

# Sarcasm in Deddy Cobuzier's Vlog

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## ABSTRACT

Sarcasm is the most talked about discussion this year. Sarcasm is widely found on social media, one of which is YouTube. Deddy Cobuzier has a YouTube account with 10.8 million subscribers. One of the videos of Deddy Cobuzier with Indro Warkop titled '*Ada Loh, Manusia2 Indonesia Yg Gak Punya Otak (Indro Warkop - Lucunya Negeri Ku)*'. This type of research is qualitative research with draft descriptions. Analysis of the data in this study uses content analysis. Data analysis techniques are used to find sarcasm tendencies based on the theory of civility. The research Data is the sarcasm found in the Vlog Deddy Cobuzier dialogue with Indro Warkop with the title *Ada Loh, Manusia2 Indonesia Yg Gak Punya Otak (Indro Warkop - Lucunya Negeri Ku)*. Based on sarcasm research occurs for violating the principles of manners, namely Maxim wisdom, generosity, praise, humility, agreement, and sympathy. Sarcasm is also due to the dangerous, inappropriate, unkind, rude, and harsh categories of diction. Sarcasm also occurs because it violates the face, positive face and negative advance. The results of this study are there are 18 speech containing sarcasm, 10 utterance in violation of the principle of courtesy Maxim praise and 8 utterance in violation of Maxim sympathy. There are 6 inappropriate connotations, 3 unpalatable utterance, 5 coarse connotations, and 4 loud connotations. There are 11 utterance that threaten positive face and 8 utterance that threaten negative advance.

**Keywords:** *Sarcasm, speech act, diction*

## 1. INTRODUCTION

As the Times progressed, the presence of visual mass media today has influenced language proficiency, with the development of the community being very free to use language. The freedom of language is very worrying. These negative traits include underestimating quality, mental poise, self-esteem, away from discipline, reluctantly responsible, and Ikut-ikutan. This is also an opinion with Maheasy (2012, p. 118), the nature of underestimating quality is reflected in the language behavior that "anyway understand". This attitude causes the language to be used poorly. Regardless of the language used is true or false. Thus, the desire to use good and correct language, in accordance with grammatical rules becomes no one at all. The most important thing is that the language used is "can or can be understood".

The community's public concern for the use of language in the mass media was also revealed by Afrinda [1], with the research showing that if the current song is growing more emphasis on music that is fun to play, the lyrics of the song are easy to remember, compared to the diction that the song is animated. This resulted in the song being less useful or meaningful to the listener. Based on the research

the language used in Dangdut songs at this time many use sarcasm.

The sarcasm language style is a language style that belongs to the type of language conflict style. Dinari, [2]. The word sarcasm is derived from the Greek word "sarcasmos" derived from the verb "sarcasin" meaning ' shredding flesh like a dog ', ' bite the lips for anger ' or ' speak with bitterness ' (Keraf [3]). Sarcasm is a derived language style of irony and is rougher than irony. The main characteristic of the sarcasm language is that it always contains bitterness and a bitter, hurt heart, and less palatable to hear (Tarigan [4]). Usually sarcasm has the intention of insinuation by using a language that is rougher than irony, even in some cases sarcasm can be a mocthand or insitation. According to Sperber and Wilson (quoted in Tsoory et al, [5]), "sarcasm is usually used to communicate implicit criticism about the listener or the situation."

Excessive use of sarcasm in the mass media will make the community be educated with the sarcastic language. This means that mass media gives a bad example of the use of unpolite language that can sharpen conflicts and burn the emotions of readers just to do a mere journalistic sensation. The continuity of the sarcasm-style language with the sentence of satire can trigger the middle of the medieval (Anshari, 2018).

Research related to sarcasm is also found in many countries. Research titled *Sarcasm classification , A novel approach by using Content Based Selection Method* from India, 2018. *The City of Sarcasm and woe , Swift's "A description of a city shower" and " A description of the morning"* from Jordan, 2012. *The highest form of intelligence, Sarcasm increases creativity for both expressers and recipients* dari Amerika, 2015. *An Effective Approach for Sarcasm Detecion in Text Data For Sentimental Analysis* from India, 2018.

