

Sarcasm of News Headlines on National Electronic Mass Media and Its Relevance to Learning Indonesian

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ABSTRACT

This research aims to describe sarcasm on the national electronic mass media through the principles of language politeness, the form of sarcasm, compare the national online news that contains the most sarcasm, and explain the relevance of sarcasm language to Indonesian language learning in the Eight Grade of Junior High School. This research used a qualitative descriptive method as the research method. The object of this research was the sarcasm language contained in the news headlines in the national electronic newspapers. The data in this research consisted of several titles with sarcasm on national electronic mass media. The data were collected by using the listening method with advanced technique namely writing technique. Then, the researcher analyzed the data using extra lingual matching method. The results showed that there were six violations of language politeness principles in the news headlines on national electronic mass media, namely the approbation maxim; the tact maxim; the agreement maxim; the sympathy maxim; the modesty maxim; and the generosity maxim. The most common violation of the language politeness principle was the approbation maxim. As for the sarcasm language in news headlines in the national electronic mass media found two forms of sarcasm, namely dispraise and satire. Dispraise was the most common form of sarcasm. Based on the comparison of the four types of national online news that contained a lot of sarcasm, in the first place was CNN Indonesia.com; Sindonews.com; Tempo.co; and Tribunnews.com. The result of this research was relevant for learning news text in the Eight Grade of Junior High School.

Keywords: *News Headlines, Electronic Mass Media, Politeness Principles, Sarcasm, News Text.*

1. INTRODUCTION

In information and communication, one example of the advance technology is the mass media. Mass media is not a new thing for Indonesian, either as a source of information or a source of reading material. If we often read it carefully, either as world knowledge interest or other purposes, we will get many life benefits [1]. [2] said that mass media have made a significant contribution to the nation's progress in various fields, especially in terms of advancing and supporting Indonesian language. Newspaper is one of the contribution made by the mass media. If much more individuals are accustomed to reading, it will become a tradition and develop over time so that reading culture is formed in the community.

Mass media is divided into various types, one of them is electronic mass media. The information provided in the electronic media is also almost the same as the rubric in the daily newspaper. Electronic mass media is used to transmit journalistic content as a method of mass

communication so it has become a very important need for society [3]. Therefore, in mass communication, there are electronic media used to convey and communicate information that has been processed to be distributed to the public [4]. Either in urban or rural areas, the presence of media is inseparable from people's lives [5]. Therefore, with the number of media in society, the media position becomes more important [6]. In this case, the potential of electronic mass media is enormous. Even nowadays, news on the internet is referred to as the most up-to-date news [7].

Due to the freedom of the press in the modern society, they are obliged to report daily events accurately and in time. Moreover, the press should serve as a forum for sharing opinions and criticism, as well as representing members of various social groups, presenting and defining the goals and ideals of society, as well as providing many opportunities for daily news [8]. The use of language in newspaper should be presented in an interesting and different way. It encourages people to

read newspapers. The point of view and presentation of the news will give the audience a perspective on the issue under discussion [9]. [10], reveals that one of the techniques used by editors in the context of competition in electronic mass media is the use of interesting news titles because the number of readers is partly determined by the headlines.

The media period has grown to the point that almost everyone on earth is exposed to it, so journalists are playing an increasingly important role in defining the true picture of reality. As the main voice of society, media has a significant impact on people's language pattern [11]. This happens because newspapers have proven to be an effective means of reading so that they will have a significant impact on the people who read them. Language is a form of communal communication that allows people to communicate directly or indirectly with each other [12]–[14]. In addition, [15] is enhanced that identity of a country is also reflected in its language. Certainly, there are guidelines on how the language is used. According to [16], language is useful for interacting with others and can be used to determine how much academic knowledge a person has because the language values of a speech group reflect its culture. In line with the findings [17]–[19], the person's language politeness can be used to measure the politeness of one's attitude, behavior, and character which leads to the idea that individuals have a social self-image that they are trying to maintain.

In daily life, language is often used to conduct social relations with other people. As [20]'s view, which states that language as a communication media is constantly changing and always evolving along with advances in technology and human civilization that uses it. As part of efforts to develop the nation's morality through language, the use of language in newspapers both print and electronic must pay attention in language politeness. According to [21], language as means of communication tool has become an important pillar in the development of speech ethics in Indonesia along with the development of freedom of expressions era. As a result of this situation, a person speaks freely without noticing the language politeness aspects. [22], states that language impoliteness can be expressed either written or spoken. Whereas language politeness is one of the factors that need to be considered when developing language in social dynamics for both verbal and nonverbal communication [23].

In the communication era, language politeness is crucial and attention is needed to the existing politeness conditions. According to [24], the problem of politeness in today's language is terrible, it seems to be filled with terms related to impoliteness than those related to politeness. Language ethics is influenced by the cultural norms of society, so special considerations are needed because culture and language have an important role in

the success of all interactions in society [25], [26]. This strengthens the opinion of [27], the use of sarcasm in language has become a habit among Indonesians support the idea that the practice of using sarcasm has developed into a language culture. If it continues to be instilled in a person, it does not rule out the possibility of moral deterioration for the nation's successors.

