

THE LANGUAGE OF SARCASM ON KAESANG PANGAREP'S YOUTUBE ACCOUNT AND ITS IMPLICATIONS FOR INDONESIAN LANGUAGE LEARNING IN SMA

¹Widia Ningrum, ²Wahyu Asriyani, ³Agus Riyanto

¹Pancasakti University of Tegal (Indonesia)

* Widia ningrum : widianingrum907@gmail.com

* Wahyu Asriyani : asriyani1409@gmail.com

* Agus Riyanto: alkhalifiriyanto@gmail.com

ABSTRACT

This study examines the sarcastic language in the video Ganjar has a trick to win the election and only here Prabowo gives super important information on Kaesang Pangarep YouTube account and its implications for Indonesian learning in SMA. The purpose of the research is to describe the types and functions of sarcasm language in the video Ganjar has a trick to win the election and only here Prabowo provides super important information on the Kaesang Pangarep YouTube account and describes the implications of the research results on Indonesian language learning in SMA class X anecdotal text material. This research uses a qualitative approach. The data provision technique uses the observation technique to analyze the data and the recording technique to draw conclusions from the final result. The data analysis used is descriptive analysis. The presentation of the results of this research data analysis uses an informal method as the final result of the research.

Keywords: Sarcasm Language; Youtube; Implications in SMA

1 INTRODUCTION

The system of meaningful and articulated sound symbols produced by speech instruments that are arbitrary and conventional, used as a means of communication by a group of humans to produce feelings and thoughts is the meaning of language (Wibowo, 2001:3). Achmad HP and Alek Abdullah (2012:107) argue that language is the most prominent distinguishing feature in society, because through language each social group has a different language politeness from other groups. According to Hermaji (2021:2), language is the result of human creativity that is arbitrary, conventional and part of culture. From the opinions of the experts above, it can be concluded that language is a communication tool used by a group of people to produce feelings and thoughts, language is part of culture and cannot be separated from society as its user. Languages can grow and develop if they are used by the community, on the other hand, languages will become extinct if they are not used by the community.

The way of conveying thoughts and feelings with words in written and oral form is the meaning of language style according to (Sudjiman 1990:33). Keraff (2015:112) argues that language style is a way of expressing thoughts through language in a distinctive way that shows the soul and personality. Beautiful language that is used to increase the effect by comparing an object with another is the meaning of language style according to (Tarigan, 2009:4). Some of the opinions of the experts above can be concluded that language style is a way of conveying thoughts and feelings with words in written or oral form by expressing thoughts through language in a typical way by comparing one object with another.

According to Kerff (2009:143) sarcasm is a harsher language style than cynicism and irony, which contains bitterness and bitter reproaches, sarcasm can be ironic, but the language style of sarcasm is always hurtful and unpleasant to hear by someone. Sarcasm language style is a type of language style that contains ridicule, ridicule, and spicy satire that can hurt a person's heart Purwadarminta (in Tarigan, 1986:92). According to Ratna (2013:447), sarcasm is a style of vulgar satire with the aim of hurting someone's heart.

Research on sarcasm language on Kaesang Pangarep YouTube account found that there are types and functions of sarcasm language. The researcher was interested in choosing YouTube Kaesang Pangarep as the object of research. The sarcastic language on Kaesang Pangarep. YouTube account aims to satirize others. The speech on the YouTube account contains sarcastic language that has an impact on education and society.

Kaesang Pangarep is a political member and is the last child of the President of Indonesia, Jokowi Dodo. Kaesang Pangarep is a political figure who is widely supported by the people of Indonesia, in addition to political members, Kaesang Pangarep is one of the content creators on YouTube who uses social media YouTube as one of his jobs. Kaesang Pangarep started his work on YouTube in 2013. Kaesang Pangarep often makes videos on his YouTube account with themes of politics, artist life, and others. Some of the YouTube videos that were used as research were videos of Ganjar having a trick to win the election and only here Prabowo gave super important information. Both videos contain sarcastic speech, namely sarcasm. The characters in the video are Ganjar and Prabowo who are presidential candidates in 2024. Investigators are interested in choosing this title because in 2024 there is a lot of discussion about the politics of presidential and vice presidential candidacy. The video has speakers or parties asking questions, namely Kaesang Pangarep, Kiki Saputri, Fatih Handika, and Egi. The speaker serves as the party who asks questions to Ganjar and Prabowo.

