

**IRONIC SPEECH ACTS ON COVID-19 MEMES
IN SOCIAL MEDIA**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

2021

**IRONIC SPEECH ACTS ON COVID-19 MEMES
IN SOCIAL MEDIA**

THESIS

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In Partial Fulfillment of the Requirement for the Degree of Sarjana Sastra
(S.S.)**

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2021

STATEMENT OF AUTHORSHIP

I state that the thesis entitled "Ironic Speech Acts on Covid-19 Memes in Social Media" is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

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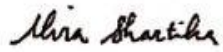
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MOTTO

“There is only one thing that makes a dream impossible to achieve: the fear of failure” (Paulo Coelho)

DEDICATION

This thesis is dedicated to my beloved mother and father. Moh Yudhi and Siti Jubaidah who always gives me their endless love, prays and supports.

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Alhamdulillahirabbil'alamin, all praises be to Allah SWT the lord of the world, the creator of everything in this universe who always gives me his blessing and mercies. He has been guided me through the hard times until makes me to be as amazing girl as now. May *Salawat* and *Salam* be upon to our prophet Muhammad SAW, who brought us from the darkness to the safe soul.

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Finally, I do realize that this thesis might lack in some ways. Hence, any critical corrections and suggestion would be helpful for better research in the future. Hopefully, by reading this thesis would give significant benefit to other researchers and people who read it.

Malang, August 12th 2021

A handwritten signature in black ink, appearing to read 'Daumi', with a large, stylized flourish extending from the end.

Daumi Rahmatika Zuhdah

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ABSTRACT

Zuhdah, Daumi Rahmatika. 2021. *Ironic Speech Acts on Covid-19 Memes in Social Media*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor: Dr. Yayuk Widyastuti Herawati, M.Pd.

Keywords: *Irony, Ironic Speech Acts, Covid-19 Memes, Social Media*

Irony is one way of mocking at something or someone that consists of saying a contrary of what is intended. The ironic utterances may contain of speech acts to help understanding the actual meaning. This research analyzes ironic speech acts on Covid-19 memes in social media. The researcher analyzed the use of speech acts in irony on memes that could produce perlocutionary effects on the readers and it can break the expectation in irony, it also makes the meme looks clear. This research aims to understand the irony especially identifying the speech acts in irony.

This research used qualitative method with ironic speech acts as the main data. The data were taken from Covid-19 memes in social media. This research used the theory of irony by Landy (1972) who proposed types of irony. In addition, the researcher also found the analysis from Haverkate (1983) who stated that irony can be described within theory of speech acts. The researcher uses the theory of speech acts from Cutting (2002) who developed theory from Searle (1969), he mentioned speech acts into five categories. The data were collected from middle of 2020 until the beginning of 2021 and there were 11 data in the form of memes which contain ironic speech act.

The result of the research shows that the dominant speech acts used is expressive speech acts, as utterances in meme aimed to express something negative in different way. In addition, situational irony is the dominant one found in this research, as ironic utterance contains unexpected message. Unfortunately, dramatic irony cannot be found in this data.

The researcher recommended for the next researcher to investigate types of irony in other context, especially the dramatic irony that did not appear in the finding in this current research. Hence, the researcher suggests the next researcher to use other relevant theories in irony and speech acts to analyze irony in speech acts in detail.

ABSTRAK

Zuhdah, Daumi Rahmatika. 2021. *Ironi dalam Tindak Tutur pada Meme Covid-19 di Media Sosial*. Skripsi Sarjana. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing: Dr. Yayuk Widyastuti Herawati, M.Pd.

Kata Kunci: *Ironi, Ironi dalam Tindak Tutur, Meme Covid-19, Media Sosial*

Ironi adalah salah satu cara untuk mengejek sesuatu atau seseorang yang terdiri dari mengatakan suatu kebalikan dari apa yang dimaksudkan. Tuturan ironis dapat berisikan tindak tutur untuk membantu dalam memahami makna yang sebenarnya. Penelitian ini menganalisis ironi dalam tindak tutur pada meme Covid-19 di media sosial. Peneliti menganalisis penggunaan tindak tutur dalam ironi pada meme dapat menghasilkan efek perlokusi bagi pembaca dan dapat menghilangkan ekspektasi dalam ironi, begitupun membuat meme terlihat jelas. Penelitian ini bertujuan untuk memahami ironi khususnya mengidentifikasi tindak tutur dalam ironi.

Penelitian ini menggunakan metode kualitatif serta tindak tutur dalam irony sebagai data utamanya. Data tersebut diambil dari meme Covid-19 di media social. Penelitian ini menggunakan teori ironi menurut Landy (1972) yang mengusulkan beberapa jenis dalam ironi. Sebagai tambahan, peneliti juga memperluas analisis dari Haverkate (1983) yang menyatakan bahwa ironi dapat digambarkan dalam teori tindak tutur. Peneliti menggunakan teori tindak tutur dari Cutting (2002) yang mengembangkan teori Searle (1969), beliau menyebutkan tindak tutur terbagi menjadi lima kategori. Data dikumpulkan dari pertengahan tahun 2020 hingga awal tahun 2021 dan terdapat 11 data berupa meme yang mengandung ironi dalam tindak tutur.

Hasil penelitian menunjukkan bahwa tindak tutur yang dominan digunakan adalah tindak tutur ekspresif, sebagaimana tuturan pada meme bertujuan untuk mengekspresikan sesuatu yang bersifat negative dengan cara yang berbeda. Sebagai tambahan, ironi situasional paling dominan ditemukan dalam penelitian ini, sebagaimana tuturan irony mengandung pesan yang tidak terduga. Sayangnya, irony dramatis tidak dapat ditemukan pada data ini.

Peneliti merekomendasikan kepada peneliti selanjutnya untuk membahas jenis ironi dalam konteks lain, terutama ironi dramatis yang tidak muncul dalam temuan di penelitian ini. Oleh karena itu, peneliti menyarankan peneliti selanjutnya untuk menggunakan teori lain yang relevan dalam ironi dan tindak tutur untuk menganalisis ironi dalam tindak tutur secara rinci.

مستخلص البحث

زهدة، دومي رحمتيكا. 2021. السخرية في الأفعال الكلامية على ميمات كوفيد-19 في وسائل التواصل الاجتماعي. البحث الجامعي. قسم الأدبية الإنجليزية. كلية العلوم الانسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج

المشرفة : الدكتورة يايوك وديستوتي هراواي، الماجستير

الكلمات المفتاحية : السخرية، الأفعال الكلامية، ميمات كوفيد-19، وسائل التواصل الاجتماعي

السخرية هي طريقة للاستهزاء شئ ما أو شخص ما، وهي تتكون من الكلام عكس المراد. إن الكلمات الساخرة تحتوي على الأفعال الكلامية لفهم المعنى الحقيقي. إن هذه الدراسة تبحث وتحلل عن السخرية في الأفعال الكلامية في ميمات كوفيد-19 على وسائل التواصل الاجتماعي. إن تحليل استخدام الأفعال الكلامية في السخرية في الميمات، يمكن أن يثير مرتبط القراء ويضع التوقعات في السخرية، وكذلك توضيح الميمات. إن الهدف هذه الدراسة هي لفهم السخرية عموماً ولتحديد الأفعال الكلامية في السخرية خصوصاً.

تستخدم هذه الدراسة طريقة نوعية باستخدام النصوص المكتوبة والصور لتحديد والشرح السخرية في الأفعال الكلامية في ميمات كوفيد-19 على وسائل التواصل الاجتماعي. إن البيانات في هذا البحث هو كلام وكتابة أو صور الميمات كوفيد 19. إن النظرية المستخدمة في هذه الدراسة هي نظرية السخرية عند جريس (1975) ونوع السخرية عند لاندي (1972) بالإضافة إلى ذلك، وسعت الباحثة تحليل هافركيت (1983) الذي يقول على أنها يمكن وصفها في نظرية الأفعال الكلامية. واستخدمت الباحثة نظرية الأفعال الكلامية عند سيرل (1969) التي تصفها على أنها أفعال إخطارية. وكانت البيانات تجمع في منتصف عام 2020 إلى أواخر عام 2021. ووجدت الباحثة احدي عشر بيانات الميمات التي تحتوي على السخرية في الأفعال الكلامية.