This is supported by a number of findings from previous studies which show that there has been a use of language that violates the principles of language politeness. The study of violations of language politeness has been widely found, including sarcasm in mass media, such as [28]'s study which examines the use of irony, cynicism, and sarcasm, as well as detailing the protest published in the Kompas daily headline in April 2015, and studies them based on political elements. This study used content analysis approach and replacement technique. A similar study is conducted by [29], reviewing the title of political headlines in the online mass media. This study used data analysis method on pragmatic basis. The findings of this study also reveal that there are violations of these maxims with the same goals, to hold on to language politeness concepts and to attract the attention of as many readers as possible.

A study on sarcasm on social media has also been carried out by [30], examining the use of sarcasm on Lambe Turah's Instagram account and the elements that influence it. This study used interactive analysis technique based on Leech's politeness theory. [31] studies violations of language politeness pre-literacy (oral) and post-literacy (post-writing) in the online game channel on Youtube. This study also used Miles and Huberman's interactive analysis technique. The novelty of this study with previous studies is relevant to learning Indonesian language in the VIII grade of Junior High School.

A person's character will be reflected when they are communicating. Therefore, one thing that must be considered by the speaker is the language politeness principle [32]. The purpose of the politeness and maxims principles is to build a pleasant social bond so that the speaker ensures that cooperation will follow [33]. In journalism, a number of language styles use in written language. One of them is sarcasm. Sarcasm is sarcastic written style which uses rude vocabularies [34]. According to [35], newspapers both printed and electronic, use standard language with certain qualities, such as brief, clear, concise, simple, fluent, direct, and attractive. This study is carried out in the mass media because newspapers, the news headlines become the main concern. The diversity of newspaper titles is astounding. It was done to attract the attention of the news in the newspaper. This characteristic of course must be associated with ethics in language. In reality, however, the language used as news headlines in electronic

newspapers does not slightly violate the language politeness.

Based on the background above, the researchers are interested doing research in sarcasm in the media, especially the national electronic newspaper with an emphasis on the meaning of diction from each title. The purpose of this study is to describe sarcasm in the national electronic mass media through the principles of language politeness and forms of sarcasm. Furthermore, the researchers compared which national online news contained the most sarcasm. Based on the findings of this research, we explained the relevance to Indonesian language learning in VIII grade of Junior High School. The main focus of this study was in the news headlines. Our reason chose this study was words or sentences used in news headlines on the national electronic mass media contained sarcasm which then violated the principles of language politeness so that the media set bad examples regarding the use of impolite language only to increase conflict intensity in order to create a journalistic sensation. The excessive use of sarcasm in the media provided a negative example regarding the use of language that was disrespectful to society. Researchers expect that this study will be useful as a reference for the next study.

2. METHOD

The main approach used in this research was descriptive qualitative. According to [36], qualitative research is a type of research that collect descriptive data in written or spoken from people and their actions. Also, according to [37], qualitative study is a thorough investigation that use scientific method to provide written and spoken narrative conclusions based on examination of certain data. It can be concluded that qualitative research is a type of scientific research in which the descriptive data is collected in written or spoken to draw a narrative conclusion.

The object of this research was the sarcasm language contained in the news headlines in the national electronic newspapers. The data in this research were titles with sarcasm values in national electronic mass media. The data sources in this study were news headlines in national electronic newspapers published from 1 to 30 September 2021. Based on the object of this research, researchers were collected the data using the listening technique with advanced technique namely the writing method. According to [38], listening method is a data collection approach that involves listening to the use of language. The listening technique is done by listening to the use of sarcasm language contained in the news headlines. The writing technique is a technique used to take note of various types that are relevant to the research according to the application of written language [38]. The writing technique in this study is done by noting words that contain sarcasm in the news headlines.

The next step was analyzed the collected data. The extra lingual matching method proposed by [38] is used to analyze the data in this research. According to [38], the extra lingual matching method is a method for analyzing extra lingual elements, such as connecting language problems with objects outside of language.

3. RESULT AND DISCUSSION

The results and discussion will be focused on the violation of politeness principles according to [39] in the news headlines on the national electronic mass media and forms of sarcasm according to [34].

3.1. Violation of The Politeness Principles According to Leech

The findings on the sarcasm research in the news headlines on the national electronic mass media are shown below. The sarcasm occurs because it violates the politeness principle, namely approbation maxim, tact maxim, agreement maxim, sympathy maxim, modesty maxim, and generosity maxim. Based on this, the data obtained from various news headlines on national electronic mass media amounted to 46 data. These findings are illustrated in Figure 1.

