NETIZENS' SARCASTIC COMMENTS IN JUSTIN BIEBER'S YOUTUBE ACCOUNT

THESIS

By:

Ira Wati Hamsa Adang

NIM 17320002

DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG

2021

NETIZENS' SARCASTIC COMMENTS IN JUSTIN BIEBER'S YOUTUBE ACCOUNT

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

By :
Ira Wati Hamsa Adang
NIM 17320002

Advisor :
Mira Shartika, M. A.
NIDT 19790308201802012177

DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIMMALANG
2021

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **"Netizens' Sarcastic comments in Justin Bieber's YouTube Account"** is my original work. I do not include any materials previously written or published by other person, except those that are cited as references and listed in the references. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

Malang, 19 November 2021

The Researcher,

Ira Wati Hamsa Adang
NIM 17320002

APPROVAL SHEET

This is to certify that Ira Wati Hamsa Adang's thesis entitled ***Netizens' Sarcastic comments in Justin Bieber's YouTube Account*** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S).

Malang, 19 November 2021

Approved by
Advisor,
Literature,

Mira Shartika, M. A.
NIDT 19790308201802012177

Head of Department of English

Ribut Wahyudi, M. Ed., Ph. D.
NIP 19811205201101100

Acknowledged by
Dean,

Dr. M. Faisol, M. Ag.
NIP 19731012003121003

LEGITIMATION SHEET

This is to certify that Ira Wati Hamsa Adang's thesis entitled ***Netizens' Sarcastic Comments in Justin Bieber's YouTube Account*** has been approved by the Board of Examiners as one of the requirements for the degree of Sarjana Sastra (S.S.) in Department of English Literature.

Malang, 19 November 2022

The Board of Examiners		Signatures
Rina Sari, M. Pd. NIP 197506102006042002	(Main Examiner)	
Vita Nur Santi, M. Pd. NIP 198306192011012008	(Chair)	
Mira Shartika, M. A. NIDT 19790308201802012177	(Advisor)	

Approved by
Dean of Faculty of Humanities,

Dr. M. Barsol, M. Ag
NIP. 197411101200321003

MOTTO

Happiness depends on how you communicate well- whenever and wherever

DEDICATION

This thesis is proudly presented to my beloved parents, Mrs. Yuslipa Djaku and Mr. Hamsa Adang, who always pray, support, love, and give the best for me. This is also presented to my beloved siblings, Raju and Rijal.

ACKNOWLEDGEMENT

All praise and gratitude to the presence of Allah SWT who has always bestowed His mercy and grace. Prayers and greetings are hopefully still poured out to the Prophet Muhammad SAW so that this thesis entitled "Creative Thinking Potrayed in Netizens' Sarcastic Comments in Justin Bieber's YouTube Account" can be finished.

This thesis is prepared to fulfill one of the requirements in obtaining a Bachelor's degree in the Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. I realize that the preparation of this thesis was realized by the help of, direction, guidance, and prayers from various parties.

Immediate gratitude to all those who have helped me in the process of writing this thesis. First of all, my gratitude is presented to my thesis advisor and my academic advisor, Mira Shartika, M. A. who always provides motivation, guidance, and correction to me so that this thesis can be finished. Second, I would like to thank the Dean of Faculty of Humanities, Dr. M. Faisol, M. Ag. and the Head of Department of English Literature, Ribut Wahyudi, M. Ed., Ph. D. Third, my deepest gratitude also goes to all the English Literature lecturers, who have provided useful knowledge during my study in the department. My gratitude is also presented to both of my parents, Yuslipa and Hamsa who have given such sincere love to me, and did not escape praying and supporting every step and effort to realize my hopes. I also want to say thank you to my brothers, Raju dan Rijal who always support me.

Finally, thank you to my big family and all of my friends who have entertained and supported me during the process of writing this thesis.

ABSTRACT

Adang, Ira Wati Hamsa. (2021). *Netizens' Sarcastic comments in Justin Bieber's YouTube Account.* Thesis. Department of English Literature. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Mira Shartika, M. A.

Keywords: Sarcasm, Netizen, YouTube.

Technological developments that affect the use of language make many people use words or speech that contain language styles in their interactions on social media, like dirty and rude language that has often happened and been heard in various places so far. The language style that contains harsh words and rude meanings in linguistics is sarcasm.This study studied in depth the types of sarcasm and the purposes of sarcasm that appeared from netizens' sarcastic comments on Justin Bieber's YouTube account.

The research used qualitative method and the theories used to analyze the data were the types of sarcasm stated of Camp (2011) and the purposes of sarcasm proposed by Attardo (2001).