ومن نتائج المهمة في هذا البحث هي أن السخرية الظرفية كانت أكثر هيمنة في الميمات كوفيد-19، ولكن لا نجد السخرية الدرامية فيها. بينما، فإن الأفعال الكلامية التي أكثر استخداماً في السخرية في الميمات هي فعل الكلام التعبيري. لذلك، فإن السخرية يمكن تفسيرها في نظرية الأفعال الكلامية تأمل الباحثة إلى الباحثين المستقبليين لمناقشة أنواع السخرية في السياقات الأخرى، وخاصة السخرية الدرامية التي لا تظهر في نتائج البيانات في هذا البحث. لذلك تقترح الباحثة على الباحث التالي لاستخدام النظريات الأخرى التي ذو صلة بالسخرية والأفعال الكلامية لتحليلهما أكثر تفصيلاً

TABLE OF CONTENTS

THESIS COVER	i
STATEMENT OF AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
TABLE OF CONTENTS	xii

CHAPTER I: INTRODUCTION

A. Background of the Research.....	1
B. Research Questions	6
C. Research Objectives	6
D. Scope and Limitation.....	6
E. Research Significance	7
F. Definition of Key Terms	8
G. Previous Studies	10
H. Research Method	15
1. Research Design	15
2. Data and Data Source	16
3. Research Instrument	16
4. Data Collection	18
5. Data Analysis.....	20

CHAPTER II: REVIEW OF RELATED LITERATURE

A. Pragmatics	23
B. Irony	23

C. Speech Acts.....	24
D. Ironic Speech Acts	26
E. Types of Irony	26
F. Covid-19 Memes.....	28
G. Meaning of Meme.....	28
H. Social Media	28

CHAPTER III: FINDINGS AND DISCUSSION

A. Findings.....	30
B. Discussion	51
1. Speech Acts Used.....	53
2. Ironic Principle or Types of Irony in Covid-19 Meme	54

CHAPTER IV: CONCLUSION AND SUGGESTION

A. Conclusion	57
B. Suggestion.....	58

REFERENCES.....	60
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CURRICULUM VITAE.....	62
------------------------------	-----------

APPENDIX.....	63
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LIST OF TABLES

Table 1.1 Ironic Principal/Types of Irony, Speech Acts Used, and Pragmatic Explanation of Meme	17
Table 3.1 Datum 1	31
Table 3.2 Datum 2	33
Table 3.3 Datum 3	35
Table 3.4 Datum 4	37
Table 3.5 Datum 5	39
Table 3.6 Datum 6	41
Table 3.7 Datum 7	43
Table 3.8 Datum 8	45
Table 3.9 Datum 9	46
Table 3.10 Datum 10	48
Table 3.11 Datum 11	50

LIST OF CHARTS

Chart 1.1 Technique of Processing the Data.....	18
Chart 3.1 Review of Related Literature	22

CHAPTER I

INTRODUCTION

This chapter consists of background of the research, research question, research objective, scope and limitation, research significance, definition of key terms, previous study, and research methods which aim to introduce this research.

A. Background of the Research

Pragmatics is a branch of linguistics that concerns with meaning in use, that meaning can help people to understand the purposes. Della & Sembiring (2018) stated that people must understand the message and respond what other people are talking about. But in some cases, not all messages that are conveyed by someone can be easily understood. It is because in delivering the message, people sometimes use non-literal meaning rather than literal meaning in order to make the sentences look soft. One way to avoid the kind of misunderstanding is by learning pragmatics which deals with meaning based on its context.

Moreover, people want to say something in negative mood but they do not want to look negative. According to pragmatic approaches, a way of mocking at something or someone that consists of saying the contrary of what is intended to be meant is called by irony (Garmendia, 2017). Irony in pragmatic's perspective is seen as a form of implicit, which is conveyed by dissociative and humor attitude (R. Sequeiros, 2016). Implicit means the message contain non-literal meaning intended by the speaker which differ from what he asserts. In line with Kecskes (2010) who stated that pragmatic act is an example of adapting oneself to a

context as like as adapting the context to oneself. Irony is implied meaning in which assumptions, expectations and context play an important role. In addition, irony basically talks about how meaning is going to be understood. To understand the meaning of irony and to avoid ambiguity, it is essential for the researcher to analyze the ironic utterance and making the ironic utterances looks clear and avoid the ambiguity.

According to Grice (1975) stated that there are two utterances in a sentence, the literal one and the ironic one. He presents irony as conversational implicature which maxim is flouted on what has been made as if to say, but the hearer realizes this maxim is observed on the implicature (Garmendia, 2017). In addition, Tang & Chen (2014) stated that the sentences contain an ironic implying the opposite of the literal meaning, causing problem, and sentimental analysis. According to Grice in Dynel (2014), irony appears to put forward "speaker's purposed" of a meaning. Grice (1975) also said that hearer should not believe something that is wrong, because the speaker is saying the untruthfulness to tell the hearer real facts. The hearer will know the fact from her or his context or background knowledge.

In this research, the researcher uses the theory of Landy in Allo (2017) divided types of irony in three categories: firstly, verbal irony is that the utterance is the opposite of what is said. Secondly, dramatic irony is used to make the reader more aware of what is happening of the characters. Thirdly, situational irony it is the fact situation which is really different from the expectation. From the three types of irony, the researcher analyzes the types of irony that is used in

Covid-19 memes on social media. According to Dynel (2016), today's Internet users know them as Internet memes or simply memes, a generic term in the popular language of social media on entertainment or humor websites. This research use twitter and Instagram to collect the data in order to make the data even more valid, because Instagram and Twitter are social media platforms that are popular with people today and it always updated a new feature for users. People could share caption in sentence, pictures and even comments to other one. In addition, what makes twitter and Instagram different from other social media is people could know what is going on today and what is new trending today. Therefore, the researcher chose twitter and Instagram as the source to collect the data.

Memes are used to add context to the message, especially when the content is negative or difficult (Nissenbaum & Shifman, 2018). Also, it can be a tool to describe something in the current situation happening and based on fact (Lestari, 2018), such as the phenomena of Coronavirus disease that happened in several months ago until now. The problem of Covid-19 has become a serious problem and make world citizens concern about it. The Covid-19 outbreak has raised several positive and negative impacts on society (Bayu et al., 2020). No wonder people start to complain, feel happy, feel bored and exchange opinions even though it is rude and impolite. According to Dynel (2020), the language users when they speak, it will produce different voice to express their own intention from the viral topic, which spread through digital-media. Therefore, ironic utterance can be found in meme especially Covid-19 meme which is rarely

discussed in other sources because it was current phenomena happened in this world. The Covid-19 meme functioned as tool to add negative message and spread the opinion during this pandemic with ironic.

Related to the theory above, people actually can find the irony on Covid-9 memes. Moreover, according to Haverkate (1998) in his paper "*A Speech Acts Analysis of Irony*" he stated that the irony can be described within the theory of speech acts. He also distinguished irony and some other phenomena from the cases of speech that could be considered more common. According to Grundy (2008) stated that speech acts is when both language and action are required. Searle (1969)'s theory of speech acts has been developed by Cutting (2002) who mentioned five basic of speech act: declaration, representative, commissive, expressive, and directive. The five kinds of speech acts show that speech acts can be found in ironic utterances and extend the analysis. Nevertheless, it does not mean that we cannot go further without Grice's theory of irony. This ultimately makes the researcher analyzes the irony utterances from selected meme and to show that irony and speech acts have relationship. In addition, it is related to the definition of speech acts when both language and action are required, as ironic utterance also contains language and action or message implicitly.

There are several studies which were previously done. The research from Gal (2018) in his journal about ironic humor as boundary work, this suggested that ironic humor entailed a greater potential for misinterpretation, turned funny interactions into separated tools. The researcher described irony from Muecke and he collected the diverse corpus from social media. Also, the research from Joshua

(2020) in his journal about discourse humour and irony in memes, he found that memes can be rightly conceptualized as internet based entertainment. This journal used qualitative conversational memes which were collected from social media such as facebook, twitter and instagram. He used theory of General Theory of Verbal Humor (GTVH) from Attardo (2001). Rina et al (2020) and Sari (2020) used theory of irony from Grice. Rina found implicature in the internet memes and break the rule of cooperative principle that consist of flouted, while Sari found that irony can be represented in implicature from Kim Kardashian's tweet comments. Both of them used qualitative methods to collect the data.

This research is different from other research because other researchers only focused and used the topic of irony and the topic of speech acts separately. But in this research, the researcher analyzed the ironic utterance and analyzed kinds of speech act used in irony in every meme. The researcher showed that kinds of speech act can be found in ironic utterance and extend the analysis. Additionally, the subject is taken from memes about Coronavirus disease, this subject is not commonly used for research because it is a new issue of the year. Through this research, the researcher wants the readers know the meaning of irony in memes that talk about current phenomena of Covid 19 and know the use of speech acts in sentence or irony.

However, through this research, the researcher gives an overview that speech act can be analyzed in the form of ironic utterance especially in meme or humor attitude. The researcher wants the reader to know that irony has a relation

with speech acts and to know kind of irony from Landy's theory. Thus, those are the reasons why this research is really important to be analyzed.

B. Research Questions

This research is done to answer some questions below:

1. What kind of speech acts are used in Covid-19 meme?
2. What types of irony are used in Covid-19 meme?

C. Research Objectives

Based on the research questions, research objectives are formulated as follows:

1. To identify the classification of speech acts in ironic utterances in memes
2. To identify the types of irony in Covid-19 memes

D. Scope and Limitation

The scope of this research is pragmatics, especially on ironic speech acts. Grice (1975) explained there are two meanings of sentences, the literal one and the ironic one, these two meanings are contradictory. He also presents irony as an example of conversational implicature. In this research, the researcher does not analyze irony as implicature deeply, but the researcher focuses on irony not the literal one. This research used theory of speech acts by Cutting (2002) to explain the theory of speech acts in irony proposed by Haverkate (1983). Cutting (2002) developed the theory of speech act from Searle (1969) that mentioned five categories of speech acts: declarations, representative, directives, commissive, and expressive. The researcher focuses in identifying the classification of speech acts

in ironic utterances in memes. In addition, this research also used the theory of irony from Landy (1972) who divided irony principle in three categories: verbal irony, dramatic irony, and situational irony. First, verbal irony is that the utterance is the opposite of what is said. Secondly, dramatic irony is used to make the reader more aware of what is happening of the characters. Thirdly, situational irony it is the fact situation which is really different from the expectation. The researcher focuses in identifying the types of irony in Covid-19 memes.