One example of sarcasm in this study is "call bastard". The context in the speech fragment contains sarcasm because Kaesang Pangarep calls his assistant "bastard" or Egi to immediately be present in the room to do a PDP podcast (Podcast with Prabowo) on Kaesang Pangarep YouTube account, the word "bangsat" has a meaning that has the meaning of someone who commits a crime or mistake. In his speech, Kaesang Pangarep used the language of sarcasm of equations.

Sarcasm language can also be applied in the context of learning Indonesian in SMA. Students often use unkind or disrespectful language towards peers, educators, and parents. Indirectly, this research helps students in the use of good and correct language at school or outside of school. Another goal is for students to be able to write with good Indonesian writing according to existing commands, students will be used to writing and speaking using good and correct Indonesian. Students are expected to be able to absorb the material or assignment with the right answers.

2 METODOLOGI

This study uses a qualitative descriptive approach. According to Sugiyono (2005:21), the descriptive method is a method used to describe or analyze the results of a research but is not used to make broader .

First, this pre-research was acknowledged by choosing a research problem, namely the use of sarcasm language on Kaesang Pangarep YouTube account, determining the title, namely sarcasm language in Ganjar's video of Ganjar having a trick to win the election and only here Prabowo gave super important information, formulating the problem, namely the type and function of sarcasm on Kaesang Pangarep YouTube account, determining the method, namely the qualitative descriptive method, and determine the source of research data that will be used as the focus of the research, namely YouTube. The second stage of research The research stage is the stage of collecting data, analyzing data, and drawing conclusions according to Arikuto (2013:61). In this study, data was collected using the method of listening, recording, and recording. This study analyzes the data using an agih analysis technique with descriptive advanced techniques, the researcher will describe words and sentences that contain sarcasm on Kaesang Pangarep YouTube account. According to Sudaryanto (1993:145), the informal technique is the presentation of the results of data analysis using ordinary words. This research uses informal techniques or uses ordinary words, because it does not use symbols or numbers. After collecting data and analyzing the data, conclusions were made.

3 RESULTS

This study examines the sarcasm language in Ganjar video of having a trick to win the election and only here Prabowo provides super important information with the theory of Elizabeth Camp and Kerf to understand the types and fungi of sarcasm language on Kaesang Pangarep's YouTube account. The data that is included is in the form of a description by explaining the types and functions of sarcasm. This study uses a descriptive method with the technique of listening, recording and recording can provide convenience to analyze the types and functions of sarcasm language in this study.

Classification Table of the Use of Sarcasm Language Types:

Table 1. Table 1.Types of Sarcasm

No	Jenis Sarcasme	Jumlah Data	Presentase
1	Propositional Sarcasm	3	40%

2	Lexical Sercam	3	40%
3	Ilocutionary Sercam	2	20%
	Total	8	100%

Table 2. Fungtion of Sercasm

No	Types of Sercasm	Amount of Data	Percentage
1	Sercasm of Equations	4	10%
2	Comparative Sarcasm	2	5%
3	Information Sercasm	9	45%
4	Sarcasm of Opinion	6	20%
5	Sarcasm of Affirmation	6	20%
	Total	27	100%

3.1 Data Analysis of Types and Functions of Sarcasm Language on Kaesang Pangarep's YouTube Account

This study examines the sarcasm language in Ganjar video of having a trick to win the election and only here Prabowo provides super important information with the theory of Elizabeth Camp and Keraf to understand the types and functions of sarcasm language on Kaesang Pangarep YouTube account. The data included is in the form of a description explaining the types and functions of sarcasm. This study uses a descriptive method with the technique of viewing records and notes to facilitate research.

3.1.1 Propositional Sercasm

It is a type of language that is very clear in form of sarcasm compared to other types, this type of sarcasm is to direct the intention and purpose of the speaker who aims to satirize directly.