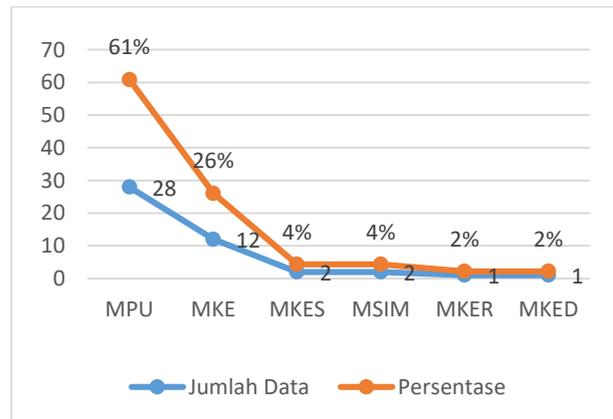


Figure 1 The Violation of the Politeness Principles on the National Electronic Mass Media

Description:

1. MPU : approbation maxim
2. MKE : tact maxim
3. MKES : the agreement maxim
4. MSIM : sympathy maxim
5. MKER : the modesty maxim
6. MKED : the generosity maxim

3.1.1. The Approbation Maxim

The violation of approbation maxim in news headlines on the national electronic mass media are the most commonly found in the data. Based on the concept of approbation maxim, people will be considered polite when speaking aim to respect others by enlarging praise. According to [39], use as little criticism as possible and use as much praise as possible when we speak. The approbation maxim requires each speaker to increase their respect for others while lower their contempt. If the speaker does not respect other people, his utterance is considered to violate the approbation maxim. The form of sarcasm that violates the approbation maxim in news headlines on national electronic mass media can be seen in Table 1.

Table 1. Violation of Approbation Maxim

Utterance	Context	Source
[2] Jimly Criticizes Jokowi's Gifts: More Disadvantages	During his visit to Cirebon, West Java, Tuesday (31/8), former chairman of the Constitutional Court, Jimly Asshiddiqie, criticized President Joko Widodo (Jokowi) who distributed gifts to the public.	CNN Indonesia.com 2 September 2021 13:42

Giving non-constructive criticism to others is a form of impoliteness in communicating. Whereas, everyone has the freedom to criticize others. However, criticism must be conveyed carefully and notice to the values of politeness that are prevalent in society [40]. If it is not performed, criticism can lead to a dispute between the critic and the person being criticized. As for the meaning of the approbation maxim, the speaker should avoid actions that cause embarrassment, such as criticizing so they can hurt the listener's feeling.

Based on the context in Table 1, the data utterance (2) is a violation of the politeness principle, namely the approbation maxim. The speaker did not show any respect to President Joko Widodo which was marked by the words "more disadvantages". On the online KBBI, the word mudarat means not profitable; loss; disadvantages. That utterance meant that the gifts distributed by President Joko Widodo during his working

visit in Cirebon, West Java on Tuesday, August 31, 2021, were considered to have no benefit for the public. The speaker mentioned that the gifts was useless because people who wanted to get it were willing to plunge into a ditch smeared with dirt when it only contained a T-shirt with President Joko Widodo's picture. As the consequences of the President's action, which caused crowds in the midst of a pandemic, so that it could trigger the coronavirus deployment, it was considered that he did not set an example as a leader.

The approbation maxim asks the speaker to express a minimum of criticism and maximize the appreciation to the listener. However, the utterance in the data (2) clearly shows the speaker's disrespect for President Joko Widodo. Because the speaker put forward negative criticism rather than praise. In fact, if a person is proficient in speaking to show respect for others, he can be said to be polite in communicating.

3.1.2. The Tact Maxim

The tact maxim relates to a civilized opinion rather than a bad opinion. [39], said that when talking to the interlocutor, making the other person's loss as simple as possible and the other person's advantage as big as possible. The speaker who follows the politeness principle of tact maxim and do not conflict, can be considered as a polite person. According to [41], if a person follows tact maxim when speaking, he can prevent jealousy, envy, and disrespect towards the interlocutor. However, if the speaker aims to cause disadvantage to others and at the same time reduce the benefits to the interlocutor, the utterance can be considered to violate the tact maxim. The sarcasm that violates the tact maxim can be seen in Table 2.

Table 2. Violation of Tact Maxim

Utterance	Context	Source
[22] Freedom of Opinion Still Restricted, Judges Jokowi is Allergic to Criticism	The situation in the utterance is Fatia Maulidiyanti, the coordinator of The Commission for Disappeared and Victims of Violence (KontraS), assessing that the current administration of President Jokowi continues to obstruct the freedom of public expression.	Tempo.co September 14, 2021 13:47

According to KontraS, the freedom of expression, whether online or offline, often leads to a quick response, especially from the police who can summon, arrest, or ask for information in the police station. They have recorded at least 26 examples of restrictions on freedom of expression since January 2021. Starting from deleting murals, seeking the documentation actors, persecution of content providers, arresting who related to the Law on Electronic Information and Transactions (UU ITE), arresting the critics on emergency public activities restriction policies (PPKM), and arresting people who spread posters in front of the President to express their aspirations.