The results of this study indicated that there were 10 comments containing illocutionary sarcasm, 6 comments containing propositional sarcasm, 13 comments containing lexical sarcasm, and 9 comments containing like-prefix sarcasm. For the purposes of sarcasm, there were 8 comments containing evaluation, 15 comments containing sophistication, 2 comments containing retractability, 7 comments containing politeness, 3 comments containing persuasive, and 3 comments containing group affiliate. It could be concluded that lexical sarcasm is more prominent because this type of sarcasm reveals assertive speech acts that look more natural and hurtful. Netizens commented with positive words but had a negative effect. Sophistication is also more often used by netizens, which shows sarcasm to play with language, shows the emotional level of netizens, and to create humor. However, sophistication shows the emotional level of netizen when writing the comments and controlling their emotions and trying not to hurt the target too much.

For further research, it is recommended to study sarcasm using theories from other fields, for example, semantics and phonology. Combining different fields in analyzing sarcasm will help future researchers detect sarcastic utterances more easily in another object.

ABSTRAK

Adang, Ira Wati Hamsa (2021) *Komentar Sarkastik Netizen di Akun YouTube Justin Bieber*. Skripsi. Program studi Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Mira Shartika, M. A.

Kata kunci: Sarkasme, Berpikir Kreatif, Netizen, YouTube.

Perkembangan teknologi yang mempengaruhi penggunaan bahasa membuat banyak orang menggunakan kata-kata atau ucapan yang mengandung gaya bahasa dalam interaksinya di media sosial, seperti bahasa kotor dan kasar yang sering terjadi dan terdengar di berbagai tempat selama ini. Gaya bahasa yang mengandung kata-kata kasar dan makna kasar dalam linguistik adalah sarkasme. Penelitian ini mengkaji secara mendalam tentang jenis sarkasme dan tujuan sarkasme, yang muncul dari komentar sarkastik netizen di akun YouTube Justin Bieber.

Metode penelitian yang digunakan adalah metode kualitatif. Oleh karena itu, teori utama yang digunakan dalam penelitian ini untuk menganalisis data adalah jenis sarkasme yang dikemukakan oleh Camp (2011) dan tujuan sarkasme dari teori Attardo (2001).

Hasil penelitian ini menunjukkan bahwa terdapat 10 komentar yang mengandung sarkasme ilokusi, 6 komentar yang mengandung sarkasme proposisional, 13 komentar yang mengandung sarkasme leksikal, dan 9 komentar yang mengandung sarkasme seperti awalan. Untuk tujuan sarkasme, ditemukan sebanyak 8 komentar yang bertujuan untuk evaluasi, 15 komentar yang bertujuan untuk kecanggihan, 2 komentar yang bertujuan untuk retraksi, 7 komentar yang bertujuan untuk kesopanan, 3 komentar yang bertujuan untuk aspek persuasif, serta 3 komentar yang bertujuan untuk afiliasi kelompok. Berdasarkan data tersebut, dapat disimpulkan bahwa sarkasme leksikal lebih menonjol karena sarkasme jenis ini mengungkapkan tindak tutur tegas yang lebih terlihat alami dan menyakitkan hati. Netizen memberikan komentar dengan kata-kata positif namun memiliki makna yang negatif. Kecanggihan juga sering digunakan oleh netizen, yang menunjukkan ucapan sarkasme untuk bermain dengan bahasa dan juga menunjukkan level emosional dari netizen. Terdapat juga perbedaan yang mengejutkan antara makna eksplisit dan implisit untuk menciptakan humor. Namun netizen tetap bisa mengontrol emosinya dan berusaha untuk tidak terlalu menyakiti terget bicara.

Untuk penelitian lebih lanjut, disarankan untuk meneliti sarkasme dengan menggunakan teori dari bidang lain contohnya, semantik dan fonologi. Menggabungkan bidang yang berbeda dalam menganalisis sarkasme akan membantu peneliti selanjutnya untuk mendeteksi ucapan sarkastik dengan lebih mudah di objek lain.

الملخص

آدانج ، إيرا واتي همسة. 2021.التفكير الإبداعي تم تصويره في تعليقات مستخدمي الإنترنت الساخرة في حساب جاستين بيبر على يوتوب. قسم الأداب الانجلزية, كلية العلوم الإنسانية جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: ميرا شارتيكا ، الماجستير.

الكلمات المفتاحية: السخرية ، مستخدمى الإنترنت ، يوتيوب.