The limitation of this research is that the irony found in memes on Coronavirus pandemic in social media in the middle of 2020 until the beginning of 2021, it will be the newest data when the researcher starting this research. The research only focused on the sentence itself rather than the image or picture in the meme. This research used Instagram and twitter to collect the data in order to make the data even more valid, because Instagram and Twitter are the most popular social media and provided what is going on today and what is new trending today. The data analyzed using the theory of speech acts from Cutting (2002) and the theory from Landy (1972) who proposed three types of irony.

E. Research Significance

Theoretically, this research is expected to give beneficial input on the concern about the relationship between irony and speech acts found in Covid-19 memes. Since this research is examining about ironic speech acts in memes through the theory of speech acts from Cutting (2002) who has developed the

theory of Searle (1969) and combined by the theory of types of irony proposed by Landy (1972).

Practically, this research is expected to help in understanding the material for student of literary in English department especially those who are interested in linguistics study, lecture as the reference of how to analyze irony in speech act, and future researchers as the consideration before formulating the research question to posit their novelty.

F. Definition of Key Terms

1. Irony

Irony is the use of word to express something the opposite of the literal meaning. As stated by Grice (1975), in meaning there are literal and the ironic one, they are contradictory between themselves. Irony is seen as involving an overt violation of the maxim of quality (where the speaker says something that is false). The used of irony is to mock or criticize something but using non-literal meaning. In addition, irony utterances frequently are delivered with humor because humor can cover the rude message that contains sensitivity. In this research, the irony refers to the memes that is included in humor discourse. Thus, in this research it indicates that irony and memes have relation.

2. Ironic Speech Acts

Haverkate (1983) stated that the irony can be described within the theory of speech acts. Nevertheless, it does not mean that we cannot go further without Grice's theory of irony. Searle (1969) distinguished irony and speech acts can be

considered more common, he mentioned there are five categories of illocutionary acts: Assertives, Directives, Commissive, Expressive and Declaration. But in this research, the researcher uses the theory from Cutting (2002) who developed the theory from Searle (1969), he developed five classification of speech acts: expressive, directives, representative, commissive, and declaration. The researcher analyzed the ironic speech acts using memes to extend the analysis. The speech acts can be used in ironic utterance because irony contained non-literal meaning. Therefore, speech acts' role is to help readers knowing the acts in ironic utterances. It needs to be described as the model of describing strategies in irony interaction.

3. Covid-19 Memes

Meme is a humor discourse in form of image, video, piece of text and so on that can be used as a tool of criticizing, mocking or something else. It usually uses non-literal meaning to cover the message. Hence, meme has relation with irony because it is talking about non-literal meaning and meme is the data where people can find the ironic utterances. Covid-19 is a contagious disease caused by the corona virus that was recently discovered. The rate of spread of the virus in Indonesia continues to increase until making people do the social distancing and implement health protocols. Recently, a few people complain and feel aggrieved by the Coronavirus. So, this situation makes people create memes to criticisms about this phenomenon.

4. Social Media

Social media is a medium to interact each other virtually. An online digital that facilitates the creation, sharing information, ideas, criticize issues etc. Social media are interactive technologies that allow the creation, comments, sharing information, exchange ideas or opinion, career interest, and other forms of expression via virtual communities and networks. It helps people to connect each other and find new friends. This research use twitter and Instagram to collect the data in order to make the data even more valid, because Instagram and Twitter are social media platforms that are popular with people today and it always updated a new feature for users. People could share caption in sentence, pictures and even comments to other one. In addition, what makes twitter and Instagram different from other social media is people could know what is going on today and what is new trending today. Therefore, the researcher chose twitter and Instagram as the source to collect the data.

G. Previous Studies

There are several studies which were previously done. First, Gal (2018) in his journal about ironic humor as boundary work, this article investigated the use of irony for boundary work in social media. According to Muecke (1982), he defined the theory of irony as ironic humor that has been defined in the literature in many ways, sometimes contradicting each other but generally defined as the existence of a gap between what is said and what is meant. Therefore, it suggested that ironic humor entailed greater potential for misinterpretation, thus turning humorous interactions into segregating tools. The researcher used diverse corpus

and collecting the data through social media to mock Israel which contained ironic in online platform serves as a means of consolidation and social differentiation.

The researcher also provided an overview of the socio-cultural context of the case at hand, particularly gender and ethnicity in the history of Jewish humor. This journal used the role of digital irony in social boundary work and it used social media (Facebook and Websites) as the medium that consist of socio political contents. The corpus was gathered using the phrases such as “*the lion of*” and “*the shadow’s*” on Facebook internal search engine, which resulted in 185 posts from 8 of mockery Facebook groups. The findings suggested that the combination of media (Facebook), keying (ironic humor), and content (social divides) works to empower one group and marginalize another. The analysis showed how social media needs context to interpret ironic texts appropriately, highlight existing social divisions, and even describe new ones.

Second, Joshua (2020) in his journal about discourse humour and irony in memes, he defined irony theory as a linguistic and literary device in spoken or written form, in which the true meaning is hidden or contradicted. This journal used qualitative conversational memes which were collected from social media such as facebook, twitter and instagram. He used theory of General Theory of Verbal Humor (GTVH) from Attardo (2001) which is extended to include all humorous texts. Specially, it is not limited to narrative texts, but also dramatic and conversational texts. Therefore, this theory could be used in several methods such as linguistic disciplines, the theory of narrativity, and pragmatics. The researcher divided the definition of irony into three main types: verbal irony, dramatic irony

and situational irony. Those three types of irony can also be analyzed in the discourse of humor or meme. This study pragmatically examined the function of language within the confines of the discourse of humor and irony with emphasis on memes from Twitter, Facebook and Instagram.

The researcher used pragmatics and humour discourse approaches of ironic analysis in memes. Memes could be conceptualized as internet-based entertainment content that is shared via social networks and micro-blogging sites which come in various forms such as written images and text which can be conversational, videos, animations, and GIFs. This research used qualitative by gathering the data from conversational memes on social media and analyze the data one by one. The findings from the study showed that all the reactions show that some forms of incongruity and were also verbally ironical. He also found that there were 30 memes with expressive speech acts and 12 memes were assertives speech acts.

Third, Rina et al (2020) in their semio-pragmatic analysis about implicature in the internet memes, they argued irony as implicature in internet memes. It breaks the rule of cooperative principle or Gricean Maxims that consist of flouted maxim and violated maxim. The memes are collected and analyzed were taken from various meme website on internet that are related to the topic. This analysis used qualitative research method with documentation as the source to collect the data. The main purpose of internet memes are for humorous or use for entertaining the readers. However, not all people can easily interpret a meme. This phenomenon appears to be the case because several internet memes contain

implied meaning or implicature due to the limited caption available and the picture it brings which has its own character and representation.

The information given by internet memes has given people tremendous amount of knowledge. But, not everybody can easily digest what an internet meme really means. This happened because an implied meaning of internet meme tends to bound to one or more contexts requiring a reader to possess the mutual context of the meme itself. The finding of this research showed that the researcher found a lot of genres of images meme. From 20 memes that have been analyzed, the researcher found many memes that contained implicature that refers to the conventional implicature.

Last, Sari (2020) in her thesis about irony in implicature, she concluded that irony represented in implicature based on Grice includes flouting maxims in cooperative principle. Irony in Kim Kardashian's tweet comment can also be analyzed by using theory from Landy, that irony has three types of categories. The researcher used qualitative research method to collect the data from Kim Kardashian's tweet comments. The finding showed that the most dominant used is the flouting maxims of quality, it is because in Kim Kardashian's tweet comments there were four flouting maxims of quantity and five flouting maxims of manner. He found 25 tweets in Kim Kardashian's twitter and took only 11 tweets. The researcher analyzed the tweet comments from Kim Kardashian because she is the popular actresses with several scandals and phenomenal issues. Therefore, the result of this thesis found that irony can be used in tweet comments to criticize someone.

All of the previous studies have several similarities. They used meme as the object and social media as the platforms. Besides, the differences within all of the previous studies are their focus analysis and the theory used. Joshua's (2020) research focused on the irony of the discourse of humor and used Attardo's theory. Gal (1018) focused on the use of irony in social media entails the environment and used Muecke's theory. Rina et al (2020) and Sari (2020) used Gricean's theory, Rina et al (2020) focused on irony in memes and Sari (2020) more focused on irony in tweet comment as the subject. But in this research the researcher discusses about the ironic meaning and classification of speech acts in ironic utterances that are found in memes.

The researcher uses the theory from Cutting (2002) who developed the theory of speech acts from Searle (1969), he mentioned there are five categories of speech acts: Expressive, Representative Directives, Commissive, and Declaration. In addition, the researcher also uses theory of Landy (1972) who classified irony into three types: verbal irony, dramatic irony, and situational irony. Moreover, the previous studies used the theory of irony and speech acts separately while this research used the theory of irony and speech acts in one meme or one sentence. In addition, this research showed that irony can be described within the theory of speech acts and the researcher argued that by analyzing speech acts in irony can produce perlocutionary effects on the readers and it can break the expectation and involve them in a type of verbal reaction. It is because irony contained non-literal meaning, therefore speech acts' role is to help readers knowing the acts in ironic utterances.

H. Research Methods

This chapter discuss about the method that used in conducting the research, they are: research design, data and data source, research instrument, data collection and data analysis. The research method is very important to set up the framework of this research and in analyzing the data.

