

PROPOSITIONAL SARCASM IN THE COMMENTS SECTION OF THE INSTAGRAM ACCOUNT @SALSHABILLAADR AND ITS IMPLICATIONS

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Abstract

This study was motivated by the widespread use of sarcasm in Instagram comment sections, particularly in the form of propositional sarcasm. The purpose of this study is to describe the forms and functions of propositional sarcasm in the comment section of the Instagram account @salshabillaadr. This study employs a qualitative approach using a descriptive method. The data consist of utterances containing propositional sarcasm in the comment section of the Instagram account @salshabillaadr from December 2025 to January 2026, which were analyzed using the pragmatic correspondence method. The results show that there were 22 instances of propositional sarcasm with various functions, including the expression of opinions, assertions, questions, commands, comparisons, information, and greetings. The findings indicate that propositional sarcasm is used as a linguistic strategy to convey criticism, insinuations, and opinions directly in digital communication. These findings can be used as contextual teaching materials to help students understand implicit meaning, identify sarcasm, and apply language ethics in the digital space.

Keywords: Sarcasm; Propositional; Pragmatic; Comments; Implications;

1 INTRODUCTION

Language is the primary means by which humans interact, convey ideas, and express attitudes and feelings in social life. The use of language not only reflects one's ability to communicate but also reveals the speaker's character, values, and social identity (Nurdiyanto, 2018:20). In pragmatics, language is understood as a social act whose meaning is heavily influenced by the context of use. Yule (2018:3) states that pragmatics examines the meaning intended by the speaker and interpreted by the addressee based on the speech situation. Therefore, an utterance may contain an implicit meaning that differs from its literal meaning, such as sarcasm, criticism, or mockery.

Advances in communication technology have also changed the way people use language. Interactions that previously took place mostly in person have now shifted to the digital realm through social media. Social media allows users to exchange information, express opinions, and interact without being limited by time or space (Sutrisno & Mayangsari, 2022:12). One platform with a high level of interaction is Instagram, particularly through its comments section, which serves as a public communication space featuring a variety of speech forms.

One form of discourse commonly found in digital communication is sarcasm. Sarcasm is an expression used to mock, criticize, or ridicule, with a meaning that differs from its literal meaning (Zaenuddin, 1992:55). In social media communication, sarcasm often takes the form of sharp jabs, taunts, or criticism that can be interpreted in various ways. Huda, Lailiyah, and Muarifin (2025:144) note that sarcastic comments tend to be perceived as rude because they contain elements of mockery that may offend certain parties.

This phenomenon was evident in the comments section of the Instagram account @salshabillaadr. In December 2025, the account drew public attention following a discussion about remarks made by Ibrahim Risyad on a podcast regarding the division of household roles. This incident sparked a variety of responses from netizens, ranging from criticism, jabs, and irony to sarcasm. Since the comments section on Ibrahim Risyad's Instagram account is not publicly accessible, many of these responses were redirected to the comments section of the @salshabillaadr account. This situation makes the comments section of that account a relevant case study for examining the use of sarcastic language in digital communication.

Research on sarcasm in social media has been conducted from various perspectives, such as form, function, and meaning of utterances. However, research that specifically examines the stylistic features of sarcasm in Instagram comment sections using a pragmatic approach and relates them to the implications for Indonesian language learning remains limited. Therefore, this study aims to describe the forms and functions of propositional sarcasm in the comment section of the Instagram account @salshabillaadr based on a pragmatic analysis. The results of this study are expected to contribute to the field of pragmatics, particularly regarding the use of sarcastic language in digital communication.

2 METHODOLOGY

This study employs a descriptive qualitative approach to analyze propositional sarcasm in the comments section of the Instagram account @salshabillaadr from December 2025 to January 2026. This approach was chosen because it is capable of revealing linguistic phenomena in depth based on the context and meaning of utterances in natural communication situations (Sugiyono, 2023:2).

The research data sources consist of substantive data sources in the form of written utterances containing sarcasm, as well as locational data sources in the form of Instagram users who produced those utterances. The research data consists of words, phrases, clauses, or sentences containing elements of sarcasm. Data collection was conducted using the observation and note-taking method, which involved observing comments on the Instagram accounts that were the subject of the study and then systematically recording relevant data (Zaim, 2014:89).

Data analysis was conducted using a pragmatic approach with the Determinant Element Sorting (PUP) technique to identify, classify, and interpret the forms and functions of sarcasm based on the communicative context. The research findings are presented descriptively using an informal method in the form of a systematic narrative description to ensure ease of understanding (Damanuri, 2022:129).

3 RESULTS

The results of the study indicate the use of propositional sarcasm in the comments section of the Instagram account @salshabillaadr. Data analysis was conducted based on the characteristics of propositional sarcasm as defined by Camp (2011) and the functions of sarcasm as described by Keraf in Wardani (2019:26). The results of the data classification are presented in the following table.

