

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language has functions as the instrument of self expression. Language is also the main instrument of socialization for communication with others. One of the ways to communicate with others is by using humor. Humor can be found in daily activities. It can also be found in television programs, for example music events, talk shows, and comedy shows. Audiences like to watch television programs which present humor.

Nowadays, there are many comedy programs in Indonesia such as *Dahsyat*, *Inbox*, *Bukan Empat Mata*, *Show Imah*, *Opera Van Java (OVJ)*, *Pesbukers*, and *Yuk Keep Smile* which are hosted by comedian receiving much attention from KPI (Komisi Penyiaran Indonesia/The Indonesian Broadcasting Commission's). The attention is given because the programs contain too much sarcastic language. In fact, the sarcastic language which is used by the comedian on TV programs is used to create humor. It is in line with Dauphin's statement (2000) "people frequently use sarcasm as a means of 'breaking ice' during initial encounters with others demonstrating sense of humour". Yet, the sarcastic language in comedy program becomes exaggerate because most of the time it insults the audience. Hence, the misuse of sarcasm in comedy programs, the writer is interested to study sarcasm found in comedy program.

One of television programs which received much attention from KPI is *Pesbukers* broadcasted on ANTV (<http://www.kpi.go.id/>). As the television program which obtained an award (Panasonic Gobel Award 2013 and 2014), this program has great influence to society. Therefore, the writer chooses *Pesbukers* ANTV to become the source of data of this study due to the sarcasm found in it. The example of sarcasm found in *Pesbukers* can be seen as follow:

Olga:	Kok bangkunya bisa kegeser? (Why the bench can move?) {pouting}
Jessica:	Nggak tau... (I do not know...) {fool face}
Olga:	<i>Ini baru bangku ya, otak lu juga kegeser</i> (This is a real bench, your brain is also moved) {smiling}
Audiences:	((laughter))

The example was taken from *Pesbukers* ANTV which was broadcasted in July 20, 2013. This verbal utterance contains sarcasm. It can be seen in the italic text. The comedian uttered the sarcastic utterance to make the audience laugh. The dialog above shows that Olga produces negative utterance which conveys the opposite what truly means. It occurred when Olga delivered his joke by doing stage act of pretending in his performance. He made scene on the stage by falling down and toke a header by himself. From that, he asked to Jessica “*why the bench can move?*”, then he spontaniosly uttered “*this is a real bench, your brain is also moved*”. It means that sarcasm occurred in the dialog because the misuse of sarcasm used by Olga to create humor.

There are several researches on sarcasm. Two of them were conducted by Cheang and Pell (2007) and Blantika (2013). Most of them are interested in possible acoustic cues of sarcasm, sarcasm through its context (connotative

meaning and affective meaning). Meanwhile, this study focuses on the types of sarcasm in comedy program *Pesbukers* ANTV and how it is functioned.

1.2 Statement of The Research Problems

Based on the background of the study, two research questions are formulated. They are:

1. What types of sarcasm are found in the *Pesbukers* ANTV?
2. How are sarcasm functioned by comedians to make humor?

1.3 Objectives of The Study

Based on the research problem, there are two objectives to be achieved in this study. The objectives are:

1. To explain the types of sarcasm found in the *Pesbukers* ANTV.
2. To explain how sarcasm are functioned by comedians to make humor.

1.4 Significances of The Study

Theoretically, this study provides knowledge in sarcasm in general. For linguistic studies, this study is important to provide better information and clearer understanding on sarcasm, especially for those who learn about sarcasm in humor. In addition, this study gives new reference and knowledge about sarcasm is functioned in comedy program. It uses to investigate recognize sarcasm in verbal utterances.

Practically, this study hopefully provides the reader, the viewers and the audience about the example of impact on sarcasm in comedy program. In addition, this study is also able to become contribution for the audience to be

selectively choosing the variety entertainment television programs. And also hopefully the comedian in Indonesia gives more attention to the young generation about respectful to the language in use.

1.5 Scope and Limitation of The Study

This study is focused on sarcasm specifically in the analysis of the language of verbal utterance. Therefore, this study focuses on sarcasm in the comedy program. This study is types of sarcasm based on Clark's theory (2005). Meanwhile, the strategies of sarcasm are proposed by John Haiman (1998). It helps the explanation of how sarcasm are functioned by comedians to make humor in their performance.

The writer limits the analysis only to sarcasm in the humor utterance. The data were taken from Indonesian artists' utterances in *Pesbukers* ANTV. The data was taken from one episode of comedy program ANTV episode July 20, 2013 which was uploaded on YouTube.