

CHAPTER 1

INTRODUCTION

1.1 Background of the research

In this era, there are many shapes of language styles to communicate with each other. It is the way of using a particular context by certain people for a particular purpose (Leech and Short, 1981). People use language style with good words to give bad information or reality to some human. Usually, people easily touch their feelings with good words, but inside, good words have bad information or reality. That language style that contains bad information or reality in linguistics is called sarcasm.

Sarcasm is a polite way to mock bad things by saying or writing good words. According to Caucci and Kreuz (2012) there are two ways to understand a sarcastic utterance: first, the hearer should see that the utterance is not in a real meaning. Second, the hearer should understand the speaker's actual meaning. To comprehend a sarcastic expression, the speaker and the listener should share a piece of fundamental information. Consider two people are talking and making a joke which B does think is not funny at all, then B responds with, "That is very funny!" If A and B are not in the same basic knowledge in this case, then A would fail in interpreting B's response as sarcasm. For example, after your brother makes a mistake, you say 'An oh very good one!' or 'Oh well done!' is likely to be considered sarcastic. It is sarcastic because the meaning of the words 'Oh very good one!' or 'Oh well done!' is not what literally meant. This is, presumably, an indirect way to ridicule the hearer.

Today, sarcasm text can be found in many social media. One of them is Instagram. Instagram makes people easy to write something heart to deliver the target

hearer uses sarcasm, and every people be able to read. Because of that, there are so many agencies that use the Instagram platform to share information with many people. One example is the World Health Organization (WHO) posts some information text about health on social media to build everyone gets healthy life. Apart from World Health Organization, there are so many agencies that post about interesting things in their account to make everyone interested to read or listen to it. There are many forms of language style they post on social media. One of them is sarcasm.

Meanwhile, people can post anything they want on social media. But, social media has a feature for everyone who has seen the post could give their opinion. The feature is a comment. In comment people can write everything they want, it can be a good thing or bad thing. The bad comment usually appears on famous accounts on social media. One of them is World Health Organization. Many bad comments appear on World Health Organization's social media. A bad comment appears when World Health Organization give information about COVID-19 how the virus is so dangerous for human.

In early 2020, the world was shocked by the Covid-19 virus outbreak, which infects almost all countries in the world, COVID-19 is an infectious disease caused by the newly discovered coronavirus. According to the World Health Organization website, the main cause of the rapid spread of COVID-19 through droplets of saliva or discharge from the nose of someone who has been infected with the virus when people cough and sneeze.

The spread of this disease has had a broad global impact. Many people die because of this virus. Now, more than three million people have been killed because of

coronavirus. In World Health Organization's social media has posted much information about how dangerous this virus is. But, so many netizens give bad comments in there. Netizen gives comments because they do not believe how dangerous the coronavirus is, do not believe with World Health Organization, and give hate to comment on World Health Organization's Instagram post.

An example of a hate comment from a netizen use sarcasm language style on World Health Organization's post is as follows:

- (1) "thank you Wuhan Health Organization for all your transparency throughout the pandemic"

That comment appears on World Health Organization's Instagram post talking about vaccines and children, and the post explains children are not a priority to get the vaccine. They have a low risk of getting a bad infection from coronavirus. The netizen uses illocutionary sarcasm from Camp (2011) and evaluation purposes from Attardo (2001). The netizen comment like that because the COVID-19 appear from Wuhan, and many people have a perspective scientist in Wuhan created this virus and World Health Organization defend the scientist in Wuhan do not create this virus.

Comment in this research was taken in World Health Organization's social media like Instagram. This social media is the most famous in this era, and many people have it in their smartphones. According to website selular.id, social media users are more than 4,2 billion users active. Active users in social media grow up rapidly in COVID-19 situation. Many users take a long time just scroll down a timeline on social media. According to voi.id, more than forty per cent of social media users waste their

time just in social media when this situation appears because the situation abandons them to staying at home.

Based on the phenomenon above, the researcher is interested in conducting research about the analysis of sarcasm on comments World Health Organization's posted on social media about COVID-19. Besides that, the research gets information about how netizen use language style, especially sarcasm, to express their opinion to World Health Organization.

1.2 Identification Problems

Sarcasm is the best tool to say bad meaning into good words. Usually, people use sarcasm to get their hate opinion from a person or agency. Some netizens do not believe how dangerous *Coronavirus* is. Some netizens do not believe in it, and then they give hate comments on World Health Organization's posts on their social media. Some netizens give comments on World Health Organization's posts on social media using sarcasm. Based on that fact, the writer would like to investigate:

1. What are the types of sarcasm employed by netizen comments on World Health Organization's social media posting about COVID-19?
2. What are the sarcasm purposes of netizen comments on World Health Organization's social media posting about COVID-19?