In these globalization era, social media use is increasing. People utilize social media as a means of delivering their aspirations and opinions to things freely on the Internet (Septiany, 2019). The most widely used mass Media at this time is You Tube. According to Wikipedia (2019), You Tube is a video sharing website created by three former PayPal employees in February 2005. This website allows users to upload, watch, and share videos. In line with the opinion, according to Salehudin (2020), playing and watching social media YouTube is the most popular activity. But the use of YouTube social media without the proper accuracy, guidance and facilities will have an impact on the things that are not good. In agreement with it, the results of his research Heru (2018), the results show the use of sarcastic, sarcastic and sarcasmic sarcasm style which contains political protests in Kompas headlines in April 2015 consisting of replacement elements and replaceable elements that have similarities in semantics, categories, or analogies. The use of sarcastic, sarcastic and sarcastic sarcasm in the headlines of Kompas daily in April 2015 amounted to 17 sarcasm, sarcastic and sarcasmic sarcasm. In this regard, there is a need for further efforts to introduce analytical teaching of a kind of sarcastic, cynicism and sarcasm.

Currently, Youtube videos have alarming language. For example, in one of Youtube Deddy Cobuzier with Indro Warkop "Ada loh manusia-manusia Indonesia yang ga punya otak (Indro Warkop-Lucunya Negeriku)". Another dialogue is "Banyak orang tidak punya otak". The dialogue is included in the sarcasm dialogue.

YouTube's Deddy Cobuzier is one of the most active Youtube channels. Some vidio Podcast Deddy Cobuzier became tranding Youtube in Indonesia. This proves that Youtube's Deddy Cobuzier is a very influential Youtube channel in Indonesia. In addition, the podcast video uploaded by Deddy Cobuzier was performed alongside influential political figures in Indonesia. For example, the governor of Jakarta Anies Baswedan, Minister of Education Nadiem Makarim and governor of Central Java Ganjar Pranowo.. Based on this, researchers are interested in researching sarcasm in Deddy Cobuzier's vlog. This research aims to describe sarcasm in Deddy Cobuzier vlog with Indro Warkop titled "Ada Loh Manusia2 Indoesia yang Ga Punya Otak(Indro Warkop-Lucunya Negeriku)".

## 2. METHOD

This research draft is a qualitative descriptive study. This research aims to describe sarcasm. The analysis of data in this study uses content Analysis that analyse trends and patterns. The subject of research is. Deddy Cobuzier vlog Video with Indro Warkop in dialogue "Ada Loh Manusia2 Indoesia yang Ga Punya Otak (Indro Warkop-Lucunya Negeriku)". Data collected with record-taking techniques. Data analysis techniques are used to find sarcasm tendencies based on the theory of civility. The steps taken in the data analysis are as follows. (1) Data derived from the Dedd Cobuzier vlog is grouped by research issue; (2) Data classified based on the principles of courtesy that is reviewed from the language of civility; (3) interpret the sarcasm data; and (4) withdraw the sympulsion.

## 3. FINDINGS AND DISCUSSION

The following is presented the results of the research of Vlog Deddy Cobuzier sarcasm. Sarcasm in Deddy Cobuzier vlog occurs for violating the principles of manners, namely the maxim of wisdom, generosity, praise, humility, agreement, and sympathy. According Leech (2014), principles of manners is, maxim of wisdom, generosity, praise, humility, agreement, and sympathyis.Sarcasm due to the dangerous, inappropriate, unkind, rough and harsh diction. Sarcasm breaking the face, positive face and negative face.

Based on the above, data obtained from various dialogue in Deddy Cobuzier vlog with Indro Warkop There are 18 sentences containing sarcasm dialogue.

The things that led to dialogue containing sarcasm in this study focused three things, namely the violation of Maxim's courtesy, diction, and the advance threat station. Each dialogue analyzed is likely to violate the principles of polity, diction, and face-threatening notions. Here are the details of the third cause of the dialogue sarcasm in Deddy Cobuzier vlog with Indro Warkop.