Context: Kiki Saputri and Fatih Handika who satirize Kaesang

Kiki Saputri: "Why are you so cool today"

Fatih Handika: "Oh yes, Kaesang is cool wearing necklaces like this, like a young person even though he is very old"

Kaesang Pangarep: "Woi Dog"

Kiki Saputri: "Not young yet"

(Acts 01.47)

In the fragment of Kaesang Pangarep YouTube account entitled "Pak Ganjar Has a Trick to Win the Election", the opposite sarcasm was found with the sentence "like a young person, even though he is very old". The data above has the word sarcasm "like a young person, even though he is very old" is a sarcasm because Fatih Handika as an assistant speaker satirized Kaesang Pangarep who felt young even though he was old with sarcasm sarcasm on the contrary because he expressed the propositional sarcasm with the opposite meaning by satirizing Kaesang Pangarep with an old age.

3.1.2 Lexical Sercasm

Lexical sercam is a type of sarcasm language that the speaker is more natural and clear, thus this type of lexical sercam language is spoken with positive words but contains

negative meanings. Lexical sarcasm is different from propositions. If sarcasm propositional sarcasm leads directly to purpose and purpose, lexical sarcasm is more pragmatic.

Context: The conversation between Kiki Saputri and Kaesang Pangarep who satirized Ganjar Pranowo.

Kaesang Pangarep: "There are several surveys that state that Mr. Prabowo electability surpasses Ganjar"

Ganjar Pranowo: "Yes, it's like I'm a runner, if we run sometimes in front sometimes behind until the finish line, everyone manages the strategy of how to get to the finish line, so actually going up and down is normal"

Kiki Saputri: "Ordinary does not affect?"

Kaesang Pangarep: "Affecting if the team will definitely respond, Ganjar is weak there is not here, Prabowo is weak there is not here"

Kaesang Pangarep: "I think if the electability is already low, then I'm just the vice president"

(Acts 33.15)

A fragment of the speech on Kaesang Pangarep YouTube account with the title "Ganjar Has a Trick to Win the Election". Lexical sarcasm was found in the sentence "if the exactability is low, I am the vice president". The video explains that Kaesang Pangarep as a speaker asked his speaking partner, Ganjar Pranowo, with a lexical sarcasm sentence by saying positive words that contain negative meanings, namely the sentence "If the exactability is low, I am the vice president" with the aim of satirizing Ganjar Pranowo with the ability or ability to run for Vice President only and not fit to be President. "Exactability" according to KBBI is a skill to choose, a person's ability to convince others. The sentence explains that Prabowo ability is considered low by Kaesang Pangarep, namely by satirizing using sarcasm.

3.1.3 Illocutionary Sarcasm

Illocutionary sarcasm encompasses the whole of general implications even in a specific scope, such as speech that expresses compassion, praise and so on and the speaker does not mean to do so but intends to satirize the interlocutor. In the sarcasm of illocution, the speaker expresses a sentence that is different from the intent and purpose.

Context: A conversation between Kiki Saputri and Ganjar Pranowo who satirized Kaesang Pangarep.

Kiki Saputri: "Who knows what you will convey to the PDP audience"

Ganjar Pranowo: "Okay, choose PDIP"

Kiki Saputri: "Frankly - explicitly, yes"

Ganjar Pranowo: "Sorry, I don't wear glasses, oh vote for PDP, what does PDP mean"

Kiki Saputri : "The First Depok Podcast"

Ganjar Pranowo: "This means that the podcast is Kaesang, and I heard that it has beaten other podcasts"

(Acts 36.07)

A fragment of the speech on the Kesang Pangarep YouTube account with the title "Ganjar Has a Trick to Win the Election". An illustrious sarcasm was found in the sentence "has beaten other podcasts". The video explains that Ganjar Pranowo Satirizes Kaesang Pangarep who succeeded in inviting political members so that he can beat other podcasts, in this sentence is Ganjar Pranowo insinuation to Kaesang Pangarep because his parents

are President, Kaesang Pangarep podcast has been able to beat other podcasts or YouTube shows. The sentence is a satire with praise but contains a different or negative meaning.

3.1.4 Equation Sarcasm

The sarcasm language style function of the equation statement is used to express the equation for something referred to in speech. The characteristic of the sarcasm of equations is to inform the similarities between humans and other objects.