1. Research Design

In this research, the researcher analyzed the data using descriptive qualitative method, the data analyzed using qualitative method by using utterances. It is because the data resulted from meme that talk about Covid-19 on social media. The research identified the phenomena of ironic speech acts in Covid-19 memes, as the characteristic of qualitative is in identifying the phenomena which focuses on research activities by describing and understanding the social activities (Ahyar et al., 2020). Rahardjo (2010) stated that qualitative research methods' aim is to understand the social phenomena being studied rather than breaking it down into interrelated variation, to describe and explain relationships, to describe individual experience, and to describe group norms. The data can be in text/documents, observation, interview etc.

Moreover, in this research, the researcher uses pragmatic approach to analyze the ironic speech acts because the researcher analyzes the memes that contains irony and identify the speech acts in each sentence. The researcher uses the theory of Cutting (2002) about five types of speech acts (expressive, directives, representative, commissive, and declaration) to extend the analysis

from Haverkate (1983). In addition, the researcher also uses the theory of ironical principle by Landy (1972).

2. Data and Data Sources

In this research, the researcher analyzes the speech acts in ironic utterance on Covid-19 memes. So, the main data of this research is ironic speech act in meme, the meme that is created by people who share the feeling and opinion about Covid-19. The data is in the form of sentence and it is supported by picture to show the irony. The picture used only to support the ironic meaning more clearly, and to help the researcher in identifying the ironic speech acts in meme, as meme contain utterance and picture.

The researcher collected the Covid-19 memes in social media, reading the irony and identifying the types of irony and speech acts used in each meme. This research used social media such as Instagram and Twitter, because they are popular social media among people today and it always updated a new feature for users. People could share caption in sentence, pictures and even comments to other one. In addition, what makes twitter and Instagram different from other social media is people could know what is going on today and what is new trending today. Therefore, the researcher chose twitter and Instagram as the source to collect the data. The data is taken from middle of 2020 until beginning of 2021.

3. Research Instruments

The researcher becomes the key instrument of the research because the researcher as the planner and analyzer of the research. The researcher must be a

great deal of responsibility of the research. One of the most fundamental attributes in qualitative research is that the instrument is the researcher herself who collected the data (Roller, 2016). The researcher uses smartphone or cellphone as a tool and use social media's application for searching the data. The analysis is done by the help of some data from the data source. The researcher classified the ironic speech acts in the form of table as show in table 1.1

Table 1.1 Speech Acts Used, Ironical Principle/types of irony, and Pragmatic Explanation of Meme

Speech acts used	Ironical principle/types of irony	Pragmatic explanation of meme

4. Data Collection

The research instrument of this research is the researcher herself who collected the data as explained below:

The technique of processing the data, the researcher followed Chart 1.1

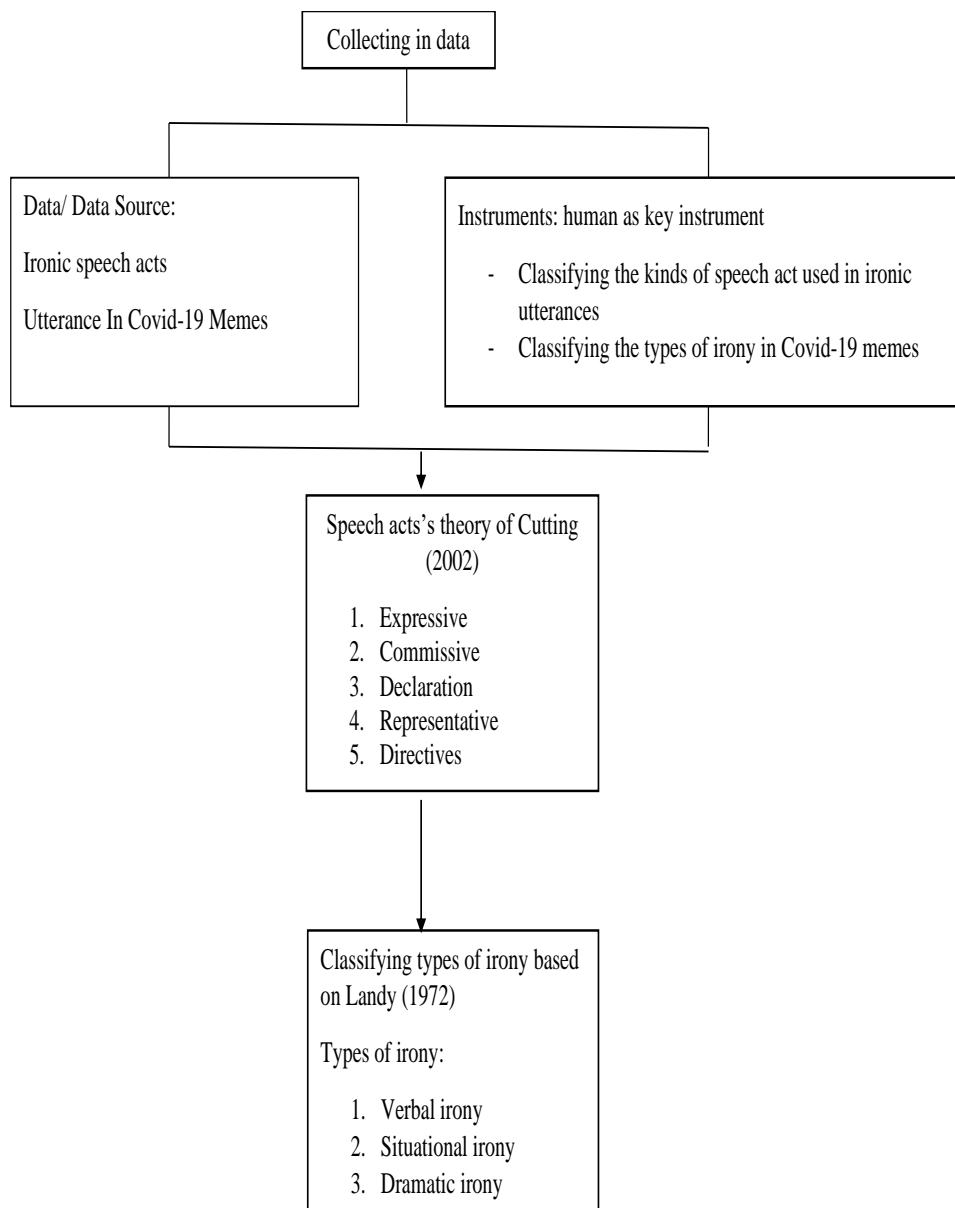


Chart 1.1 Technique of Processing the Data

Based on the chart 1.1, the researcher tried to explain the research's outline. The researcher is the key instrument in this research who planned and analyzed whole of this research. The data used ironic speech acts found in the utterance of Covid-19 memes. After collected the data, the researcher identified the speech act used in ironic utterance and identified types of irony based on the theory used. This research used theory of Cutting (2002) who developed the theory from Searle (1969), he developed five categories of speech act: expressive, commissive, declaration, representative, and directives speech acts. In addition, this research used theory of Landy (1972) who proposed three types of irony: verbal irony, situational irony, and dramatic irony. Moreover, the researcher analyzed the data in brief explanation.

The researcher collected the data using several steps: first, Collecting the memes of Covid-19 which indicated irony in social media such as twitter, instagram. The meme should be posted in middle of 2020 until beginning of 2021. Second, Screen shooting the selected meme as the data. Third, Reading and understanding the sentence and make sure it contains ironic utterances. Forth, Identifying the types of irony and identifying the kind of speech acts in each sentence of meme. Fifth, Interpreting the meaning of the irony in the memes that relates to the phenomena of Coronavirus disease. Sixth, Classifying the data and the result on the table and doing the analysis in paragraph.

5. Data Analysis

Data analysis is the important step every research. It is because the data in qualitative research is the main process of doing analysis that something found the difficulties. In this research, the researcher uses Miles and Huberman in Dull & Reinhardt (2014) as the reference to analyze the data.

Data reduction is the first step to do in analyzing the data in this research. The data is ironic speech acts on Covid-19 memes. To analyze the data, the theory used in this research is the theory of Cutting (2002) who developed theory of speech acts from Searle (1969) to extend the theory of speech acts in irony proposed by Haverkate (1983). In addition, the researcher also used the theory of ironical principle proposed by Landy (1972). The data analyzed by some steps: First, the researcher identified the speech acts in ironic utterance. Second, the researcher classified the types of irony such as verbal irony, situational irony and dramatic irony. Third, after identified the speech acts and types of irony, the researcher described the meaning of irony.

The second step is data display. In this step, the researcher displayed the data of ironic speech acts in Covid-19 memes. The researcher used tables to classify the data and the analysis. The researcher showed what categories of speech acts in ironic utterances, what types of irony, and then extracted the meaning of the ironic utterance found Covid-19 memes.

After finished doing data reduction and data display, the last step to analyze the data in this research is drawing conclusion. In this step the researcher

concluded the result of the research based on the research problems. The result of analysis is explained below the data tables and also concluded in discussion

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of theories that are used in this chapter. Moreover, this chapter explains about several theories concerning keywords such as pragmatics, irony, speech acts, ironic speech acts, types of irony, Covid-19 memes, meaning of meme, and social media.

