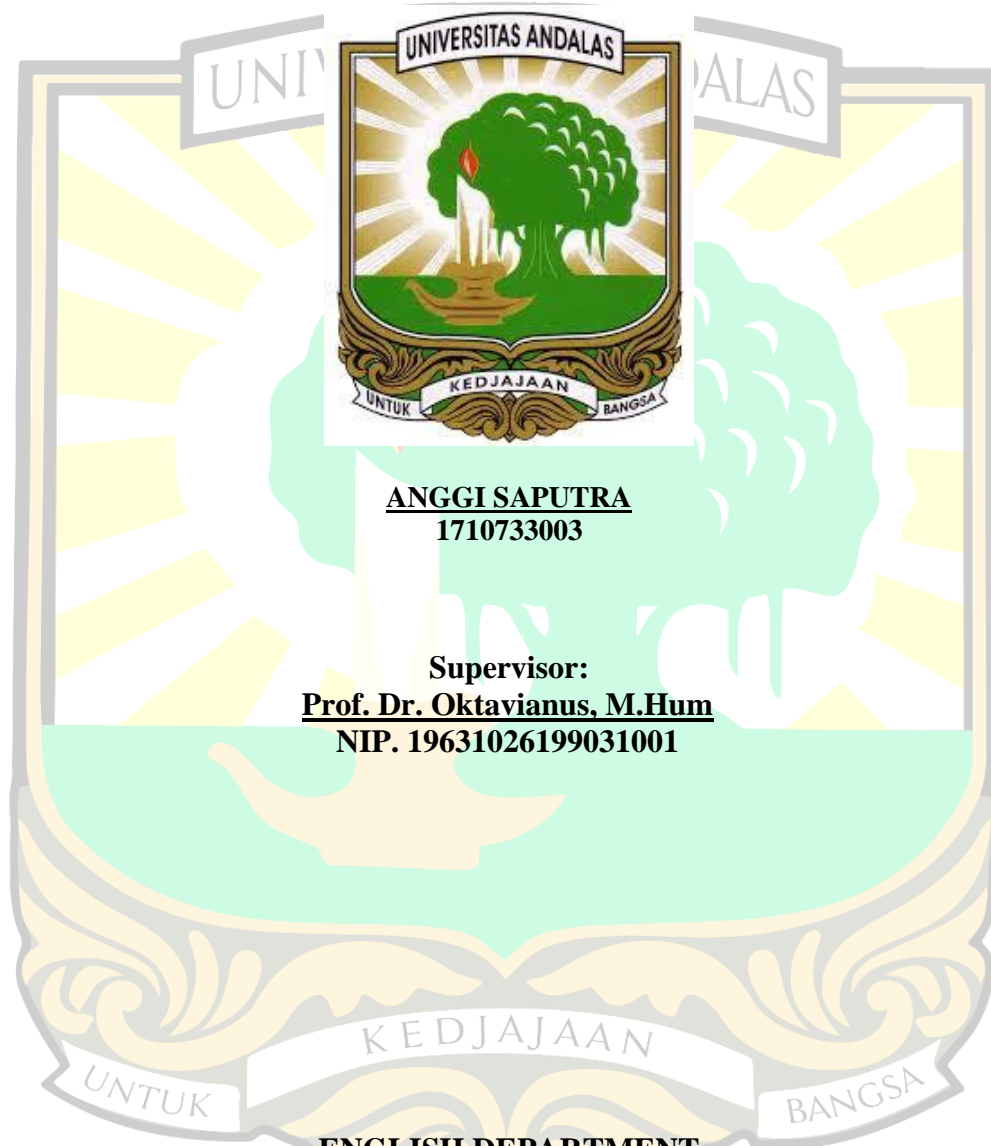


**THE ANALYSIS OF SARCASM IN SELECTED NETIZEN'S COMMENT  
ON WORLD HEALTH ORGANIZATION'S INSTAGRAM POST ABOUT COVID-19**

**A Thesis**

*Submitted in Partial Fulfilment to the Requirement for the Degree of Sarjana Humaniora*



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**PADANG**  
**2021**

## ABSTRACT

This research applies the descriptive analysis method. This analysis aims to identify netizen comments that appear in a post on World Health Organization's Instagram account. The statements analyzed contained 76 comments uploaded in July 2020. The purpose of this study is also to understand how netizens comment about the World Health Organization. There are three steps when collecting the data, and they are collecting the data, analyzing the data, and presenting the result of analyses. The data displayed is in the form of screenshots containing netizen comments. The data are analyzed using qualitative analysis theory (Miles, Huberman, and Saldana, 2014). The approach used as the basis for the analysis is the context by song's theory (2010), the type of sarcasm proposed by Joshi, Bhattacharyya, and Carman (2018) and the purpose of sarcasm proposed by Attardo (2001) as a sarcasm reference. From those 76 comments, it was found that many netizens used sarcasm in their comments. Comments will be grouped and specified type and purpose for each comment. The finding of this research, the researcher found 31 data of lexical sarcasm, 18 data of illocutionary sarcasm, 15 data of propositional sarcasm, and the last like-prefix sarcasm has 12 data. For the purpose of sarcasm evaluation has 42 data, sophistication has 26 data, group affiliation has 4 data, persuasive aspect has 2 data, and tool for politeness and retractability have 1 data.

**Keyword:** *COVID-19, Instagram, and Sarcasm*