التطورات التكنولوجية التي تؤثر على استخدام اللغة تجعل الكثير من الناس يستخدمون الكلمات أو الألفاظ التي تحتوي على أنماط لغوية في تفاعلاتهم على وسائل التواصل الاجتماعي ، مثل اللغة القذرة والوقحة التي غالبًا ما تحدث وتسمع في أماكن مختلفة حتى الآن .أسلوب اللغة الذي يحتوي على كلمات قاسية ومعاني قاسية في اللغويات هو السخرية.. يبحث هذا البحث بعمق في أنواع السخرية والغرض من السخرية ، والتي تنبثق من التعليقات الساخرة لمستخدمي الإنترنت على حساب جاستن بيبر على YouTube.

طريقة البحث المستخدمة هي طريقة نوعية. لذلك ، فإن النظرية الرئيسية المستخدمة في هذه الدراسة لتحليل البيانات هي نوع السخرية التي اقترحها كامب (2011) والغرض من السخرية وفقًا لنظرية أتاردو (2001).

تشير نتائج هذه الدراسة إلى أن هناك 10 تعليقات تحتوي على سخرية إعلامية ، و 6 تعليقات تحتوي على سخرية افتراضية ، و 13 تعليقًا تحتوي على سخرية معجمية ، و 9 تعليقات تحتوي على تهكم مثل البادئات. لغرض السخرية ، تم العثور على ما يصل إلى 8 تعليقات تهدف إلى التقييم ، و 15 تعليقًا تهدف إلى التعقيد ، وتعليقان يهدفان إلى التراجع ، و 7 تعليقات تهدف إلى الأدب ، و 3 تعليقات تهدف إلى الجانب الإقناعي ، و 3 تعليقات تستهدف الانتماء الجماعي. . بناءً على هذه البيانات ، يمكن استنتاج أن السخرية المعجمية أكثر بروزًا لأن هذا النوع من السخرية يعبر عن أفعال الكلام الحازمة التي تبدو أكثر طبيعية وإيذاءًا. علق مستخدمو الإنترنت بكلمات إيجابية ولكن لها معاني سلبية. غالبًا ما يستخدم مستخدمو الإنترنت الحنكة ، الذين يظهرون السخرية للعب مع اللغة ويظهرون أيضًا المستوى العاطفي لمستخدمي الإنترنت. هناك أيضًا فرق مفاجئ بين المعاني الصريحة والضمنية لخلق الفكاهة. لكن لا يزال بإمكان مستخدمي الإنترنت التحكم في عواطفهم ومحاولة عدم إيذاء الهدف كثيرًا.

لمزيد من البحث ، يوصى بالبحث عن السخرية باستخدام نظريات من مجالات أخرى ، على سبيل المثال ، علم الدلالات وعلم الأصوات. سيساعد الجمع بين المجالات المختلفة في تحليل السخرية الباحثين المستقبليين على اكتشاف السخرية بسهولة أكبر في الأشياء الأخرى.

TABLE OF CONTENT

STATEMENT OF AUTHORSHIP ..... **i**
APPROVAL SHEET ..... **ii**
LEGITIMATION SHEET ..... **iii**
MOTTO ..... **iv**
DEDICATION ..... **v**
ACKNOWLEDGEMENT ..... **vi**
ABSTRACT ..... **viii**
ABSTRAK ..... **x**
الملخص ..... **ix**
TABLE OF CONTENT ..... **x**
CHAPTER I: INTRODUCTION **1**
A. Background of the Study 1
B. Research Question 6
C. Objectives of the Study 6
D. Significance of the Study 6
E. Scope and Limitation 7
F. Definition of Key Term 7
G. Previous Study 8
H. Research Method 11
1. Research Design 11
2. Research Instrument 11
3. Data and Data Source 11
4. Data Collection 12
5. Data Analysis 12
CHAPTER II: REVIEW OF RELATED LITERATURE **15**
A. Pragmatics 15
B. Sarcasm 16
C. Type of sarcasm 17
1. Propositional sarcasm 17
2. Lexical sarcasm 18
3. Like-prefix sarcasm 18

4. Illocutionary sarcasm 19
D. The purpose of sarcasm 19
1. Sophistication 20
2. Evaluation 21
3. The tool for politeness 22
4. Persuasive Aspect 22
5. Retractability. 23
6. Group affiliation 23
CHAPTER III: FINDINGS AND DISCUSSION 25
A. Findings 25
1. Types of sarcasm 26
2. Sarcasm Purposes 61
B. Discussion 97
CHAPTER IV: CONCLUSION AND SUGGESTION 103
A. Conclusion 103
B. Suggestion 105
REFERENCES 107
CURRICULUM VITAE 110
APPENDIX 111

CHAPTER I

INTRODUCTION

This chapter covers the background of the study, research question, the objective of the study, scope and limitation, significance of the study, definition of key term, previous studies, and research method.