Expressing opinions about something by making fun of the interlocutor is a form of impoliteness in communication. When communicating, the speaker should pay attention and respect the interlocutor. The habit of criticizing and underestimating others is one of the bad characteristics that tend to lead to disrespectful speech [42]. When communicating, the speaker should

avoid making fun of utterance so as not to hurt the feelings of the interlocutor.

Based on the context in Table 2, the data utterance (22) is a violation of the politeness principle, namely tact maxim. The statement made by the Coordinator of the Commission for Disappeared and Victims of Violence (KontraS), Fatia Maulidiyanti seemed to harm President Joko Widodo which was marked by the words "Jokowi is still allergic to criticism". The phrase means that as head of state, President Joko Widodo is still considered allergic to public criticism because he obstructs public freedom of expression and often gives quick responses, especially from the police, to summon; capture; or ask for information at the police station. As a result of this attitude, many people consider that Joko Widodo's administration has silenced the voices of the people because it does not allow citizens to voice their dissatisfaction with certain situations or respond to the state's attitude towards certain policies.

The tact maxim refers to the polite utterance by minimizing the disadvantage of the interlocutor so that he is not offended. However, the utterance in the data (22) shows a bad attitude because it uses negative terms that can make the listener feel uncomfortable or hurt someone. For [43], interlocutor will feel valued and respected if the speaker tries to give him an advantage. It can be concluded that the tact maxim is centered on others. It was done to avoid sentiments that considered as impolite.

3.1.3. The Agreement Maxim

[39] states that one adheres to agreement maxim when trying to minimize disagreement as little as possible with others, and instead trying to have as much agreement as possible with others. The agreement maxim emphasizes compatibility between the speaker and the interlocutor. If the speaker maximizes the difference between himself and others, the utterance can be classified as a violation of the agreement maxim. If there is an agreement, it is expected that both speaker and interlocutor will be polite. The violation of politeness principles in sarcasm utterance is classified into the agreement maxim can be seen in Table 3.

Table 3. Violation of Agreement Maxim

	Utterance	Context	Source
[42]	Democratic Party, Moeldoko, Asks SBY not to Build Misleading Narratives	A spokesman for the Extraordinary Congress (KLB) Democratic Party Deli Serdang led by Moeldoko,	CNN Indonesia.com September 27, 2021 16:33

Muhmmad Rahmad responds to the chairman of the House of Councilors of Democratic Party, Susilo Bambang Yudhoyono (SBY). He asks SBY and the chairman of the Democratic Party, AHY, to obey the legal process. He emphasizes that there should be no other parties who build misleading narratives regarding their lawsuit to Supreme Court of Indonesia (MA).

The agreement maxim is a type of maxim that accentuates situation to avoid disagreements and increase the agreement between oneself and others. For [44], this maxim asks the speaker to support others' opinions without denying his views as an indication that the speaker agrees with the statement. When the speaker and the interlocutor agree on how to communicate, each is considered polite, and vice versa.

Based on the context in Table 3, it can be seen that the data utterance (42) contains a violation of politeness principle, namely the agreement maxim. It can be seen when the spokesman for the Extraordinary Congress (KLB) Democratic Party Deli Serdang led by Moeldoko, Muhammad Rahmad responds to a tweet on the Twitter account of the chairman of the House of Councilors of Democratic Party, Susilo Bambang Yudhoyono (SBY) which read "The law may be bought, but justice can not be." Based on the tweet, Muhammad Rahmad asks Susilo Bambang Yudhoyono (SBY) not to make a story that does not suit the reality related to the Democrat's Memorandum of Association/ Articles of Association lawsuit to the Supreme Court (MA). Because it was said by SBY in the midst of a new round of Democratic Party's

commotion, which caused a negative response and a violation of the agreement maxim occurred.

3.1.4. The Sympathy Maxim

Based on [39]'s opinion, someone is said to be polite if he minimizes the dislike feeling towards others and increases the like feeling as much as possible between himself and others. If there is a speaker maximizes his hatred towards others, the utterance can be classified as a violation of the sympathy maxim. The sarcasm that violates sympathy maxim in the news headlines on national electronic mass media can be seen in Table 4.

Table 4. Violation of Sympathy Maxim

	Utterance	Context	Source
[19]	Rocky Gerung Required to Demolish His House, Ngabalin: Who is the Real Stupid?	The situation context in the utterance is Ali Mochtar Ngabalin caused a furor again. The Principal Expert Staff of The Executive Office of the President (KSP) uploaded a tweet on the @AliNgabalinNews's Twitter account. He responded to hot topics this week, mainly about the developer PT Sentul City Tbk's subpoena issued to Rocky Gerung, an activist known for his harsh criticism to President Jokowi and his administration. On his tweet, Ngabalin mentioned Rocky as a low-grade and stupid professor. However, he did not write directly to whom the mockery was made. However,	Sindonews.com September 12, 2021 13:35

the audiences
had already
known to whom
the satire given.