Context: When Ganjar Pranowo satirizes Prabowo with sarcastic language

Ganjar Pranowo: "Yesterday, what was the tadpole and the campress? The division will be over time, once the kampret becomes the government, how will it be? "

Kiki Saputri: "So please vote, please be democratic, the goal is to elect leaders with a myriad of achievements"

Fatih Handika: "Right"

(Acts 31.17)

A fragment of the speech on the Kesang Pangarep YouTube account with the title "Ganjar Has a Trick to Win the Election". The similarity sarcasm found in the sentence "once the kamret becomes the government". The video explains Ganjar Pranowo insinuation to Prabowo by satirizing Prabowo with the call "si kampret" or the bat child because of the news of the call of the cebong and the kampret which means that the cebong is Joko Widodo while the kampret is Prabowo. The sentence has the meaning of satirizing directly with Prabowo relationship with Kampret or the bat cub. The sarcasm of the equation in the sentence is sarcasm by calling Prabowo name "kampret" or animals is a sarcasm that is disrespectful and hurts the hearts of others.

3.1.5 Comparative Sarcasm

The sarcasm language style function regarding comparative statements is used to express a comparison of something referred to in speech. A characteristic of comparative sarcasm is comparing one object to another.

Context : Prabowo satirizes young people in Indonesia

Kaesang Pangarep : "Finally, there may be a closing statement from the Minister of Defense (Minister of Defense) for the public or Prabowo hope maybe for 2024"

Kiki Saputri : "About anything, sir, about life"

Prabowo : "I always want to convey that Indonesia is an extraordinary country that is endowed with the gift of the Almighty, we are very rich, we have many challenges, because if a rich country is always envied by other nations and they are scrutinizing, our history is always disturbed and divided, we must maintain the unity of whoever wins is up to the people, the important thing is that we get along, shoulder to shoulder, The future is brilliant, we are calm, we manage it well, your future is extraordinary. Young people must be ready to take over, must always study, work hard, be enthusiastic, must not feel inferior, humble can be humble, do not have to be optimistic".

(Acts 28.46)

A fragment of the speech on Kaesang Pangarep YouTube account with the title "Only Here Prabowo Giving Information Super Important". It was found that the sarcasm of comparison

is found in the sentence "humble is allowed, humble is not". The video explains Prabowo giving a comparative satire to the Indonesian people about humility and humility. According to KBBI, humility is the nature of a person who is not arrogant or excessive, while inferiority is a trait of a person who is not worthy of imitation, for example being inferior in everything about others. The sarcasm is directed at teenagers today who have a lot of humility towards themselves.

3.1.6 Information Sarcasm

The sarcasm language style function regarding the form of conveying information is used to provide information to a person. The characteristic of information sarcasm is to provide information related to what is being talked about by using language that offends or satirizes the hearts of others

Context: The conversation between Kaesang Pangarep and Kiki Saputri who satirized Ganjar Pranowo.

Kaesang Pangarep: "Well this has been"

Ganjar Pranowo: "Okay, this is a comment laughing happily side by side too"

Kiki Saputri: "Hah laughing side by side, less controversy, sir"

(Acts 27.06)

A fragment of the speech on Kaesang Pangarep YouTube account with the title "Mr. Ganjar Pranowo Has a Trick to Win the Election". It was found that the sarcasm of the information contained in the sentence "less controversial". The video was explained by Kiki Saputri as an assistant to insinuate Ganjar Pranowo about the "controversy". Controversy according to KBBI is a debate and opposition. Therefore, Kiki Saputri insinuated that Ganjar Pranowo lacked controversy like other political figures. The sentence is an informational sarcasm because it can provide information to the reader.

3.1.7 Sarcasm of Opinion

The function of sarcasm's language style regarding the delivery of affirmations is used to affirm several things that are considered to be in accordance with the intention of speech. The characteristic of the language of opinion sarcasm is to give opinions to others by using harsh or sarcastic words.

Context: Fatih Handika satirizes Kiki Saputri with sarcasm.

Kiki Saputri : "Welcome us to PDP Podcast Doorstep"

Ganjar Pranowo: "Which door?"