A. Background of the Study

Language is a fundamental aspect of human life. To communicate and establish relationships with others, people use language as a tool for communication (Wardhaugh, 1985). According to Chaer (2006), language is one of the communication tools, both verbally and in writing. To communicate means to transfer ideas from one person to the others. The use of language as an alternative to communicating with other people is always related to language style.

Haqqo (2016) explains that language style is how people use language in written or oral communication. It seems people always communicate with each other through their language style. The language style is also about how someone expresses thoughts, ideas, and feelings using a specific word or sentence to attract, influence, and convinces people.

The function of using language style, both oral and written, is as reinforcement of the intent to be conveyed. “Language style is the way of using language in a particular context, by certain people, for a specific purpose” (Leech and Short, 1981, p. 278). The development of the use of language by humans today varies greatly in various places. Many people use words or utterances that contain

the style of language in their daily interactions. Technological developments can affect the language style they use, like dirty and rude language that has often happened and been heard in various places for now. The language style that contains harsh words and rude meanings in linguistics is sarcasm.

Language styles that conceive grubby and rough meaning in linguistics are named sarcasm. Sarcasm is a sophisticated expression of sentiment in which the speakers express their opinion contradicts what they want to convey to the interlocutor. In other words, sarcasm is a language style where people speak with harsh words. “Sarcasm is often delineated as ironic or satirical ingenuity that is usually used to offend or ridicule. Sarcasm is the figurative language style that is rougher than others, and its delivery usually indicates something that is not pleasant to hear” (Keraf, 2008, p.143).

According to Sperber and Wilson (1981), sarcasm shows implicit meaningful criticism to insult the recipient, for example, "Ahh, it is great to work until midnight at the office! There is no negative word in this example, but it seems sarcastic with the specific word the victim is targeting. The utilization of sarcasm in this world is widespread and looks ordinary. Sarcasm can be used in both direct and written conversations. Written forms, for example, are commonly found in literary works. Some fiction writers usually use sarcasm, intending to build characters to be more attractive. However, the written form of sarcasm is also found in conversations or comments through social media. Today, many people often use sarcasm in everyday life and social media. Supported by the forum to exchange information, the speech that contains sarcasm is commonly used.

During the pandemic (Covid-19), many people spend most of their time accessing social media because of the restriction on outdoor activities. Besides using social media to work and socialize, some entertain themselves and eliminate boredom while staying at home watching or making videos on social media. People are now popularly using several social media sites, such as Facebook (FB), Twitter, Telegram, Line, Instagram (IG), WhatsApp, YouTube, and Zoom. Anyone can freely access social media. In addition, YouTube is one of the social media used by more people than other social media sites. Many trending videos in the world are uploaded there. There, they can freely get and provide desired comments. Some comments use sarcasm intended to hurt or allude and insinuate other people.

While sarcasm is negative, it can offend someone and initiate a creative thinking process. According to Huang, Gino, and Galinsky (2015), sarcasm forces people to think harder about the more abstract thinking that is ultimately helping people make creative connections. Lexical sarcasm is one such example of the type of sarcasm proposed by (Camp, 2011). Which ones are often expressed in positive words but have a negative effect? Example: "If Alice is very brilliant, then she will be the perfect dupe for our little plan" (Camp, 2011). In the example above, the statement uses reasonable utterances like "very brilliant" although the utterance was also accompanied by a negative effect, namely "the perfect dupe”. This example shows that the speaker did not praise Alice as an intelligent person.

There are several previous studies on sarcasm. First, Bachtiar and Hardjanto (2018) investigated the sarcastic utterances in two American movies using Camp's theory (2011). The sarcastic words were also categorized according to their

purposes using Leech's theory (1983). These two movies are about a group of characters who get their superpower from the accident of peculiar cosmic radiation in space. Since these movies' main characters are close friends, sarcastic expressions are possibly used in their conversation. This research collected data from the film Fantastic Four (2005) and its sequel, Fantastic Four: Rise of the Silver Surfer (2008). Methodologically, the researcher used a descriptive qualitative approach as the research design. Another study is a study from Cahyani (2017) investigated sarcasm in the Big Bang theory, a famous American sitcom. The writer had two research problems about flouting maxims for sarcasm. The researcher used qualitative descriptive methods by collecting data from five episodes of the American sitcom in season nine. To answer the study's problems, the researcher classified the data, including flouting maxims using Grice's theory (1967) and sarcasm purposes based on Attardo's theory (2001).