1.3 Objectives of the Studies

There are many languages style to give a bad opinion to a person or agency, such as sarcasm. Based on the research question, this research aims to analyze and classify how sarcasm appears in netizen's comments on World Health Organization's

social media posting about Covid-19. The objective of this research could be described as follow:

1. To identify the types of sarcasm used at netizen comments on World Health Organization's social media posting about COVID-19.
2. To describe sarcasm purpose at netizen comments on World Health Organization's social media posting about COVID-19.

1.4 Scope of the Research

The researcher only focuses on identifying the kind of the purpose of sarcastic comments appearing on World Health Organization's social media post about covid-19. It is because many people give a bad opinion to World Health Organization's social media. The netizen gives a bad comment because the netizen thinks World Health Organization's performance to handle COVID-19 is so undefective. Many netizens use sarcasm to give their bad comments to World Health Organization. This research analyzes the comments categorized into six purposes by Salvatore Attardo (2001). There are group affiliation, sophistication, evaluation, politeness, persuasive aspect. Retract ability and identify the types of sarcasm with four types of sarcasm by Camp (2011): propositional sarcasm, lexical sarcasm, like-prefix sarcasm, and illocutionary sarcasm. This research will be limited to analyzing the comments in World Health Organization's post about COVID-19. Comments will be taken in July 2020.

1.5 Methods of the Research

This research was conducted using the qualitative method, the procedure of this research uses descriptive data. According to Miles, Huberman, and Saldama (2014), qualitative data are sources of well-grounded, rich description and explanation of the

human process. However, the use of research design was aimed to help the researcher make a better analysis. The qualitative method involved looking in-depth at non-numerical data. The qualitative method thinks of the qualitative data. Using this method, the data were collected to find what types of sarcasm and purpose of sarcasm.

1.5.1 Collecting the Data

The researcher collected the data from some comments on World Health Organization's Instagram about COVID-19, which contained sarcasm statements. The data of this research was collected by using the documentation method. The document was collected and analyzed to find out the types of sarcasm and the purpose. The data will take on July 2020. The researcher will take all sarcastic comments on a post in July 2020 and no repetition data. Obtain the data, and several steps will be done:

1. Searching the data. The data were taken on World Health Organization's Instagram that had content about COVID-19.
2. Select the data. After searching the data, the researcher had chosen the comments that wanted to be analyzed.

1.5.2 Analysis of the Data

The data was analyzed through qualitative analysis. The activities of qualitative analysis consisted of data reduction, data display, and conclusion drawing (Miles, Huberman, and Saldana, 2014). Based on the following theory, the research applied the following steps:

1. Data Reduction

Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming the raw data that appear in written-up field notes. It focused on selecting, focusing, simplifying, abstracting, transforming. In this research, this step referred to: first, selecting the comments which contain the sarcasm statements on World Health Organization's Instagram post about COVID-19. Second, some data has been obtained concerning the attention to the appropriate. Then, the researcher focuses on the type of sarcasm and the purpose. Lastly, all data collected and categorized must be transformed into a table because the data display of this research is the table. The data will be displayed with the codes in the table to reduce irrelevant information. "Codes are tags or labels for assigning units of meaning to descriptive or inferential information collected during the analysis. Codes are usually attached to 'chunks' of various size words, phrases, sentences, or whole paragraph" (Miles & Hubberman, 1994 p.56).

2. Data Display

Data display shows the data has already analysis to make the researcher easy to write the conclusion. A display could be an extended piece of text or diagram, chart or matrix that provides a new way of arranging and thinking about the more textually embedded data. Data display could be useful in recognizing whether a procedure for working adequately and how to transform it. Data display was used to know what the sarcasm statement and its type of sarcasm in the comments on World Health Organization's an Instagram post about COVID-19 are shown in the table. Then the data will be counted and calculated as a number.

3. Conclusion: Drawing/Verifying

As drawing requires, a researcher started to conclude what things mean. The information was seen as regularities, patterns (differences/similarities), clarifications, potential setups, easygoing streams, and recommendations. This interaction included venturing back to think about the examined information and getting to their suggestions for the current inquiries. Confirmation necessarily connected to end drawing involves returning to the information; however, on many occasions as essential to cross-check or check these rising ends.

1.5.3 Presenting the Result of Analysis

The result will be explain in a table. The table contains data, types of sarcasm, and the purpose of sarcasm. The researcher will explain the post. After that, the analysis of the netizen's comments will be categorized by using a table. The table contains the first column, the netizen's comments from the post, the second column, the types of sarcasm, and the last column, the purposes of sarcasm. In this step, the writer used a descriptive form to give information about how netizens give their hate opinion.