Tabel 1. Types and Functions of Sarcasm as a Figure of Speech

No	types of sarcasm	The Function of Sarcasm	Amount	Percentage
1.	Propositional Sarcasm	The Function of Expressing Affirmation	5	11,11%
		The Function of Expressing Opinions	10	22,22%
		Command Issuance Function	1	2,22%
		Information Dissemination Function	4	8,89%
		Question Submission Function	1	2,22%
		Question Submission Function	1	2,22%

Propositional Quantity

22

48,89%

3.1 Types and Functions of Propositional Sarcasm

Propositional sarcasm is a form of sarcasm that is expressed explicitly, making its satirical intent easy to understand. However, the meaning of the utterance is the opposite of the speaker's actual intent.

3.1.1 The Function of Expressing Affirmation

In its function of emphasis, sarcasm is used to reinforce the speaker's intent with strong emotional emphasis. The goal is to make the addressee aware of their mistakes or shortcomings.

Data Example (1)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@lyaangelina_: "udah miskin hati, miskin otak pula." (Komentar diunggah pada 13 Januari 2026).

@lyaangelina_'s comment constitutes propositional sarcasm because the speaker directly conveys a negative judgment through the phrase "miskin hati, miskin otak." The word "miskin" in this context does not refer to economic status, but rather indicates a lack of character and ability, thus carrying a derogatory meaning toward the subject being discussed. Based on its function, this comment serves to convey emphasis, as the repetition of the word "miskin" is used to strengthen the sarcasm and assert the criticism in a firm and emotional manner, creating an effect of sarcasm and ridicule.

Data Example (2)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@virza2310: "Suami gak bermutu." (Komentar diunggah pada 1 Januari 2026).

@virza2310's comment constitutes propositional sarcasm because the speaker directly conveys a negative judgment through the sentence "Suami gak bermutu." The phrase "gak bermutu" indicates a derogatory judgment of the subject being discussed, thus containing explicit sarcasm and ridicule. Based on its function, this comment serves to convey an assertion, as it is used to reinforce criticism through a brief yet firm expression, thereby making the intended sarcasm clearer.

3.1.2 The Function of Expressing Opinions

In the function of expressing an opinion, sarcasm is used to convey the speaker's view on an idea, particularly one that involves criticism or a form of disagreement.

Data Example (3)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@sabrina_azzahra2020: "ilfeel bgt laki begini." (Komentar diunggah pada 1 Januari 2026).

@sabrina_azzahra2020's comment constitutes propositional sarcasm because the speaker directly conveys a negative judgment through the phrase "ilfeel bgt laki begini." The word "ilfeel" indicates a loss of liking or interest, while the word "bgt" intensifies the degree of dislike toward the subject being discussed. This utterance contains explicit criticism and judgment directed at the character or viewpoint being described. Based on its function, the comment falls under the category of expressing an opinion, as it is used to convey the speaker's personal view, accompanied by sarcastic criticism of the subject being commented on.

Data Example (4)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@alulafarzana239: *"suami anjij jadi janda aja sal."* (Komentar diunggah pada 1 Januari 2026).

@alulafarzana239's comment constitutes propositional sarcasm because the speaker conveys a jab directly through the phrase "jadi janda aja." Literally, the expression appears to be a suggestion, but in this context, it is used as a form of mockery directed at the husband's behavior, which is considered disappointing. The use of the word "anjij" further reinforces the speaker's emotional expression of anger and frustration. Based on its function, this comment falls under the category of expressing an opinion because it is used to convey the speaker's personal viewpoint, accompanied by sarcastic criticism of the subject being discussed.

3.1.3 Command Issuance Function

Sarcastic remarks are sometimes expressed as commands with a mocking tone. Although they appear to be instructions, their underlying intent is more along the lines of criticism or condemnation.

Data Example (5)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@nyaksaniyyah: *"Pisah harta sal untuk jaga2, suamimu bukan PRIA."* (Komentar diunggah pada 2 Januari 2026).

@nyaksaniyyah's comment constitutes propositional sarcasm because the speaker conveys the sarcasm directly through the phrases "bukan PRIA" and "Pisah harta sal untuk jaga2". The phrase "bukan PRIA" is used to imply that the person being discussed is not acting like a responsible man, while capitalizing the word "PRIA" reinforces the sarcasm. The phrase "Pisah harta sal untuk jaga2" further reinforces the criticism because it implies distrust of the husband. Based on its function, this comment falls under the category of giving a command because it is presented in the form of a sarcastic suggestion or instruction intended to deliver sharp criticism of the subject being discussed.

3.1.3 Equation Presentation Function

Sarcastic remarks often use comparisons to equate a person with something negative or of low value. This technique is used to reinforce a demeaning impression and create a strong mocking effect.

Data Example (6)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@mwrwtii12: *"Suaminya redflag kyk anjj."* (Komentar diunggah pada 14 Desember 2025).