The third study is a study conducted by Rachmat (2015) entitled The Use of Sarcasm in the Relationship among Universitas Islam Negeri Alauddin Makassar's Students. This study uses the qualitative research method with behaviorism's theory to find out about language acquisition of sarcasm and the factors why students in the university speak with sarcasm language.

From the explanation that has been discussed about sarcasm above, the researcher have researched netizens' sarcastic comments on Justin Bieber's YouTube account. This study has the same as the research above, such as the use of theory to analyze. The writer used a similar theory used by Bachtiar and Hardjanto (2018) that is Camp's theory (2011) to analyze the types of sarcasm. The

writer also used Attardo's (2001) theory, inspired by Cahyani's paper (2017) to analyze the purpose of sarcams on netizens' comment in YouTube. Cahyani's (2017) thesis investigated the purposes of sarcasm that used the same theory in the America big bang theory.

The previous studies are also different from the present study regarding the research object. The previous researchers analyzed different objects, such as movies, sitcoms, and Twitter texts, whereas this study used netizens' comments on YouTube accounts. This is the novelty of this study. Netizens commented on Justin Bieber's YouTube account, an international singer. Whereas a public figure always gives blasphemy to people or others who do not like him because it is not necessarily even though his work or song can make everyone like him. Most netizens do not agree with Justin Bieber's decision to marry Hailey after so long in a special relationship with Selena Gomez. Therefore, they expressed their hatred for Justin Bieber by commenting with sarcastic language on Justin Bieber's YouTube account every time he posted. The writer wanted to continue the previous studies on analyzing figurative language, focusing on sarcasm sentences from netizens' sarcastic comments.

B. Research Question

This study has two research questions, which are stated below:

1. What are types of sarcasm used by netizens in their comments on Justin Bieber's YouTube account?
2. What are the purposes of sarcasm used by netizens in their comments on Justin Bieber's YouTube account?

C. Objectives of the Study

The objectives of the present study are listed as follows:

1. To identify the types of sarcasm used by netizens in their comments on Justin Bieber's YouTube account.
2. To identify the purposes of sarcasm used by netizens in their comments on Justin Bieber's YouTube account.

D. Significance of the Study

This research can provide benefit both theoretical and practical contributions, especially when learning about sarcasm on social media from a pragmatic perspective. Theoretically, this research could make a precious present to the study of language skills. It is also considered if this study's results can contribute to the knowledge and give some data resources about sarcasm in Camp (2011) and Attardo (2001).

For practical contribution, this research has provided knowledge to people so they get an overview about comments on social media that include sarcasm. When they read comments on social media, they can understand the types and purposes of sarcasm on social media. Thus, when using sarcasm to comment on

social media, people can be cautious and think more creatively when commenting on others' posts. Besides, future researchers can have the inspiration to conduct similar studies, especially in analyzing literary works from the perspective of pragmatics.

E. Scope and Limitation

The scope of this study focuses on linguistics; especially in sarcasm in the type of language style is pragmatic. The writer focused on netizens' comments on YouTube comment in Justin Bieber's account. Then the writer takes the data from netizens' comments in October 2020. The netizens' comments were selected based on the theory used in this study, the theories of Camp (2011) and Attardo (2001).

The limitation of this study is one of the video on Justin Bieber's Youtube post titled "The wedding: Officially Mr. & Mrs. Bieber – Justin Bieber: Seasons. The writer has selected netizens'comment that are written in English and contain sarcasm. This study only analyzes the problem through reading, observing and analyzing it. There is no interview section to obtain a different pespective on the situation of the subject.

F. Definition of Key Terms

The writer gives some definitions to clarify the key terms used in this study:

1. **Sarcasm:** a language style used by people to give their idea with positive language but has another purpose like an insult. Sarcasm is the crudest style of figurative language, and it is always not pleasant to hear when someone says it to hear speech partner.

2. **Netizen:** the people who function the social media to communicate with one another.
3. **YouTube:** one of the social media applications made for sharing videos and the video viewers can make comments.

G. Previous Study

Previous studies are critical in research. It can be used for consideration of new findings in future research. This study tries to provide several studies related to this study's topic. It is intended to be a contrast and understanding of the erudition of sarcasm. Accordingly, several previous studies about sarcasm will be classified below.

The first previous study is Bachtiar and Hardjanto's study (2018) entitled "Sarcastic expressions in two American Movies." This study investigated the sarcastic utterances found in two American movies. Since these movies' main characters are close friends, sarcastic expressions are possibly used in their conversation. This research collected data from the movie Fantastic Four (2005) and its sequel, Fantastic Four: Rise of the Silver Surfer (2008). These movies were watched from their original VCDs, distributed in Indonesia by PT Inova Digimedia. These movies were taken because the main characters are five friends who have close relationships. According to Caucci and Kreuz (2012), friends are more muscular in understanding each other's sarcasm than strangers.