Development
Party (DPW
PPP) DKI
Jakarta,
responded to
the statement
of the
caretaker
Chairperson of
Indonesian
Solidarity
Party (PSI),
Giring
Ganesha who
would not vote
for Anies
Baswedan in
the upcoming
2024
presidential
election. He
emphasized,
that if he runs
as a
presidential
candidate in
2024, he will
not choose
Giring
Ganesha
because he is
considered
unable to reign
Indonesia.

In social interaction, apathy towards what is done or what is happening to other people is an impolite act. According to [45], when communicating with other people, sympathy must be considered so that the conversation between the speaker and interlocutor proceeds easily and has mutual respect. Sympathy is able to teach a person to understand other people, so it can help change themselves become better people.

In accordance with the context in Table 4, the data utterance (19) is a violation of politeness principle, namely the sympathy maxim. Sympathy was violated because the Principal Expert Staff of The Executive Office of the President (KSP), Ali Mochtar Ngabalin insinuated Rocky Gerung in a tweet on his Twitter account. The satire was made related to a subpoena from PT Sentul City for Ngabalin to immediately empty his house in Bojong Koneng area, Madar, Bogor Regency. The violation in the utterance is marked by the words who is the real stupid? On online KBBI, the word stupid means that the brain is very blunt; not intelligent; ignorant; foolish.

It is proved that the sentence above contains an indicator that the speaker does not have compassion for the interlocutor. The speaker does not maximize sympathy for the interlocutor. Whereas according to [46], the sympathy maxim is identified through the expression of compassion when hearing bad, sad, and tragic events.

3.1.5. The Generosity Maxim

Based on the generosity maxim, the speaker are asked to respect others. [39] reveals that one is said to adhere to the generosity maxim if making benefit as small as possible and increasing disadvantage as much as possible for himself. Respecting other people will grow when people are able to lower their own benefit as well as increasing benefit for others [47]. The violation of generosity maxim can be seen in Table 5.

Table 5. Violation of Generosity Maxim

	Utterance	Context	Source
[33]	Lulung Defends Anies from Giring: Who is He? Speak for Yourself!	Abraham Lunggana, a.k.a Haji Lulung, The Chairman of Regional Executive Board of The United	CNN Indonesia.com September 22, 2021 12:54

Disrespectful utterance is a form of impoliteness in communication. Through the maxim of generosity, the participants are expected to respect each other. Violation of the generosity maxim is characterized by the speaker's attempts to limit harm to oneself and increase profit to oneself [48].

Based on the context in Table 5, data utterance (33) is a form of news headlines that violate language politeness, namely the generosity maxim. Violation of the generosity maxim in the title above can be seen in the speech "Lulung Defends Anies from Giring: Who is He? Speak for Yourself!" The title is one of the utterances that will cause harm to the interlocutor because it intends to insult. It can be seen in the context that show the speaker's disapproval with the interlocutor's statement. It aims to corner the interlocutor so he does not make negative statements about the Governor of DKI Jakarta, Anies Baswedan. That news headlines can harm the interlocutor and destroy the national unity.

The generosity maxim prioritizes on reducing the speaker's benefit as well as increasing other people's

benefit. However, the utterance in the data (33) does not implemented the generosity maxim. The utterance seems clearly insulting the caretaker chairman of the Indonesian Solidarity Party, Giring Ganesha, by confirming the statement that if Giring Ganesha runs as a presidential candidate (Capres) in 2024, he will not vote because he is considered unable to reign Indonesia. The attitude shows the speaker is applying arrogant attitude so that the interlocutor feel less appreciated.

3.1.6. The Modesty Maxim

When speaking, the speaker should not brag about their achievements to other people, but speak honestly without arrogance. In accordance with the modesty maxim, according to [49], the speaker should be humble by minimizing self-praise and increasing self-blame so he will no be labeled as overly self-centered person. [50]According to [39], a person is said to obey the modesty maxim if the speaker minimizes praising himself, and condemns himself as much as possible because humility and simplicity are often used as criteria for assessing language politeness in Indonesian language and culture. Violation of the modesty maxim can be seen in Table 6.

Table 6. Violation of the Modesty Maxim

	Utterance	Context	Source
[28]	Deputy Attorney General for Special Crimes (Jampidsus) Shows Prosecutor's Corruption Eradication Performance is Better than The Corruption Eradication Commission and The Indonesian National Police	The situation context that occurred in the utterance, responding to the data on the results of the law enforcement personnel performance in the first semester, Deputy Attorney General for Special Crimes, Ali Mukartono, admitted that he was proud that the performance of the corruption eradication of the Indonesian Attorney	Tribunnews.com September 15, 2021 20:55

General's Office was better than the Corruption Eradication Commission and the Indonesian National Police.