### 3.1. Sarcasm caused violations principles of manners

In Deddy Cobuzier and Indo Warkop dialogue, there are dialogue that violates the principles of manners. Maxim the courtesy that is violated the most is the praise Maxim as much as 10 dialogue (55% of the total slimming principle of manners) and Maxim sympathies 8 dialogue (45% of the number of violations principles of courtesy). The following dialogue is in the category of sarcasm because it violates the principles of manners.

The dialogue in the Vlog Deddy Cobuzier category of sarcasm violates the praise of the maxim as much as 10 dialogues (55% of the total slimming principle courtesy). Here are 10 dialogue that violates the praise maxim.

1. Kalau ada haters orang-orang *udah ga punya otak*  
"If there are people haters already have no brains"

2. Banyak orang *tidak punya otak*  
"Many people have no brains"
3. *Ini orang waktu pembagian otak dapet ga ya*  
"This person's time of brain division can not"
4. *Dikasih otak tapi ga dipake*  
"Brain given but not used"
5. *Beli HP murah ja di bisa ngomong apapun yang dia mau*  
"Buy HP cheap so can talk to anything he wants"
6. *Ngatain orang tapi ga liat siapa yang ngatain*  
"Reproach people but see who is reproach"
7. *Orang politik serang-serangan habis itu terima honor terus ketawa haha hihi bareng*  
"Political person attack-attack after it received honor continued laughing together"
8. *Orang sehat merasa sakit, orang sakit merasa sehat, itu zaman Gusdur*  
"Healthy people feel sick, sick people feel healthy, it's time Gusdur"
9. *Tapi dia dianggap mengacaukan negara*  
"But he considered cluttering the country"
10. *Kekerasan kekasaran sekarang itu contohnya anggota yang terhormat.*  
"Violent roughness is now an example of an honorable Membe"

The skewed dialogue is not polite because it violates the determinant of the language, namely violating BKPM manners on Maxim's praise. This Maxim stated that in order to be polite, then the others are a little bit possible; Praise others as much as possible. Example dialogue above Products that dialogue as a dialogue that more condemns others.

Dialogue in the Vlog Deddy Cobuzier category of sarcasm that violates Maxim's sympathy as much as 8 dialog dialogue (45% of the number of violations principles of manners). Here are 8 dialogue that violates Masksim sympathy.

1. *Apa aku yang goblok*  
". What I'm a fool"
2. *Kalau saya orang politik saya akan ngumpetin itu*  
"If I am a political person I will hide it"
3. *Kalau DPR masih tidur*  
"If the DPR still sleeps"
4. *Oh DPR tidur ya*  
"Oh DPR Bed Yes"
5. *Orang bisa ngatain presiden*  
"People can reproach the President"
6. *Justru orang yang bertiak paling keras dalangnya , ya walaupun dia tidak bertanggung jawab dan kabur*

"It is the man who is the loudest in his throat, yes although he is not responsible and blurred"

7. *Yang memilih Pak Jokowi bingung, yang memilih Pak Prabowo juga bingung*  
"Who chose Mr Jokowi, he confused, who chose Mr. Prabowo also confused"
8. *Sekarang kan mereka sudah dipecah belah gitu.*  
"Now that they are broken up"

The striped dialogue is not polite because it violates the determinant of the language, namely in violation of the principle of courtesy in Maxim sympathy, this maxim expressed a sense of antipathy between oneself with other people to as small as possible and level as much sympathy between yourself and others. The example dialog above shows that the dialog is a dialogue that more gaps others.

### 3.2. Sarcasm due to diction or word selection

Violation of the word of choice (diction) related to violations of the principle of courtesy. The not good-connotation diction that also contains the sarcastic significance in the study was inappropriate connotations (6 dialogs), bad connotations (3 dialogues), coarse connotations (5 dialogues), and hard connotations (4 dialogues). Here are examples of dialogue that belongs to the category of sarcasm due to diction or word selection. The sarcasm category dialogue is not good in this case the inappropriate connotations of 6 dialogs. The dialogue in question.