The researcher analyzed the data and classified them using Camp's theory (2011). The sarcastic utterances were also categorized according to their functions using Leech's theory (1983). The results indicate that in terms of form, illocutionary

sarcasm (60%) was most generally used by the characters in the movies, suggesting that the characters in the movies tend to express their sarcasm through illocutions. In terms of function, sarcasm in the movies was more common (56%) for collaborative purposes. The research results also suggest that there has to be a clear context in understanding sarcastic expressions, and the interlocutors must share some sufficient common ground in employing sarcasm. Methodologically, the researcher used a descriptive qualitative approach as the research design.

The next previous study is Cahyani's (2017) entitled "A study of sarcasm in the American sitcom The Big Bang Theory." The writer discusses sarcasm in The Big Bang theory of the American sitcom. The writer has made two research questions in flouting maxims for sarcasm in The Big Bang Theory of the American Sitcom. This research used qualitative descriptive methods by collecting data from five episodes of the American sitcom big bang theory season nine. The researcher then used data techniques from Miles and Huberman (1994) to analyze the data obtained.

To answer the study's problem, the researcher classified the data as flouting maxims using Grice's theory (1967) of the Cooperative principle. Then to answer the next problem, the writer categorizes data which includes sarcasm purposes, by following the theory of Attardo (2001). The result indicated flouting maxims and some sarcasm in the American sitcom characters, The Big Bang Theory, and the sarcasm purposes of the data.

The third previous study is the study from Rachmat (2015), entitled "The Use of Sarcasm in the Relationship among Universitas Islam Negeri Alauddin

Makassar's Students." To find out language acquisition of sarcasm and what factors caused the Da'wah Faculty students and the communication of UIN Alauddin Makassar to speak the language of sarcasm. This method of this research is a qualitative approach to behaviorism theory. The results of the study with ten informants showed that language acquisition of sarcasm that was raised by Faculty students Da'wah and Communication of UIN Alauddin Makassar is influenced by friendship environment (association). When they hear it becomes a stimulus later practice it, besides that the role of the media is quite influential because of the spectacle to scathing comments on social media. The causal factors of the Da'wah Faculty students and communication of UIN Alauddin Makassar speak sarcasm because of emotion, joking, disappointed, and slip off.

Based on some of the previous studies above, the writer contributes to dissolving the sarcasm of netizen comments on social media. Look from all the writer's sources; not all have the same topic and theory, but it is beneficial. The writers in previous studies serve tremendous benefits to the writer as a reference for sarcasm. One of them was the study from Bachtiar and Hardjanto (2018), which discussed sarcasm in two American movies. This study's theory and research problems may be the same with the study from Bachtiar and Hardjanto (2018), even though the data is different. The writer would like to explain what is lacking in this research with different topics to explain the types of sarcasm again, but still use the same theory and method, which uses Camp's theory (2011) to solve the first research question. Then to find the answer to the second research question, the writer used Attardo (2001) as in the research by Cahyani (2017).

H. Research Method

This chapter is discusses the research method that consists of research design, research instrument, data and data source, data collection, and data analysis.

1. Research Design

Qualitative research is used to develop knowledge using the concept of constructivist thinking by taking the meaning of events that are the focus of research through the actions of research subjects (Raharjo, 2020). The researcher used a descriptive qualitative method to analyze netizens' comments on Justin Bieber's YouTube account. In short, this research is categorized as a descriptive qualitative approach because the data in this study is in the sort of sentences including sarcasm to perceive the types and purposes so that the writer could describe the acceptance of the sarcasm in the social media. The researcher used a qualitative descriptive method to understand a language phenomenon about figurative language, which is sarcasm

2. Research Instrument

The research instrument is essential to get the data in this study. The main instrument is the writer because she is the one who observes the object, obtains data, and simultaneously analyzes it (Ardianto, 2015).

3. Data and Data Source

Research can be called valid if it makes sense. The topic under study, supported by correct data, is carried out severely (Rahardjo, 2020). The data source of this study was social media, especially YouTube, taken in October 2020. This

study took netizens' comments that contain sarcasm from Justin Bieber's account as the data. Netizens' comments that used the language of sarcasm has bee analyzed in this study. The data was taken from a video post on Justin Bieber's YouTube account (https://youtu.be/G-4tJ63X5vo).