Based on the context in Table 6, the analysis of utterance in the data (28) revealed that the speaker had deviated from the politeness principle in the modesty maxim because the speaker showed the performance of the corruption eradication of the Indonesian Attorney General's Office was better than the Corruption Eradication Commission and the Indonesian National Police. Showing off is the act of a person showing something he owned to others to boast the benefits or advantages. Thus, showing off is a form of impoliteness in communicating.

Basically, the principle of modesty is self-centered to minimize self-praise and speak to the interlocutor humbly. [51], stating that speakers are not allowed to show achievements in front of others, because doing so will give the impression of arrogance. When the modesty maxim is constantly violated, the speaker will be considered arrogant [52].

3.2. Forms of Sarcasm

In accordance with the concept of sarcasm, is utterances that contain harsh words, ridicule, or cruel ridicule to hurt others. There are several forms of sarcasms according to [34] (a) ridicule, is an act that mock, insult, taunt, ridicule, and reproach a person directly; and (b) satire, is an utterance that intends to insinuate a person indirectly. These findings are illustrated in Figure 2.

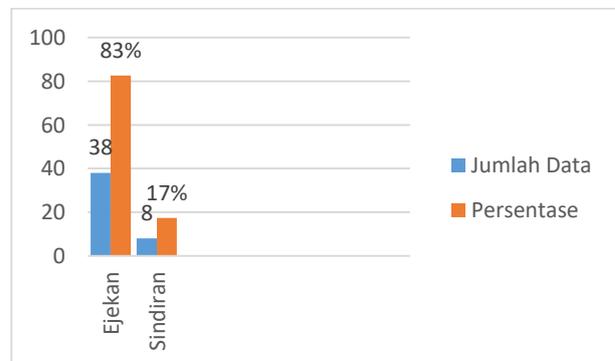


Figure 2 Forms of Sarcasm in the National Electronic Mass Media

3.2.1. Mockery

One of the reasons behind the emergence of forms of speech that contain sarcasm is ridicule. On Online *KBBI*, mockery means ridicule; taunt; satire. It can be concluded that ridicule is throwing hurtful words (ridicule, taunt, and satire) to someone who aims to humiliate. The form of an utterance containing ridicule can be seen in Table 7.

Table 7. Form of Mockery Utterance

Utterance	Context	Source
[34] Many People Criticize Giring Back: Superficial, Cheap Talk, Sensation Seeking	Some parties criticized Giring Ganesha, the Caretaker Chairman of the Indonesian Solidarity Party (PSI), for calling the Governor of DKI Jakarta, Anies Baswedan a liar because he often plays a figure who pretend to care about citizen's suffering in the midst of the pandemic.	CNN Indonesia.com September 23, 2021 06:39

In accordance with the context in Table 7, the data utterance (34) was included in the category of mockery because in its disclosure it was clear that the speaker mentioned the interlocutor as a superficial person; cheap talk; and sensation seeking. The utterance was made by the speaker because the interlocutor mentioned the Governor of DKI Jakarta, Anies Baswedan a liar because he was considered often to play a figure pretending to care about people's suffering in the midst of the *Covid-19* pandemic. Because they did not agree with the interlocutor's vies toward Anies Baswedan, the speaker taunted the interlocutor. It aims to corner the interlocutor's position as a chairman one of parties in Indonesian in order to behave in accordance with his rank. [53]This type of communication is considered impolite because it can offend the criticized interlocutor.

The basic purpose of communication should make the interlocutor feel safe, happy, and excited.

3.2.2. Satire

The second reason for using sarcasm in speech is to insinuate the interlocutor. [54], express that satire is a type of language used to express something to someone without expressing or stating it explicitly. The purpose of using satirical language depends on the context used[55]. For example, if a person wants to say something about someone else, he will not identify the person in question correctly. Thus, it is clear that there is a utterance which illustrates that the speaker does not like or disagree with someone's opinion. The following is a form of utterance containing satire can be seen in Table 8.

Table 8. Form of Satirical Utterance

Utterance	Context	Source
[6] Buya Syafii about Billboards: Lust of Power too Prominent	Former General Chairman of Central Committee of Muhammadiyah, Ahmad Syafii judges that the installation of billboards showing a politician picture during the pandemic shows lust for power is too great.	CNN Indonesia.com September 3, 2021 18:23

Based on the context in Table 8, the data utterance (6) contained satire because in its disclosure, the speaker insinuated politicians who put up billboards with their pictures in the midst of *Covid 19* pandemic because the action was considered too accentuated the lust of power was too great. The utterance was intended to express the speaker's irritation towards politicians. The form of mockery above is seen in the utterance the lust power too prominent. Someone will be angry with the one who insinuates him.