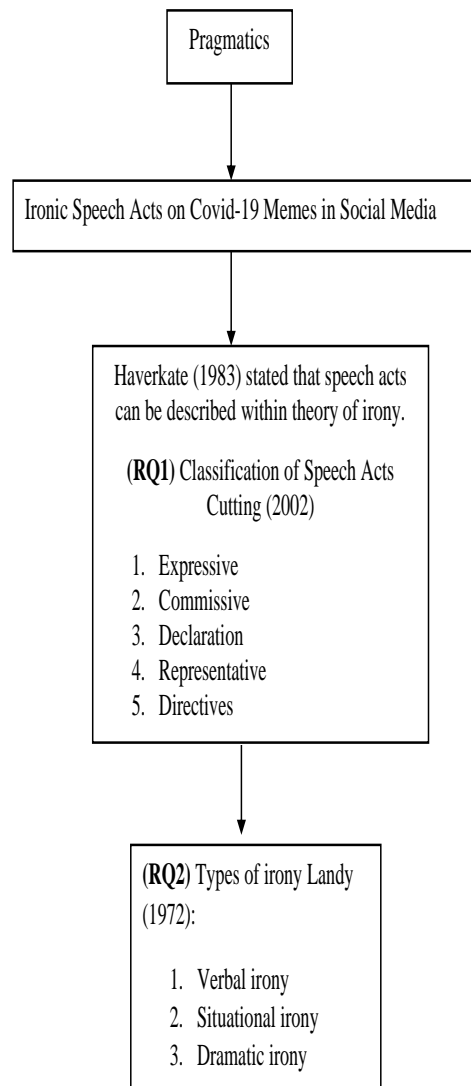


Chart 2.1 Related of Literature Review

A. Pragmatics

People cannot really understand the nature of a language unless they understand how it is used in communication. It is important for people to understand language because language always expresses the speaker's ideas, thoughts, feelings and intentions. One branch of linguistics that studies language as it is used is called pragmatics. Pragmatic seems to take the point of view of the sign manufacturer more naturally than the receiver. It even refers to a whole situation consisting of the speaker, listener and environment (Wijayatiningsih, 2015).

According to Yule (1996) stated pragmatics is the study of speech communicated by speakers and interpreted by listeners. Pragmatics is the study of contextual meaning that requires consideration of how the speaker arranges what he or she wants to say. In addition, pragmatics is the study of how the listener gets the implicit meaning of the speaker's utterance. Lastly, pragmatics is the study of the expression of relative distances.

B. Irony

The theory of irony from Grice (1975) captures the main point of traditional explanation, where there are two utterances in a sentence, the literal one and the ironic one, both two meanings are contradictory. Grice takes his theory of irony into the traditional account and feeds it into his general pragmatic theory. He presents irony as an example of certain kinds of conversational implicatures. With irony, a maxim is flouted on the level of what has been made

as if to say, but the hearer realizes that this maxim is observed on the level of the implicature.

Grice (1975) said “Don't say what you believe to be wrong”. More precisely, when speaking ironically, the speaker flouts the first maxim of quality on the level of what has been made as if to say, but this flouting is blatant and apparent. The speaker via implicatures has communicated the contradictory of what she has made as if to say. Grice (1975) stated that irony appears to put forward "speaker's purposing" of a meaning. The hearer should not believe something that is wrong, because the speaker is saying the untruthfulness to let the hearer know the real facts from context or background knowledge.

Lestari (2018) in her research explained that irony in memes has purposes to entertain the reader. By using irony in memes influenced the reader to share their feeling and condition by the style of different language, because irony in meme carries certain humor. It conveyed through the irony which elicited several reactions, context, unexpectedness and the irony itself.

C. Speech Acts

Cutting (2020) proposed five categories of speech act, as it was developed in subsequent works from Searle (1969). He argued Searle (1969) solution to classify speech acts was to group them in the macro-classes. First, Expressive speech acts' role is to express the condition of an inner state of the speaker. They tend to be intrinsically polite as in greeting, thanking, congratulating, apologizing, praising, regretting, deploring, and the reverse is true as in blaming and accusing.

Expressive speech acts state what speaker feel or express. For example, “what a beautiful day!”. Second, Commissives is called by “unexceptionable”, it is an obligation that is created in form of word. It is created in the speaker not in hearer. This includes acts in which the words commit the speaker to future action, so they commit the speaker to some future action, such as offering, threatening, promising, refusing, volunteering, refusing, etc. Commissive speech acts that speaker use to commit themselves to some future action. Example, “*I’ll be back*”.

Third, Directives is when the speaker’s role is to direct the hearer to do something. According to (Haverkate, 1990), there are two sub-classes: impositives as a speech acts which are performed by the speaker to influence the hearer in order to get the latter to perform, primarily for the benefit of the speaker. While non-impositive is the opposite. It bears the fact that the latter are performed in order to get the hearer to carry out the action primarily for his own benefit. Directive speech acts that speaker use to get someone to do something such as command, orders, requests, suggesting, forbidding, inviting and so on, (can be positive or negative). For example “*don’t touch that*”. Forth, Representative are acts in which the words state what the speaker believes to be the case, speech acts can be defined in terms of the speaker’s intention of getting the hearer to accept the propositional content of the utterance as the expression of a true state of affairs. Representative utterances are concerned with facts to tell what speaker know or believe and the purpose is to inform. They can be as describing, claiming, hypothesizing, insisting, and predicting. For example, “*we declare that most plastic are made from soy beans*”. Fifth, Declaration speech acts is an act of the

successful performance which brings the speaker to the propositional contents that fit to the world. Declaration speech acts that change the world via the utterance or word. For example, *“I now pronounce you husband and wife”*.

D. Ironic Speech Acts

Searle (1969) distinguished irony and speech acts can be considered more common. According to Haverkate (1983) mentioned that the irony can be described within the theory of speech acts. Nevertheless, it does not mean that we cannot go further without Grice’s theory of irony. Searle distinguished illocutionary acts as the “complete” speech acts from perlocutionary acts. He also distinguished “utterances acts” (the acts of uttering world) from “propositional acts”. The mean of "purpose" of the speech acts which concerns the match between words and the world. The speech acts can be used in ironic utterance, because irony contained non-literal meaning, therefore speech acts’ role is to help readers knowing the acts in ironic utterances. It needs to be described as the model of describing strategies in irony interaction.

E. Types of Irony

In analyzing irony in memes, the researcher uses the theory of ironical principle proposed by Landy (1972). He divides irony into three types:

- 1) Verbal Irony is a figure of speech which implies the opposite of what is intended, namely between what is said and what is meant. Thus irony is the use of words to express something of the opposite of the literal meaning. In other words, saying something but actually, it

means the opposite. This irony is called verbal because the speaker uses certain words to convey his true meaning.

The example is when it is a dark, gloomy, rainy day and someone says “Wow, what a gorgeous day!”. It means that the weather is actually not good to start the day, but the speaker said it is good.

- 2) Situational irony is a discrepancy between expectations and reality or the difference between the expected results and the actual results. It deals with unpredictable and incoherent situations. This situational irony is embedded in an environment where something unexpected happens. A situational irony is a situation where the results do not match with what we are expected.

For example, when someone buys a gun to protect him, but the same gun is used by another individual to injure him. It has a meaning that one would expect that the gun would keep him safe, but it has actually caused him injury.

- 3) Dramatic irony is a situation that arises in a drama when a character talks about something that is useful to the reader or audience, but which the other character doesn't realize.

For example, in Titanic the audience knows that the ship will sink. However, most characters in the movie continue to dance and drink, completely unaware.

F. Covid-19 Memes

Meme is one of the phenomena of delivering messages in the form of images and writing. Memes are created to describe something in the current situation that is happening and are based on facts. Images and writing have an inseparable attachment because if a meme doesn't have an image it will be a little more difficult to convey its meaning. The transmission of memes on social media is very fast, with reading memes accidentally can affect someone's life. For example the phenomena of Covid-19 that makes people to create memes about complaints and criticisms.

G. Meaning of memes

Meaning in memes basically has an implicit or non-literal meaning. It has relation with theory of irony that the utterance is opposite of literal meaning. According to Grice (1975) mentioned that meaning can be actual or irony. People will get the meaning of meme if they can compare to the issue or current situation because meme is related to the picture, non-literal meaning and the context. The meaning in memes can be new message for the reader, because meme is created as the platform to express the feeling of the issues.

H. Social Media

Social media is a medium to interact each other virtually that all the information contained in the publication on platforms (Carr & Hayes, 2015). An online digital that facilitates the creation, sharing information, ideas, criticize issues etc. Social media can be websites and applications to participate in social

networking. Several applications of social media are instagram, twitter that used in this research.

This research used social media such as Instagram and Twitter, because they are popular social media among people today and it always updated a new feature for users. People could share caption in sentence, pictures and even comments to other one. In addition, what makes twitter and Instagram different from other social media is people could know what is going on today and what is new trending today. Therefore, the researcher chose twitter and Instagram as the source to collect the data.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter explains the result and data analysis. It consists of finding and discussion about ironic speech acts on Covid-19 memes in social media. In addition, this chapter also contains the discussion from the findings.

A. Finding

In this section, the researcher presented the result of this findings. It was intended to answer the problems of the research. In finding, the researcher described the process of identifying speech act used, the types of irony, and presenting the data. The researcher did the research and got all complete data or ironic speech acts in Covid-19 memes. To gain the objectives of the research, the researcher had analyzed the data by identifying speech acts used and the types of irony on the table. After that, the data was explained in paragraph in order to draw conclusion about the objective of the research.

The data in this research are ironic speech acts which taken from Covid-19 memes. The memes are taken from social media such as twitter and instagram. The researcher took the data that uploaded from middle-2020 to early 2021, because the researcher has a limited time and this is considered to be the newest data when the researcher starting this research. During the time that the researcher taken the data, the researcher found 20 ironic memes about Covid-19, however in this research the researcher only took 11 Covid-19 memes that contain speech acts in ironic utterances.