4. Data Collection

Qualitative data collection method plays an essential role in impact evaluation by providing helpful information to understand the processes behind observed results and assess changes in people's perceptions of their well-being (Kabir, 2016). To collect the data, this study has used several steps. First, the writer scanned online netizen comments from a video post on Justin Bieber's YouTube account. Second, the writer also focused on specific study topic issues: netizen comments. Third, the writer read the comments to understand the content. The writer then captured the comments related to the analysis by searching netizen comments on Justin Bieber's YouTube account. Fourth, the writer identified the types of sarcasm such as propositional, lexical, like-prefix, and illocutionary sarcasm on netizen comments on Justin Bieber's YouTube account based on Camp's theory (2011) and sarcasm purposes such as sophistication, evaluation, tools for Politeness, persuasive aspect, retractability and group affiliation by Attardo (2001).

5. Data Analysis

Analysis of the data is critical in this research. The researcher processed the data using the theory proposed of Camp (2011) and Attardo (2001). The writer used

data analysis techniques based on Miles and Hubberman (1994). These three steps were data reduction, display, and conclusion or verification.

a. Data Reduction

In qualitative, the first step to analyzing data is related to data reduction. Data reduction is when the writer uses coding to reduce irrelevant information from the data. "Codes are tags or labels to assign units in meaning to descriptive or inferential information that the writer collected during a study. Codes are usually attached to 'chunks' of any size-words, phrases, sentences, or whole paragraphs" (Miles and Hubberman, 1994, p. 56). The writer put the data into a conceptual classification by coding the unit information.

First, the writer chose the data of netizen sarcasm comments. Then the writer selected the data; if there is data unrelated to the research question, it can be discarded. Second, the writer created code to make data analysis more conceptual. The coding process is tailored to the research objectives, that is, to find out the types and purposes of sarcasm. The writer tagged the sarcasm of netizen comments with SNC and followed by numbering, such as SNC1 for the sarcasm of the netizen's comments number one. Also, the writer provided the code on the types of sarcasm like PS for Propositional Sarcasm, LS for Lexical Sarcasm, LPS for Like-Prefix Sarcasm, and IS for Illocutionary Sarcasm, and sarcasm such as S for Sophistication, E for Evaluation, TfP for Tool of Politeness, PA for Persuasive Aspect, R for Retractability and the last, GA for Group Affiliation

b. Data Display

The next step in data analysis techniques is data display. Data display is about the process of concluding and displaying data in tables, graphics, networks, and other graphic formats needed (Miles and Hauben, 1994). The writer understood the data and decided the actions to be taken by analyzing compressed data. The type and the purpose of sarcasm are the data obtained in this research.

The writer classified all netizen sarcasm comments in a table based on the type of sarcasm that netizens wrote in the comments. Then, the writer counted the number of each type of sarcasm used.

c. Conclusion and Verification

The last step in conducting qualitative research is getting a conclusion and verification. The writer concluded the study results after analyzing the data in this step. The writer also developed a preliminary conclusion while collecting data (Miles and Hauben, 1994). Then, to get a perfect conclusion, the writer verified the validity of the data.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains some theories relevant to this study, which include pragmatics, sarcasm, the type of sarcasm, and the purposes of sarcasm.

A. Pragmatics

Pragmatics is the study of language use that focuses on a meaning related to the context in each situation (Leech, 1983, p. 8). Purwo (1990) defines it as studying an utterance's meaning using context-bound meaning. Whereas treating language pragmatically is treating language by its context. According to Tarigan (1985), pragmatics is the general study of how context influences how a person interprets a sentence. Another opinion was conveyed by Leech (1993) that a person cannot understand the true nature of language if he does not understand pragmatics and how language is used in communication. The meaning studied in pragmatics cannot be separated from the context.

According to Yule (1996), pragmatics is the study of how the speaker or writer can relay meaning, and then the listener or reader interprets that meaning. In other words, this study of pragmatics talks more about an analysis related to the purpose of an utterance and understand the meanings of separate words or phrases in a speech. Thus practical knowledge involves one's interpretation in understanding a context. Context is an important thing when study about pragmatics. Pragmatics is the field of linguistics that studies the function and the purpose of speech (Hermaji, 2016).

From all theories from the experts above, it can be concluded that pragmatics is the study of language, namely how the speaker interprets the sentence to understand the meaning by its context.

B. Sarcasm

Sarcasm is often described as an ironic or satirical. It is used to offend or ridicule people. Sarcasm is the meanest figurative language style, and its delivery always shows something unpleasant to hear (Keraf, 2008). According to Sperber and Wilson (1981), sarcasm is usually used to show implicit criticism of the receiver to insult people. Sarcasm can be used in both direct and written conversations. In written forms, sarcasm can commonly be found in literary works. Some fiction writers usually use sarcasm in their projects, intending to build more attractive characters. In addition, sarcasm in written forms can also be found in conversations or comments in social media. Sarcasm is not only used to insinuate people or conversation partners, but can also be directed to situations or ideas.