3.3. Form of National Electronic Mass Media Contain Sarcasm in the News Headlines

One thing needs to be considered in news production is news headlines. According to [56], when reading a newspaper, the title is the first thing that will be noticed by the reader. As writers, journalists try to make news headlines that are attractive to readers. This fact is based on the idea that before reading thoroughly the substance

of the writing in the mass media, every reader will read the title. It is intended that by using an attractive title, readers will be lured to read more about the content of the news as a whole. On the other hand, an unattractive title will reduce the curiosity of potential readers. The language used in today's electronic media seems to indicate lack of ethics in language. This is reflected in the language used news headlines. The following forms of violation of language politeness in news headlines on national electronic mass media portals can be seen in Figure 3.

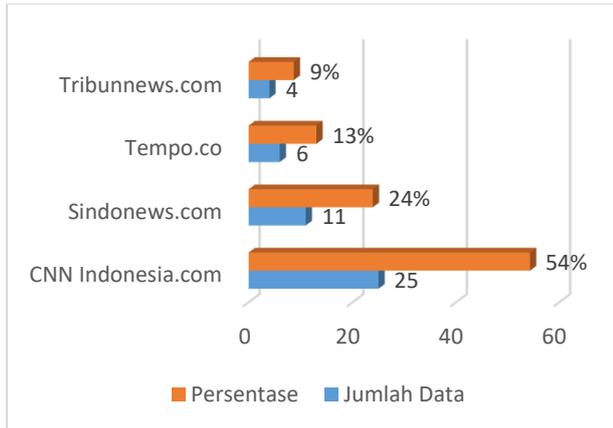


Figure 3 Form of National Electronic Mass Media Portal Contain Sarcasm in the News Headlines

Competition in the media, especially electronic mass media is very strong. Many electronic mass media have been established in society, now making the media's role even more important. Various news portals are increasingly emerging as a tool to deliver in a new era of software-based media. The news headlines does not seem important. However, no news is worth reading without an attractive title. On a mass media, news headlines is the head of news that acts as an introduction to the reader's knowledge towards the substance of the news to be published. So, the news headlines as the head of the news must be matched with the good title criteria. It means, one of the good title criteria is using polite language. However, when referring to Figure 3, it can be seen that many news portals in Indonesia violate the language politeness principle. In Figure 3, we can see that the CNN Indonesia.com news portal has the most violation of language politeness principles. The existence of such a violation is proven by the use of insulting words such as superficial; cheap talk; sensation seeking; political robber. For [57], impolite language is a language which rude, hurt other's feeling, or has vocabulary that make someone uncomfortable. In fact, the procedure for communicating using verbal signs or language procedures reflects language politeness[58].

Politeness aspects when making news headlines are very important to be noticed because they will be seen by the readers, and mass media is a tool to form awareness and patterns of human behavior about life values[59]. In addition, [60] added that using polite language in social

situations is very important. To communicate in society, one must adhere to the rules of politeness [61]. If an electronic mass media constantly violates the language politeness principles, it will become bad example for the public. In accordance with [62]'s, nowadays, the relevance of politeness in language requires special consideration, especially considering the progress and modernization of society. The mass media play an important role in the development of a growth society, providing a greater understanding of the events that are taking place. When a speaker sends a message to interlocutor, there will be times when the interlocutor's interpretation different from what the speaker wants to convey[63]. Based on these condition, when creating news headlines, a journalist must pay attention to the rules of language politeness. Because, the quality of the media is reflected in the language used in it.

3.4. The Relevance of Sarcasm in News Headlines on the National Electronic to Learning Indonesian

Indonesian learning curriculum 2013 contains variety of texts, each of them has its own language. Each certain text has language characteristics that can be used as a reference or measurement difference with other texts. For example, the news text uses different vocabularies with other texts so that the findings of this research can be useful as teaching material for learning Indonesian Curriculum 2013 in Eight Grade of Junior High School. The following is the basic competencies that suitable with the findings in violations of language politeness and the forms of sarcasm in the news headlines on national electronic which can be seen in Table 9.

Table 9. Basic Competencies

Basic Competencies	Indicators Of Competence Achievement
3. 2.Examine the structure and language of news text (proud and motivating) that is heard and read.	3.2.1 Examine the structure of news text (encouraging and motivating) that is heard and read.
	3.2.2 Select the language of news text (boast and motivating) that is heard and read.
4. 2.Provide data and information in the form of news orally and in writing by paying attention to structure, language, or oral aspects	4.2.1 Develop data and information in the form of news by paying attention to structure, language, or oral aspects (pronunciation, intonation, expression, and

(pronunciation, intonation, expression, and kinesics).
 4.2.2 Manage data and information in the form of news by paying attention to structure, language, or oral aspects (pronunciation, intonation, expression, and kinesics) both spoken and written.