Datum 1



(18th of Nopember 2020, at 01.10 am)

Table 3.1 Datum 1

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Commissive Speech Act	Verbal irony	The respond is unpredictable. The sentence “ <i>But you’ll die</i> ” is actually meant that he may not take the mask off or he will be infected with a virus. It doesn’t mean that he will suddenly die when he takes the mask off.

The meme was taken from twitter @PFlat2 who shared the meme in the middle of pandemic situation. He wrote “STAR WARS: RETURN OF CORONAVIRUS” and used several hastag #starwarsmemes, #coronavirusmemes and #covidmemes as the sign that he absolutely used irony in meme to express the condition of Covid-19. He took one of the touching scenes on the movie “Star wars” and turned the dialogue of the movie into an ironic sentence to show that he

is in the pandemic. In the dialogue, a person who wore steel mask asked man to take off his mask, but the respond is if he takes the mask off he will die. The respond “*but you will die*” has an ironic utterance because at this pandemic we are forced to always use health mask (not steel mask or toy mask), otherwise we will be infected to the Coronavirus and inflicted death. The literal meaning of the sentence is nothing happen although he takes off his mask because mask is not a danger thing that can make people just die.

The ironic utterance “*but you’ll die*” contained **commissive speech acts**. Based on the theory of Cutting (2002) who mentioned classification of speech acts, he defined commissive speech acts as the act to commit to future action. The sentence categorized as ‘threatening’ because it contained the threat of speaker. In line with the theory of types of irony from Landy (1972) who defined verbal irony as the opposite of what is intended. The ironic utterance “*but you’ll die*” categorized as **verbal irony** because the meme’s creator implies meaning differently from utterance. The sentence “*but you’ll die*” means that if he takes off the mask, he will be infected by Coronavirus which become serious infection in this pandemic.

In addition, the ironic utterance “*but you’ll die*” contain perlocutionary effect because the sentence contained threatening from the speaker. This ironic utterance contained a good meaning to the readers because it informs people to use mask in pandemic situation.

Datum 2



(20th of February 2021, at 20.36 pm)

Table 3.2 Datum 2

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Representative Speech Act	Situational Irony	The sentence consists of two clauses that contain of ironic utterances. The expectation is people have to use soap for cleaning the hand and soap for cleaning the body, but the reality is people often forget to take a bath.

This meme posted in twitter by @Milosara4 in February 20th. He used #COVID and #Coronavirus. It is a Kermit meme. The frog stated that people often wash their hands with hand soap to avoid Covid-19, while the body soap is untouched or explicitly that the body soap is rarely used for bathing. Whereas people should keep them clean by always using soap for bathing and hand soap to sanitize the body from the virus. Therefore, it is ironic when the expectation that

people must sanitize whole of the body but the reality is they often sanitize the hand only. The meaning of irony that involves the discrepancy between reality and expectations can be seen from the picture which shows that the frog expresses ironic utterance with a calm expression and seems to be enjoying the situational and saying “*Y’all nasty*”.

The researcher analyzed that the ironic sentence “*I see the hand soap aisle is empty, but the body wash aisle is untouched*” contained **representative speech acts**. According to the theory of Cutting (2002), representative speech acts is the act state what the speaker believe to be the case. That ironic utterance is included to ‘predicting’ sentence, as the Kermit predicted that people never use body soap for taking bath, while people only use hand soap for sanitize the hand. Where as people should sanitize whole body from virus. In addition, the ironic sentence “*I see the hand soap aisle is empty, but the body wash aisle is untouched*” categorized as **situational irony** because based on the theory of Landy (1972), situational irony deals with something in reality that doesn’t relevant with the expectation. It means that the frog expected the body soap and hand shop are used to sanitize from virus, while the reality people are busy sanitize the hand with hand soap and they rarely sanitize the whole body with body wash.

The sentence contained perlocutionary effect because the frog predicted something different between reality and expectation. This ironic utterance contained a good meaning to the readers because it insinuates people to keep clean by always using soap for bathing and hand soap to sanitize the body from virus.

Datum 3



(28th of April 2020)

Table 3.3 Datum 3

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Expressive Speech Act	Situational Irony	The respondent said that the suitable movie for 2020 was “Home Alone” as pandemic still happening, while the girl expected that 2020 would be a good year as beautiful movie, she never expected the movie was “Home Alone”. It contains something doesn’t match between expectation and reality.

The meme above was posted by instagram account @kalyug.2020 with several hastags. The meme shows the girl looked firm and angry while talking to the cat meme. She said to the cat that she expects 2020 would be such romantic

and good year as beautiful as movie. But the cat actually means that 2020 was like movie, it is “Home Alone”.

The ironic utterance “*you said 2020 was gonna be like a movie!*” uses **expressive** kind of speech act, it is relevant with the theory speech acts from Cutting (2002) who defined expressive speech act as the statement of the speaker feels. The sentence expressed the feeling of ‘regretting’ because she expected 2020 would be as good as beautiful movie, but she regretted as 2020 was actually like ‘home alone’ movie which she must stays at home along years caused of pandemic. The sentence also ended with exclamation mark (!) a sign used to express the feeling. In addition, the ironic utterance contained something discrepancy between girl expectation and reality, it is called by **situational irony**. It is relevant with the theory of Landy (1972) who described situational irony deals with unpredictable results.

The sentence “*you said 2020 was gonna be like a movie!*” contained perlocutionary effect because the ironic sentence described the feeling of humor and unpleasure feeling. This ironic utterance also contained a good meaning to the readers because insinuates people to enjoy the pandemic and never feels lonely.

Datum 4



(16th of April 2021)

Table 3.4 Datum 4

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Expressive Speech Act	Verbal Irony	Ironic utterance is described in what speaker says and what is actually happening. The speaker said he was sane during the pandemic but actually he was insane living in this pandemic. It is showed from the picture that the boy doesn't use his pant.

The meme in datum 4 is taken from instagram account @9gag in 16th of April 2021 using #comic, #quarantine and #9gag. The meme consists of conversation among boys and supported by pictures. The conversation shows the boys who talk about their opinion and the feeling of quarantine. The ironic

utterance is described when the speaker says that he is enjoy living in this pandemic, he feels sane and everything is okay. But, the last picture shows that the speaker is not actually good, he was insane living in this pandemic. It implies that the speaker said he was sane during quarantine but the next picture shows he doesn't wear any pants or underwear. If he is sane, he would not forget to wear pants when he met the society.

The speaker utterance "*yeah, but thanks to you guys I stayed pretty sane!*" is included to **expressive speech acts**, as Cutting (2020) mentioned that expressive speech acts is the statement to express the feeling. It expressed the feeling of grateful because he felt pretty sane during lockdown. Moreover, the sentence "*yeah, but thanks to you guys I stayed pretty sane!*" is included in **verbal irony** as Landy (1972) stated the speaker implies the opposite of what is actually happening. The boy said he was sane during lockdown while he was actually insane. It can be seen as he didn't wear any pants.

The ironic utterance contained perlocutionary effect because the speaker expresses gratitude or thanking to the boys even it was the opposite of what is actually happened. This ironic utterance contained a good meaning to the readers because it shows people that we must stay sane during pandemic.

Datum 5



All of us at 12:01 on New Years when we realize we just woke up back at January 1, 2020.



Liked by awankelmut and 251.845 others

9gag Hell no

SAMGREIS (TW)

#meme #russiandoll #2020 #9gag

View all 1.317 comments

December 23, 2020

(23rd of December 2020)

Table 3.5 Datum 5

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Expressive Speech Act	Situational Irony	The meme contains irony because there is something discrepancy between the expectations that new year 2021 would be good year, but the reality that 2021 feels like we back to 2020. While the picture expresses the condition.

Figure in datum 5 was taken from instagram account @SAMGREIS, it is posted in 23rd January 2021. The meme has 1.317 comments and more than 200.000 likes which use several hastag #meme and #2020 etc. The meme was created by the creator in writing and image. This meme describes an expression of feeling realizing.

In line with Cutting (2002), expressive speech act is the act to express the feeling, as the researcher found in the sentence “*we realize we just woke up back at January 1, 2020*” that categorized as **expressive speech acts**. It expressed the feeling of realizing, the speaker realized that beginning of 2021 feels like go back to 2020.

The ironic utterance “*we realize we just woke up back at January 1, 2020*” also categorized as **situational irony** because there is a meaning implicitly in between what creator expects and what actually happens. It relevant to the theory of Landy (1972) who defined situational irony which happened when there is different between expectation and actual result. The creator expects the beginning of 2021 will be a new good page for us, but he realized that the end of year 2020 just reminds us that we will go back to the 1st January of 2020 than beginning of 2021. The explicit meaning is that the end of 2020 is the last day when all the difficulties of pandemic will end, the corona virus will disappear and it will be over. People expect that the new year of 2021 will be a new beginning to return to normal as before. But that is only hoping, in fact people realize that the new year of 2021 feels like the beginning of 2020, when the corona pandemic is still there. The girl in the picture expresses her feeling of realizing, it is like what she expects and what actually happen are not the same.

The ironic utterance contained perlocutionary effect because the sentence is supported by picture to expresses the feeling of realizing. This ironic utterance contained a good meaning to the readers because it informs people that we are still in pandemic situation.

Datum 6



(3rd of January 2021)

Table 3.6 Datum 6

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Declaration Speech Act	Situational Irony	The meme contains irony because the creator declares that social distancing checks are mandatory for everyone, while the picture shows the rules actually also applies for kitten. it seems that something unexpected happens.