This comment constitutes propositional sarcasm because the criticism is conveyed directly and explicitly through the use of the phrases "redflag" and "kyk anjj," which carry negative connotations. The term "redflag" is used to indicate the presence of behavior considered problematic in a relationship, while the phrase "kyk anjj" is a crude expression containing insults and the speaker's dislike toward the subject being discussed. Based on its function, @mwrwtii12's comment serves a comparative function because it uses the word "kyk" (like) to compare the subject of the utterance to something with negative connotations, thereby reinforcing the effect of sarcasm and ridicule.

Data Example (7)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@azmaalaa: *"Kak kamu d nafkahin berasa suami babu, tapi kamu ngelayanin nafsu setannya suami berasa PSK gk sih?" (Komentar diunggah pada 14 Desember 2025).*

@azmaalaa's comment constitutes propositional sarcasm because the speaker conveys a satirical message directly through the use of the derogatory terms "babu" and "PSK." The word "babu" is used to equate the husband with someone whose sole role is to provide for the family, while "PSK" is used to portray the wife as someone who merely serves her husband's needs. The use of these two terms reflects sharp criticism of views that are considered to belittle the roles of both husbands and wives in the household. Based on its function, this comment falls under the category of comparison, as the speaker compares two situations to something with negative connotations to reinforce the sarcasm and criticism directed at the subject being discussed.

3.1.4 Information Dissemination Function

When used, sarcasm can serve to convey information about a particular condition or situation. However, this information is conveyed through speech whose meaning deviates from its literal sense.

Data Example (8)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@ociantapaniii: *"Suami yg kerja istri yg gajian enak loh sal." (Komentar diunggah pada 2 Januari 2026).*

@ociantapaniii's comment constitutes propositional sarcasm because the speaker conveys sarcasm directly through the phrase "enak loh," which literally has a positive meaning. However, in the context of this utterance, the phrase is used to evaluate a situation deemed less than ideal, thus containing a sarcastic implication regarding the condition being discussed. Based on its function, this comment falls under the category of information delivery because the utterance is presented as information about a situation, yet it still contains a certain degree of sarcasm and judgment regarding the subject being discussed.

3.1.5 Question Submission Function

Sarcastic speech often takes the form of rhetorical questions that do not actually require an answer. Its use is intended more to convey a jab or express criticism of the conversation partner.

Data Example (9)

Context: The comment appeared in the comments section of @salshabillaadr's Instagram post featuring a diving video with Ibrahim; it was a taunt referring to her statement on the "Obrolan Para Lelaki" podcast.

@khoirunsarw: *"Part pas dia bilang 'g mgkin yg satu kerja yg satu gabut' Lahhhh dikira irt gabutttttt????? Wtf." (Komentar diunggah pada 14 Desember 2025).*

because the speaker conveys sarcasm directly through the expression "Wtf" and the question "dikira irt gabutttttt?????" The expression "Wtf" reinforces the speaker's shock and disbelief at the assumption that housewives are unproductive. Meanwhile, the question is not intended to elicit an answer but rather to mock and express rejection of the criticized viewpoint. Based on its function, this comment falls under the category of posing a question, as it is presented in the form of a rhetorical question used to emphasize the speaker's criticism and disagreement.

3.2 Implications for Indonesian Language Learning

The results of a study on propositional sarcasm in the comments section of the Instagram account @salshabillaadr have implications for Indonesian language instruction in high school, particularly regarding the Grade 11 argumentative text curriculum. The study's findings indicate that propositional sarcasm is used to express opinions, make assertions, issue commands, draw comparisons, convey information, and pose questions, with the function of expressing opinions being the most dominant. These findings can be used as contextual teaching materials to train students to identify opinions, criticisms, and implied meanings in discourse, as well as to develop their ability to transform sarcastic comments into objective, logical, and polite arguments. Thus, the use of authentic data from social media can support more meaningful learning, enhance critical thinking and argumentation skills, and foster awareness of the importance of language ethics in digital communication.

4 CONCLUSIONS

Based on the research findings, 22 instances of propositional sarcasm were identified in the comments section of the Instagram account @salshabillaadr from December 2025 to January 2026. Propositional sarcasm is characterized by the use of language that conveys mockery, criticism, or ridicule directly and explicitly. Based on a functional analysis, propositional sarcasm was most frequently used to express opinions, with 10 instances (22.22%), followed by expressions of affirmation with 5 instances (11.11%), expressions of equivalence with 4 instances (8.89%), and expressions of commands, information, and questions, each with 1 instance (2.22%). These findings indicate that propositional sarcasm is used by netizens as a linguistic strategy to directly express opinions, criticism, and judgments in digital communication, particularly when responding to issues regarding the division of household roles. The results of this study also have implications for Indonesian language instruction in high school as contextual teaching material to train students to understand implied meanings, analyze argumentative discourse, and foster critical thinking skills and awareness of linguistic ethics in digital communication.

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