Learning objectives that will be achieved in the news text learning are: (1) after observing news text through online news, students can study the structure of news text appropriately; (2) after studying the structure, students can select the language in the news text carefully; (3) after selecting the language, students can develop the data and information in the forms of news text by considering the structure, language, or oral aspects (pronunciation, intonation, mimic, and kinesics) creatively; (4) after developing the data and information, students can manage the data and information in the form of news text by considering the structure, language, or oral aspects (pronunciation, intonation, mimic, and kinesics) confidently.

In order to achieve the competence achievement indicators presented in Table 9, the researchers intend to make the findings as a learning tool to attract student's attention. Besides that, students must be able to apply through this learning to be realized in their daily lives. The implementation of learning activities can be done by observing the news on online portals such as CNNIndonesia.com; Sindonews.com; Tempo.co; Tribunnews.com, to attract students so they are able to differentiate the polite language and sarcasm so that they can arrange news text by noticing the structure and language appropriately.

According to [64], when writing news headlines, the criteria or norms of writing must be short, brief, and flexible. In addition to these three things, writing news headlines must pay attention to language politeness. Language politeness must be taught to students, so that it helps in their future lives because the attitudes and character of students can be seen from language politeness. This is in accordance with [65]'s statement, student's language politeness can be use as a measurement of attitude politeness; personality; and their character.

Based on the news headlines that have been found, they can be used as an illustration to students about the examples of news headlines that violate the language

politeness and contain sarcasm. For example, data (22) Freedom of Opinion Still Restricted, KontraS Judges Jokowi is Still Allergic to Criticism (Tempo.co, 14/9/2021/13.47). Data (22) is an example of the violations of language politeness in the tact maxim and contain sarcasm forms in mockery.

Next, data (6) Buya Syafii about Billboards: Lust of Power too Prominent (CNN Indonesia.com, 3/9/2021/18.23). Data (6) is an example of the violations of language politeness in the approbation maxim and contain sarcasm forms in satire.

Based on the two data that have been presented, the sarcasm in the news headlines on national electronic has a relevance to Indonesian learning, namely news text in Curriculum 2013 in Eight Grade of Junior High School. More specifically, it has relevance to the basic competence of learning news text Curriculum 2013 in Eight Grade and the relevance as a learning news text tool in Curriculum 2013 in Eight Grade.

4. CONCLUSION

Based on the results of a qualitative study in sarcasm on the national electronic mass media, the conclusion of this research is that the news headlines on the national electronic mass media violate the language politeness principle and contain forms of sarcasm. In addition, the researchers also compared the use of sarcasm to four types of national online news portals and explained their relevance to news text learning in Eight Grade of Junior High School. That statement can be known through the data below.

1. Based on the analysis of the violations of language politeness in news headlines on the national electronic mass media, it is found that there were six forms of violations of the politeness principle, namely the approbation maxim reached 28 (61%); tact maxim reached 12 (26%); agreement maxim found 2 (4%); sympathy maxim found 2 (4%); modesty maxim found 1 (2%); and generosity maxim was found to be 1 (2%). The violation of politeness principle that is most commonly found by the researchers is the approbation maxim.
2. In accordance with the analysis of sarcasm language in the news headlines on the national electronic mass media find two forms of sarcasm, namely mockery reached 38 (83%) and satire reached 8 (17%). Mockery is a form of sarcasm that is most commonly found by researchers than satire.
3. Based on a comparative analysis of four types of national electronic mass media, online news CNN Indonesia.com contains the most sarcasm, reached 25 (54%); then second place, namely Sindonews.com reached 11 (24%); in third place

was Tempo.co which reached 6 (13%); and the last Tribunnews.com reached 4 (9%).

4. In terms of violations of language politeness and forms of sarcasm, this study has relevance to text-based learning in Eight Grade of Junior High School, namely news texts. The first relevance to the basic competence of learning news text curriculum 2013 in Grade Eight and the second relevance as a tool of learning news text curriculum 2013 in Grade Eight.

Several data analyzed by the researchers related to the violations of politeness principle; forms of sarcasm; comparison of four types of national news related to the use of sarcasm in making news headlines and its relevance towards news text in Grade Eight of Junior High School. The impact of using sarcasm on national electronic mass media is to provide negative effects related to the use of impolite language to society so that there can be a moral decline for the nation's successors.

AUTHORS' CONTRIBUTIONS

This research is entirely become first author's responsibility. First author fully prepared the data study and the preparation of the study. While the second, third, and fourth researchers guide and give instruction in the completion of the study.

ACKNOWLEDGMENTS

The researchers would like to thank God Almighty because of his will, the author can complete this study in a healthy state and with ease. Furthermore, the researchers' gratitude to the Indonesian Language and Literature Education Study Program; Faculty of Teacher Training and Education; Muhammadiyah University of Surakarta; and LPPI for the opportunity, support, and guidance in the implementation of this study. Furthermore, the researchers thank both parents and colleagues who provide support in completing this study.

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