Meme in datum 6 was taken from instagram account @The_Sarcastic_J with 2.134 comments and more than 700.000 likes. This meme was posted in 3rd of January 2021 by using hastag #socialdistancing. The meme contains irony because there is implicit meaning between the sentence and reality.

The sentence “*social distancing and temperature checks are mandatory for everyone*” described something unexpected happens and included in **declaration speech acts**. It is related to the theory of Cutting (2020) who defined declaration speech acts as word that change the world. The rules declare that social distancing and temperature checks are a must for everyone, so that makes people should obey the rules due to pandemic situation.

In addition, the ironic sentence “*social distancing and temperature checks are mandatory for everyone*” is included in **situational irony** because there is discrepancy between sentence and reality or appearance. As Landy (1972) stated that situational irony is when there is discrepancy between sentence and reality. The sentence said that social distancing checks are mandatory for everyone, although it is not mentioned that the rules only for human, but the picture describes that the rules actually applied for kitten. It means that the virus can be transmitted by many media, not only through humans. Moreover, the sentence “*social distancing and temperature checks are mandatory for everyone*” described that the rules to avoid virus sometimes didn’t work well, it means that there is irrelevant between the hope and the actual results.

The sentence contained perlocutionary effect as it changes the world using utterance. This ironic utterance contained a good meaning to the readers because it shows that we must obey to the health protocol.

Datum 7



(23rd of November 2020)

Table 3.7 Datum 7

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Directives Speech Act	Situational Irony	The respond from the daughter contains irony. The father expects his daughter use health mask for avoid covid-19 but the actual result is his daughter use toy mask.

Figure 7 was a meme taken from instagram account @9gag with the caption “now she can’t take off”. The meme was uploaded in November, 23 with 4.077 comments and almost got 500.000 likes. The meme consists of writing and image utterance. It describes a father who asked her daughter to mask and the daughter give unpredictable responds. This picture contains irony because there is meaning implicitly in the sentence.

The researcher analyzed that the sentence “*I told my daughter to grab her mask so we can go to the store*” is kind of **directives speech acts** because Cutting (2002) stated that directives speech acts aimed at making the hearer to do something. It is included in ‘commanding’ when the speaker asked her daughter to grab her mask.

The ironic utterance also related with **situational irony** and the reason is there is discrepancy between what the father said and what actually the child did. It is related to the theory of Landy (1972) that situational irony deals with the different result. The father asks his daughter to grab the mask, he expects it is mask for Covid-19, but the daughter doesn’t do what his father expect, she grabbed toy mask rather than mask for Covid-19. The actual meaning is the father asks his daughter a mask for Covid-19 and doesn’t even expect the daughter grab the toy mask. What the father expects is not the same as what actually happen or what the daughter did.

The ironic utterance contained perlocutionary effect as the speaker use the sentence to get someone else to do something. This ironic utterance contained a good meaning to the readers because it informs that we must use mask during pandemic.

Datum 8



(November 11, 2020)

Table 3.8 Datum 8

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Expressive Speech Act	Verbal Irony	The meme contains irony because the creator said “I love that for us” that implies non-literal meaning. When she said that we are pretending will back to normal in January 1, but actually not and she said “I love that for us”

Figure 8 was a meme taken from instagram account @covid.19.funny.memes. This meme was posted on November 11, 2020 with 493 likes and 8 comments. This meme consists of sentence and picture which contain ironic utterances. The creator said she loved that we are all pretend will be back to normal on January 1, 2021.

In line with the theory of speech acts from Cutting (2002), expressive speech act is the expression of feeling. The sentence “*I love that for us*” in the

meme use **expressive speech acts** because it expresses the feeling of love something although it is contained irony. The sentence "*I love that for us*" also contained **verbal irony** as Landy (1972) stated that verbal irony saying the contrary of what is intended. She said she loved it but she actually hated to be pretended that we will back to normal. It is because on 1st January we are still in pandemic situation and it seems like we still in 2020.

The ironic sentence "*I love that for us*" contained perlocutionary effect as she actually hated it rather than loved to be pretended. This ironic utterance contains a good meaning to the readers because it informs people that we are still in pandemic situation.

Datum 9



(September 17, 2020)

Table 3.9 Datum 9

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Declaration Speech Act	Situational irony	The meme contains irony because there is something discrepancy between the expectations that “homestretch” in the end of 2020 is a happy ending and the reality is the creator draw the dreaded suspension bridge to describe “homestretch” which seems the end of 2020 is sad ending.

Meme in datum 9 was taken from instagram account @ covid.19.funny.memes. This meme was posted on September, 2020 with 327 likes and 6 comments. This meme describes the dreaded suspension bridge as the homestretch. This meme contains irony because there is a meaning implicitly in between what the creator says and what that picture shows or means.

The sentence “*we’re in the homestretch*” categorized as **declaration speech acts** as Cutting (2002) stated that declaration speech acts aimed using the word to change the world. The sentence declared that we’re in the end of 2020 and expect it will a happy ending. The sentence also related with **situational irony** as Landy (1972) stated that situational irony when there is discrepancy between expectation and reality. The creator said that 2020 is almost over, and we are in the homestretch. People expect “the homestretch” is a happy ending of 2020, but the creator draw the homestretch as a dreaded suspension bridge which seems 2020 is sad ending where we still in the pandemic situation.

The ironic utterance contained perlocutionary effect because it changes the world using utterance by declaring that we're in the end of 2020. This ironic utterance contains a good meaning to the readers because it informs people that we are still in pandemic situation.

Datum 10



(December 19, 2020)

Table 3.10 Datum 10

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Expressive Speech Act	Verbal Irony	The meme contains irony because the creator said “That’s awesome” that implies non-literal meaning. When he said that we get a month off because of Covid, but actually it was so bored and he said “That’s awesome!”

Figure 10 was a meme taken from instagram account @coronavirusnd. This meme was posted on December 19, 2020 with 1488 likes and 1 comment.

This meme consists of writing and image which contain ironic utterances. The creator said getting a month off because of Covid is an awesome.

The sentence “*That’s awesome*” in the meme use **expressive speech acts** as Cutting (2002) defined expressive speech acts is the expression of feeling. It expresses the feeling of amazed although it is contained irony. The sentence “*That’s awesome*” also contained **verbal irony** as Landy (1972) stated that verbal irony saying the contrary of what is intended. The speaker said “awesome” as it is ironic. The speaker actually feeling bad because we get long day off because of Covid, but actually it was not awesome and so bored and he said “*That’s awesome!*”. The sentence also ended with exclamation mark (!) a sign used to express the feeling.

The sentence “*That’s awesome!*” contained perlocutionary effect as the creator expresses the feeling of bored by saying It is awesome. This ironic utterance contains a good meaning to the readers because it informs people that we must enjoy the condition in pandemic situation.

Datum 11



(29th of April 2020)

Table 3.11 Datum 11

Speech acts used	Ironical principle/ types of irony	Pragmatic explanation of meme
Declaration Speech Act	Situational irony	The meme contains irony because there is something discrepancy between the expectations that vacations in 2020 are overrated and the reality is the creator shows a human who enjoy the vacation in the beach.

Figure 11 was a meme taken from instagram account @baby.yoda_ig. This meme was posted on April 29, 2020 with 1536 likes and 13 comments. This meme describes the dreaded suspension bridge as the homestretch. This meme

contains irony because there is a meaning implicitly in between what the creator says and what the reality by showing the picture.

The sentence “*vacations are overrated anyways*” categorized as **declaration speech acts** as Cutting (2002) stated that declaration speech acts aimed using the word to change the world. The sentence declared that having vacation in pandemic are overrated while people underestimated coronavirus.

The sentence also relates with **situational irony** and the reason is there is discrepancy between expectation that people shouldn't have vacation during pandemic and the reality people didn't. In line with the theory of Landy (1972) stated that situational irony happened when there is discrepancy between expectation and reality. Everyone in 2020 said that vacations are overrated while the creator shows the image of human who enjoy the vacation in the beach during pandemic situation, which means that there are differences between what creator said and the reality that people still have vacation during pandemic.

The sentence “*vacations are overrated anyways*” contained perlocutionary effect as it changes the world using utterance. This ironic utterance contains a good meaning to the readers because it insinuates people to stay at home and obey the health protocol.

B. Discussion

In this chapter, the researcher conducted the findings and discussion to answer the research questions: what kind of speech acts are used in Covid-19 memes? and what are the types of irony in Covid-19 memes?. Grice (1975)

mentioned that we have two meaning in sentence, the literal one and ironic one. Therefore, in this research, the researcher found that ironic sentences in memes can analyze the actual meaning. Moreover, the researcher analyzed the findings based on the theory of Cutting (2002) who developed the theory of speech acts from Searle (1969). He developed five categories of speech acts: directive, representative, commissive, declarative, expressive. In addition, the researcher analyzed the finding related to the theory from Landy (1972) who classified irony into three types: verbal irony, dramatic irony and situational irony, although the researcher did not find dramatic irony. Based on findings concluded that between irony and speech acts have relationship.

This research showed the differences between the other research that have been done before. The previous study analyzed the classification of speech acts only in conversation, story and so on. But, in this research showed that speech acts actually can be described in ironic utterance. Moreover, almost all of the previous research used the theory of speech act from Searle (1969) which the theory is too old, while this research used the theory of Cutting (2002) who developed the theory from Searle (1969) to make this research newer than other.

