

Nenik Apriliatul Laili. 2025. Gaya Bahasa Sarkasme dalam Siniar *Login Season 3* Pada Kanal *YouTube* Deddy Corbuzier. Program Studi Pendidikan Bahasa dan Sastra Indonesia. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Trunojoyo Madura. Pembimbing Emy Rizta Kusuma S.Pd., M.Pd.

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan fungsi dan maksud penggunaan gaya bahasa sarkasme dalam siniar *Login Season 3* pada kanal *YouTube* Deddy Corbuzier dengan menggunakan teori Keraf (2010). Penelitian ini menggunakan metode kualitatif deskriptif. Sumber data pada penelitian ini yaitu tuturan antara Habib Ja'far, Onad Leonardo, Boris Bokir, dan bintang tamu dalam siniar *Login* pada kanal *YouTube* Deddy Corbuzier. Data yang digunakan berupa tuturan yang mengandung sarkasme dalam siniar *Login* pada kanal *YouTube* Deddy Corbuzier. Pengumpulan data menggunakan teknik simak dan transkripsi. Terdapat 11 video unggahan di kanal *YouTube* Deddy Corbuzier yang di analisis dengan bintang tamu yang berbeda-beda. Data disajikan dalam bentuk tabel data. Hasil analisis dalam siniar *Login Season 3* pada kanal *YouTube* Deddy Corbuzier menunjukkan bahwa ditemukan delapan fungsi gaya bahasa sarkasme yaitu (1) penyampaian penolakan, (2) penyampaian informasi, (3) penyampaian penegasan, (4) penyampaian pertanyaan, (5) penyampaian perbandingan, (6) penyampaian persamaan, (7) penyampaian pendapat, dan (8) penyampaian sapaan. Selain itu, ditemukan adanya tiga maksud gaya bahasa sarkasme yaitu (1) maksud umpatan, (2) maksud ajakan, dan (3) maksud pemberitahuan bahasa. Penelitian ini dapat membantu siswa pada materi pokok teks anekdot fase E dengan capaian pembelajaran peserta didik mampu mengolah dan menyajikan gagasan, pikiran, pandangan, arahan atau pesan untuk tujuan pengajuan usul perumusan masalah, dan solusi dalam bentuk monolog, dialog, dan gelar wicara secara logis, runtut, kritis, dan kreatif.

Kata Kunci: sarkasme, fungsi, maksud, tuturan

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ABSTRACT

This study aims to describe the function and purpose of using sarcasm as a figure of speech in the Login Season 3 podcast on Deddy Corbuzier's YouTube channel using Keraf's theory (2010). This research employs a descriptive qualitative method. The data sources in this study are utterances between Habib Ja'far, Onad Leonardo, Boris Bokir, and guest stars in the Login podcast on Deddy Corbuzier's YouTube channel. The data used consists of utterances containing sarcasm in the Login podcast on Deddy Corbuzier's YouTube channel. Data collection uses observation and transcription techniques. There are 11 uploaded videos on Deddy Corbuzier's YouTube channel that were analyzed with different guest stars. The data is presented in the form of data tables. The analysis results in the Login Season 3 podcast on Deddy Corbuzier's YouTube channel show that eight functions of sarcasm as a figure of speech were found, namely: (1) conveying rejection, (2) conveying information, (3) conveying emphasis, (4) conveying questions, (5) conveying comparison, (6) conveying similarity, (7) conveying opinions, and (8) conveying greetings. In addition, three purposes of sarcasm as a figure of speech were found, namely: (1) the purpose of cursing/expletive, (2) the purpose of invitation, and (3) the purpose of language notification. This research can help students in the main material of anecdote texts in phase E with learning outcomes where students are able to process and present ideas, thoughts, views, directions, or messages for the purpose of submitting proposals, formulating problems, and solutions in the form of monologues, dialogues, and discussions in a logical, coherent, critical, and creative manner.

Keywords: *sarcasm, function, intent, utterance*