1. *Kalau ada haters orang-orang udah ga punya otak*  
"If there are people haters already have no brains"
2. *Banyak orang tidak punya otak*  
"Many people have no brains"
3. *Ini orang waktu pembagian otak dapet ga ya*  
"This person's time of brain division can not be Yes"
4. *Apa aku yang goblok*  
"What I'm a fool"
5. *orang sehat merasa sakit*  
"Healthy people feel sick"
6. *Orang sakit merasa sehat, itu zaman gusdur.*  
"The sick feel healthy, the time of Gusdur"

The italicized dialogue shows inappropriate connotations in everyday life. In public life there are a number of words that are spoken out of place, those words get an inappropriate value of taste.

The sarcasm category dialogue is not good in the case of unpalatable connotation of 3 dialogs. Some examples of dialogue

1. *Beli HP murah jadi bisa ngomong apapun yang dia mau*

- “Buy HP cheap so can talk about anything he wants”
2. *Ngatain orang tapi ga liat siapa yang ngatain*  
“Reproach people but do not see who wants”
  3. *Yang memilih Pak Jokowi bigung, yang memilih Pak Prabowo juga bingung.*  
“What has been confused by Pak Jokowi, who chose Mr. Prabowo also confused”

The dialogue shows bad connotations. There are a number of words that because commonly worn in relationships are not or less good then it is not well heard by the ears and gets a good value of taste.

The sarcasm category dialog is not well-connotation in the case of a rough connotations of 5 dialogs. Some examples of dialogue.

1. *Orang politik serang-serangan habis itu terima honor trus ketawa haha hihi bareng*  
“The politics of the attack-the attacks received honor and laugh together”
2. *Kekerasan kekasaran sekarang itu contohnya anggota yang terhormat*  
“Violent roughness is now an example of the esteemed member”
3. *Kalau DPR masih tidur*  
“If the DPR is still asleep”
4. *Oh DPR tidur ya*  
“Oh DPR Bed Yes”
5. *Tapi dia dianggap mengacaukan negara.*  
“But he considered cluttering the country”

The dialogue shows rough connotations. Rough connotations sometimes have the value of coarse taste.

The sarcasm category Dialog is not well-connotation in this hard connotations of 4 dialogs. Some examples of dialogue, namely,

1. *Kalau saya orang politik saya akan ngumpetin itu*  
“If I am a political person I will hide it”
2. *Orang bisa ngatain presiden*  
“People can reproach the President”
3. *Justru orang yang bertiak paling keras dalangnya ,walaupun dia tidak bertanggung jawab dan kabur*  
“Thus the man who shouted the loudest, even though he was not responsible and blurred”
4. *Sekarang kan mereka sudah dipecah belah gitu.*  
“Now that they are broken up”

The dialogue shows loud connotations, which are exaggerating a situation. We can use words or phrases, seen in terms of meaning then it can be called hyperbola,

and in terms of the value of taste or connotations of similar things can be called hard connotations.

### 3.3. Sarcasm due to face threat

The advance threat Nosi in the above data, a dialogue that threatens the positive face there are 11 dialogue and dialogue that threatens the negative advance there are 8 dialogue.

Dialogue that threatens a positive face threat containing sarcasm as much as 11 dialogs. The dialogue, among other things.