In addition, the other research described how irony used to express the negative message, it also included how types of irony can be analyzed in another object. While in this research, types of irony can be analyzed in the form of speech acts. This is in line with the statement of Haverkate (1983) who said that irony can be described within the theory of speech acts. Moreover, the other research used the theory of irony and speech acts separately, while this research

proved that irony and speech acts can be described in one sentence. Based on the previous study which analyzed dramatic irony in novel, while this research showed that dramatic irony cannot be found in this object, as it is only found the situational irony and verbal irony.

1. Speech Act used

Haverkate (1983) stated that irony can be described within the theory of speech acts. Hence, based on the finding the researcher found there were 11 Covid-19 memes which contain irony. There were eight memes posted in 2020 and the rest were posted in 2021. In this research, the researcher found that the role of speech act in irony sentences was very important, by analyzing speech acts in irony it could produce perlocutionary effects on the readers and it could break the expectation and involved them in a type of verbal reaction. It was because irony contained of literal meaning which speech acts' role was to help readers knowing the acts and helped to understand the meaning in ironic utterance. The researcher argued that most of ironic utterance in Covid-19 memes which contained of speech acts looked clearer and made it easier for the reader to understand the meaning implied in the irony sentence. By using sentence which contained of speech act, we could know the meaning of irony, whether it was in the form of directives, declarative, representative, expressive or commissive. It was because in this discussion, the role of the speech act in irony is very helpful in understanding the literal meaning of irony.

The researcher found kinds of speech acts in selected meme which contained of ironic utterances. Cutting (2020) developed the theory of speech acts

from Searle (1969), he came up with five categories of speech acts: expressive, directives, declarative, representative, and commissive. The researcher found five expressive in datum 3,4,5,8, and 10, one directive in datum 7, three declaratives in datum 6,9, and 11, one representative in datum 2, and one commissive in datum 1.

The finding showed there were five expressive speech acts found in ironic utterance on Covid-19 memes. They were in datum 3,4,5,8, and 10. Each ironic utterance contained of expressive speech acts because it described the expression or feeling of the creator. Moreover, expressive speech act to be the dominant speech acts used in the research. This is in line with the definition of expressive speech acts proposed by Cutting (2002), expressive speech acts aimed to express the feeling. While, the ironic utterance in meme also aimed as the utterance to express the feeling especially it is in negative message. Therefore, since the ironic utterance in meme is aimed to express the feeling, then expressive speech acts would be the dominant speech acts found in the utterance.

2. Ironical principle or types of irony

The researcher found several types of irony in selected meme. According to Landy (1972) mentioned there are three types of irony: verbal irony, situational irony and dramatic irony. But, in this research, the researcher did not find dramatic irony because dramatic irony is often found in a novel or story. The researcher found seven situational irony in datum 2,3,5,6,7,9, and 11 and four verbal irony in datum 1,4,8 and 10.

Situational irony is a discrepancy between expectations and reality or the difference between the expected results and the actual results. It deals with unpredictable and incoherent situations (Landy 1972). The finding showed that from 11 data of the irony on Covid-19 memes in social media from middle of 2020 until beginning 2021, 7 of them are situational irony. They were in datum 2,3,5,6,7,9, and 11.

The finding showed there were seven situational irony found in ironic utterance on Covid-19 memes. They were in datum 2,3,5,6,7,9, and 11. Each ironic utterance categorize as situational irony because it deals with unpredictable and incoherent situations. Moreover, situational irony to be the dominant types of irony that found in the research. This is in line with the theory from Landy (1972) who defined situational irony as the discrepancy between expectations and reality or the difference between the expected results and the actual results. While, the ironic utterance in meme especially in Covid-19 meme often used to compare their expectation during pandemic but the reality it would never happen. Therefore, since the ironic utterance in Covid-19 memes often comparing each condition and opinion during pandemic, then it would produce many situational irony in meme and it would be the dominant types of irony found in the utterance.

Unfortunately, the researcher didn't find any types of dramatic irony in meme. This would be happened because as Landy (1972) mentioned the characteristic of dramatic irony is when there is character who talks about something that is useful to the reader or audience, but which the other character

doesn't realize. It didn't relevant with this object which didn't need any character or figure to show the irony.

CHAPTER IV

CONCLUSION AND SUGGESTION

In this chapter, the researcher provides the result of this research as the conclusion based on finding and discussion. In addition, the suggestion is given to the next researcher to improve the research.

A. Conclusion

According to the result of the finding and discussion in the previous chapter, the researcher concludes that the theory of speech acts from Cutting (2002) can be analyzed in ironic utterance. In addition, the ironic utterance can also be categorized in several types of irony as Landy (1972) stated there are three types of irony: situational irony, verbal irony and dramatic irony. The theories of this research were acquired in the data analyzed.

During the analysis, the researcher found 20 ironic utterances in Covid-19 memes. However, in this research the researcher only takes 11 because in the other memes the researcher did not find memes that contain ironic speech acts, and that 11 memes were enough to be analyzed. In this research, the researcher only needed memes with a sentence, not even in a word or a phrase.

Among the analysis of speech act used in ironic utterances, the dominant used is expressive speech acts. The researcher argued that expressive speech act could be the dominant speech acts used in the research because expressive speech act is relevant when it is found in ironic utterance. It is related to the theory of

speech acts from Cutting (2002) who mentioned that expressive speech acts aimed to express the feeling, while the ironic utterance in meme also aimed as the utterance to express the feeling especially it is in negative message. Therefore, since the ironic utterance in meme is aimed to express the feeling, then expressive speech acts would be the dominant speech acts found in the utterance.

In addition, the dominant type of irony was situational irony. The researcher argued that situational irony could be the dominant types of irony as Landy (1972) defined situational irony as the discrepancy between expectations and reality or the difference between the expected results and the actual results. Therefore, since the ironic utterance in Covid-19 memes often comparing each condition and opinion during pandemic, then situational irony would be often used. Unfortunately, in this research, the researcher did not find any types of dramatic irony because it is related to the theory of Landy (1972) mentioned the characteristic of dramatic irony is when there is character who talks about something that is useful to the reader or audience, but which the other character doesn't realize. It didn't relevant with this object which didn't need any character or figure to show the irony. Therefore, dramatic irony cannot be found in this research.

B. Suggestion

Based on the findings of the research, the most dominant speech acts' classification used was expressive speech act, and the most dominant types of irony used was situational irony. In this analysis, the researcher did not find

dramatic irony as Landy (1972) also mentioned that dramatic irony needs character who talks ironically. Therefore, the researcher suggests to the next researcher to find the dramatic irony in another source or subject which consist of character or figure such as novel, movie, or short story, and find other classification of speech to add some aspect that can make the findings more various.

In addition, this research extends the analysis from Haverkate (1983) who stated that irony can be described within speech acts. The researcher uses the theory of speech acts from Cutting (2002) who developed the theory from Searle (1969). Hence, the next researcher is expected to use other speech act's theory from other expert and analyze the other speech acts classification. The researcher suggests the next researcher conduct further studies on the irony in other context, such as in a television, movie, novel etc. Besides, this research hopefully becomes a reference in pragmatics scope, especially ironic speech act for the next researcher.

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

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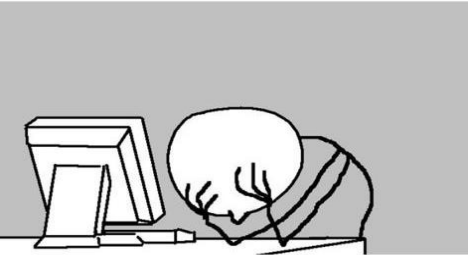







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APPENDIX
DATA TABULATION

No.	Covid-19 Memes	Ironic Utterances	Types of Irony			Speech Act Use				
			V	S	D	E	Drt	Dcl	A	C
1.	 <p>Jamila Robinson @JamilaRobinson</p> <p>When I say “last year,” I’m talking about 2019.</p>	When I say “last year”, I’m talking about 2019	✓					✓		

2.	 <p>Scott Hanselman  @shanselman</p> <p>Remember last week at the end of 2020 when we were so hopeful that the first week of 2021 would be amazing!</p> <p>We were so young.</p>	<p>We were so hopeful that the first week of 2021 would be amazing!</p>		✓		✓				
3.	 <p>Fabian @classicalfuck</p> <p>2020 showing 2021 around the workplace</p> 	<p>2020 showing 2021 around the workplace</p>		✓					✓	

<p>4.</p>	<p>corona.jokes ...</p> <p>Me trying to hold my cough in public so I wont be perceived as having coronavirus</p>  <p>Posted in r/CoronavirusMemes by u/NemesisPrime95 reddit</p>	<p>Trying to hold my cough in public so I won't be perceived as having coronavirus</p>		✓						✓
<p>5</p>	<p>coronavirusnd University of Notre Dame ...</p> <p>March 16: "Let's go on a quick, two week quarantine break to stop the spread"</p> <p>December 2:</p> 	<p>Two week quarantine break to stop the spread</p>	✓						✓	

6	 <p>Carrie Wittmer   @carriesnotscary</p> <p>march 2020 // march 2021</p>	March 2020 // March 2021		✓						
7	 <p>9gag  ...</p> <p>March 2020</p> <p>December 2020</p>	March 2020 December 2020		✓						

8	 <p>when covid is over "mask off" will be the #1 song in the world and then we will finally understand why his name is future</p>	We finally understand why his name is future.	✓					✓		
9	 <p>9gag ...</p> <p><i>it's been a tough year.</i></p> <p><i>It's the first week of January.</i></p> <p><i>your point?</i></p>	It's the first week of January	✓						✓	

