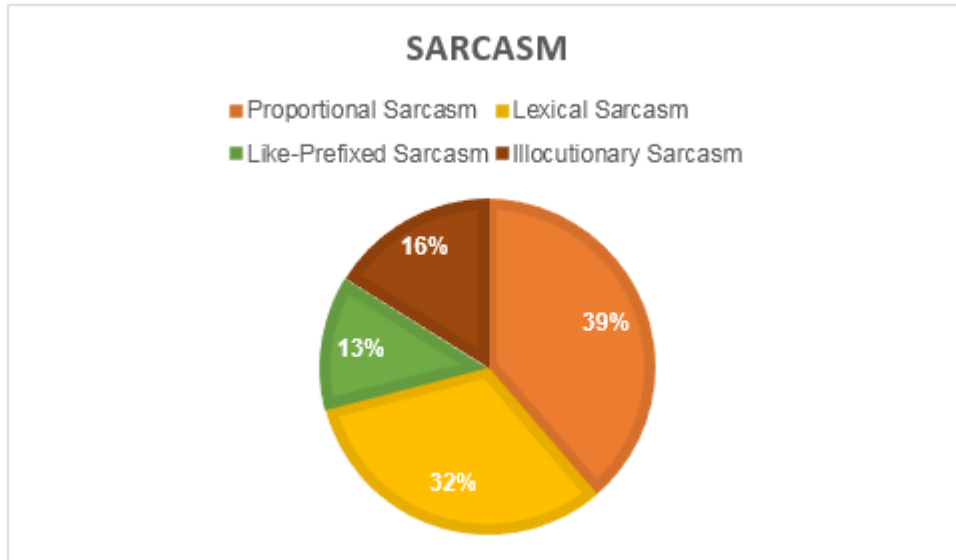


Figure 1. Percentage of Sarcasm

According to their types and characteristics, the researcher identified 31 pieces of information that were classified as sarcasm and divided them into four groups. The most commonly used type of sarcasm was proportional (with 12 data), followed by lexical (with 10 data), like-prefixed (with 4 data), and illocutionary (with 5 data).

It can be inferred from the finding that proportional sarcasm predominates all other types of sarcasm used that the actors in Pesbukers show prefer to directly address the intended target of the sarcasm. In contrast, like-prefixed sarcasm, which is pragmatic or contains the opposite meaning with the actual intention to reject the previous statement, is the least used in this study.

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