1. *Kalau ada haters orang-orang udah ga punya otak*  
“If there are people haters already have no brains”
2. *Banyak orang tidak punya otak*  
“Many people have no brains”
3. *Ini orang waktu pembagian otak dapet ga ya*  
“This person's time of brain division can not be Yes”
4. *Dikasih otak tapi ga dipake*  
“Brain given but not used”
5. *Beli HP murah jadi bisa ngomong apapun yang dia mau*  
“Buy HP cheap so can talk anything he wants”
6. *Ngatain orang tapi ga liat siapa yang ngatain*  
“Reproach people but do not see who reproached”
7. *Apa aku yang goblok*  
“What I'm a fool”
8. *Orang bisa ngatain presiden*  
“People can reproach the President”
9. *Justru orang yang bertiak paling keras dalangnya , ya walaupun dia tidak bertanggung jawab dan kabur*  
“It is the man who is the loudest in his throat, yes although he is not responsible and blurred”
10. *Yang memilih pak jokowi bigung, yang memilih pak prabowo juga bingung*  
“What has been confused by Pak Jokowi, who chose Mr. Prabowo also confused”
11. *Orang sehat merasa sakit, orang sakit merasa sehat, itu zaman gusdur.*  
“Healthy people feel sick, sick people feel healthy, it's time Gusdur”

The positive advance of the individual is mirrored by the desire of the liked, approved, valued by others. Sarcasm due to the face threat of the speech that resulted in the threat of advance that refers to the self-image of each person

Dialogue that threatens the threat of negative advance containing sarcasm as many as 8 dialogs. The dialogue in question, among other things.

1. *Kalau saya orang politik saya akan ngumpetin itu*  
"If I am a political person I will hide it"
2. *Orang politik serang-serangan habis itu terima honor trus ketawa haha hihi bareng*  
"The politics of the attack-the attacks are received honorarium and laugh together"
3. *Kekerasan kekasaran sekarang itu contohnya anggota yang terhormat*  
"Violent roughness is now an example of an honorable Member"
4. *Kalau DPR masih tidur*  
"If the DPR still sleeps"
5. *Oh DPR tidur ya*  
"Oh DPR Bed Yes"
6. *Sekarang kan mereka sudah dipecah belah gitu*  
"Now that they are broken up so"
7. *Tapi dia dianggap mengacaukan negara.*  
"But he is considered cluttering the state"

Negative advances of the individual are mirrored by undisturbed or burdened desires, having freedom of acting against a choice. Sarcasm due to the face of the threat to the speech that resulted in the threat of face that refers to the self-image of each person who intended.

The censure and antipathy demonstrated by the words that are not well-notation will eventually threaten the recipient's face dialogue. Data shows a positive face more likely to be threatened, namely threatening people's desire to be liked, appreciated, and approved.

The threatened negative face more leads to the authority of the receiver to not feel disturbed, burdened, and freedom to choose action on his own. In this negative face link the recipient usually said state officials who have a certain authority. The most courtesy is on Maxim's compliments and Maxim's sympathy. This means that a national newspaper dialogue dialogue has a tendency to condemn (which is termed by the editor of the newspaper concerned with "criticizing" or "control by the Press") and openly demonstrates an antipathy (right of responsibility) attitude. These two things are indicated by the selection of words that connotation poorly and at a later stage is very related to the action threatening face, whether it is positive face and negative face. However, criticism and control over governments and other parties should be conducted in a polite language. This needs to be done because the roots of Indonesian culture strongly uphold the ethics and manners of civility, especially in the speech.

The use of sarcasm and euphemism in extreme meanings is not appropriately used to communicate effectively and be able to succeed. The use of one of these two things can still

be effective if the context is precise. That is, sarcasm and euphemism as a language strategy can still be used if the situation, conditions, and context do require the strategy. The choice is neutral and more reasonable to communicate effectively and successfully is the use of the theory of language civility.

#### 4. CONCLUSION

Based on the results and research discussion, it can be concluded the following things, (1) Violation of the principle of courtesy that allows the emergence of sarcasm content is a violation of the maxim of praise and Maxim of Sympathy, (2) the sarcasm resulting from the use of poorly connotation diction is the use of words that connotations are not good, rude, and Loud, (3) The follow-up of Deddy Cobuzier and Indo Warkop contains the meaning of sarcasm due to violations of the principle of manners and diction that connotation poorly and the follow-up is threatening positive Negatives, and (4) The principle of courtesy, the use of good-connotation diction, and the unthreatening speech is a choice of effective language strategy in the communication that is polite and culturally based on the use of sarcasm or euphemism.

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