Kaesang Pangarep: "That's sir"

Kiki Saputri: "Calm down, sir, PDP doesn't have an I"

Fatih Handika: "It means PDPI, right"

Kiki Saputri: "If PDIP is going to be the Front Podcast of Mrs. Puan"

Kaesang Pangarep: "Please sit down"

Fatih Handika: "I take care of mbacot sir because his mouth likes to go everywhere, sir"

(Acts 07.18)

A fragment of the speech on Kaesang Pangarep YouTube account with the title "Mr. Ganjar Has a Trick to Win the Election". Sarcasm was found in the sentence "I take care of mbacot pa, because his mouth likes to go everywhere". The video explains Aat as an assistant satirizing Kiki Saputri who likes to talk everywhere or carelessly. Sarcasm of opinion expressed by Fatih Handika as an assistant regarding Kiki Saputri poor character. The

word "bacot" according to KBBI is a lot of talk, his mouth likes to go everywhere, meaning that people who talk too much and cannot see situations and conditions with the result of hurting others.

3.1.8 Sarcasm of Affirmation

The stylistic function of sarcasm regarding the delivery of affirmations is used to affirm something that is considered to be in accordance with the intent of the speech. The characteristic of affirmative sarcasm is to convey the meaning of speech emphatically by using harsh words with the aim of offending others

Context: Kiki Saputri satirizes political opponents of Ganjar Pranowo

Kiki Saputri: "What's Kaesang?"

Kaesang Pangarep: "Happy everyone, I can win"

Kiki Saputri: "Oh dad, you said the yellow one has already called, right, hahaha the opponent doesn't know that I have all the caves!"

(Acts 27.41)

A snippet of speech on Kaesang Pangarep YouTube account with the title "Mr Ganjar Give Super Important Information". There is a sarcasm of affirmation "the opponent doesn't know that I am all lipas!". The video explains the affirmation with the word "libas" meaning crudely cursed, which is a function of sarcasm of affirmation against the opponent of Ganjar Pranowo. Libas according to KBBI means whipping, defeating is a rude act that is inappropriate to do. The sentence contains the language of sarcasm of affirmation with the word "libas" with the aim of affirming all Prabowo opponents who are looking for a fuss.

4 CONCLUSION

The results of the research on the types and functions of sarcasm language in the Ganjar Video Has a Trick to Win the Election and Only Here Prabowo Give Super Important Information in Kaesang Pangarep YouTube Account and Its Implications for Indonesian Language Learning in SMA are the type of sarcasm there are 3 propositional sarcasm type data, there are 3 lexical sarcasm data, and there are 2 sarcasm illiteracy data. In addition to the type of sarcasm, there is also a function. The function of equation sarcasm with 4 data, the function of comparative sarcasm with 2 data, information sarcasm with 9 data, opinion sarcasm with 6 data, affirmative sarcasm with 6 data, and its implications for Indonesian language learning in high school on anecdotal text material.

Implications of Sarcasm Learning on Kaesang Pangarep YouTube account in Indonesian Language subject at SMA Class X Phase E anecdotal text material CP 3.6. This learning activity is related to students in responding to and receiving information about good and correct language related to sarcasm language. The implications of learning sarcasm aim to make students able to know sarcasm and can be used as an example that sarcasm of abusive words cannot be used because it will hurt the heart and damage the rules of the Indonesian language for the future

REFERENCE .

- [1] Anasti, et al. (2022). "Sociolinguistics in Learning Fable Texts with a Communicative Approach". *Journal of Basicedu*, 6(1), 646-655.
- [2] Achmad HP, dkk. (2012). "Linguistik Umum, Jakarta: Penerbit Erlangga"
- [3] Keraf, Gorys, 2008. *Duksi dan Gaya Bahasa*. Jakarta: PT Gramedia Pustaka Utama
- [4] Sugiyono, 2013 *Metode Penelitian Kualitatif, Kuantitatif, dan R & D*. Bandung : Alfabeta.

- [5] Hermaji Bowo. (2018). "Teori dan Metode Sosiolinguistik. Yogyakarta: Magnum Pustaka Utama".
- [6] Hermaji, Bowo. (2021). "Teori Pragmatik, Yogyakarta: Magnum Pustaka Utama".
- [7] Camp, E. (2012). Sarcasm, pretense, and the semantics/pragmatics distinction. *Noûs*, 46(4)