According to Cutting (2002), sarcasm is a form of irony that is not friendly and usually means to hurt someone, in which a speaker said something impossible to interpret literally. The true meaning of his words must be deduced based on context to understand what the speaker wants to convey. It is often misunderstood as irony because it is still related to irony, but sarcasm is rougher than it. Sarcasm is most often used in conversation to convey criticism or contempt towards someone the speaker is talking to or about. Although irony and cynicism also imply synergy, sarcasm is cruder than irony and cynicism.

From all theories mentioned previously, it can be concluded that sarcasm is an utterance that contains negative and critical attitude aimed to be sarcastic and offensive. Although sarcasm usually shows an expression that cannot be expressed directly, the speech partner can understand it. Sarcasm includes destructive emotions and being rude, and also sounds impolite.

C. Type of Sarcasm

In Camp's theory (2011), there are four types of sarcasm. They are propositional, lexical, like-prefix, and illocutionary, which are further explained below.

1. Propositional sarcasm

This type of sarcasm can be called sarcasm itself because of the form of the speech, which is moving within the scope of sarcasm in the preposition type. Propositional sarcasm is the most blatant type than the others. This type of sarcasm directly leads to the intention of being 'satire.' However, the speaker's proposition and shape are contrary to this type of instruction. The speakers will say the statement. Otherwise, that is not what is actually meant.

For example: "*James must be a real hit with the ladies"* (Camp, 2011, p. 21)

The above example shows that the statement does not implicitly include the element of 'satire', but in this state James is not well-known among the woman. The speaker expresses the statement by giving the opposite meaning of what is stated in the utterance.

2. Lexical sarcasm

Lexical sarcasm sounds more natural than the other type of sarcasm. In this type of sarcasm, the speaker's statement is more pragmatic in propositional sarcasm than lexical sarcasm. In that case, it looks more natural and certainly indicate a severe statement that is conventionally associated with a normative scale. When the speaker gives a speech that contains lexical sarcasm, it will be performed with the power. However, there are only a few examples of lexical sarcasm, in which not all of this type use specific and comparative manifestations. Lexical sarcasm is the only sarcasm connected to the speaker's evaluative proportions that is in contrast with propositional sarcasm. Although lexical sarcasm has characteristics like being more natural and clear with the extreme utterance, in the other situation, the speaker can use positive words to express his/her statement that contains negative intention.

For example: *"If Alice is so brilliant, then she will be the perfect dupe for our little plan"* (Camp, 2011, p. 26)

The example above is a statement that uses good words such as 'so brilliant', but it cannot be separated from its bad impact, which is 'perfect deception.' This example shows that the speaker does not praise Alice as an intelligent person. There is another purpose aimed at her, that is humiliation.

3. Like-prefix sarcasm

This kind of like-prefix sarcasm is comparable to propositional sarcasm, but in this kind of sarcasm, the merging of the sarcasm statements is just a declarative sentence. If like-prefixed sarcasm indicates a statement denied by the

speaker, then it is can be included in propositional sarcasm. In that case, the like-prefix sarcasm implied by the speaker and the intentions to be expressed are also contradictory.

For example: "*Like it is a fine cool day today*" (Camp, 2011 p. 31).

In this example, the speaker tells the other that the weather is cool today. Meanwhile, it turns out the weather on that day was hot. The statement is clearer and simpler to understand because it is supported by a conflicting situation.

4. Illocutionary sarcasm

Illocutionary sarcasm expresses the opposite of what the speaker would like to express. In this case, sarcasm is not only seen from the elements in a speech, but can also become a unified whole, including other speech acts that accompany it. Illocutionary sarcasm includes all relevant implicatures, so that the utterance serves to provide an evaluative attitude to the actual situation, like a speech expressing mercy, admiration, or praise.

For example: "How old did you say you were?" (Camp, 2011, p. 815)

In this example, the speaker asks about the age of the speech partner, but actually the speaker does not intend to know about it. It is just a satire. The speaker asked the question as satire for his speech partner, acting childish.

D. The Purposes of Sarcasm

According to Attardo (2001), there are six purposes of sarcasm, which include sophistication, evaluation, tools for politeness, persuasive aspect, retractability, and group affiliation, which are explained further below.

1. Sophistication

Sarcasm is a tool that can show the ability of the speaker when playing with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If the speaker can play with language, it shows how the speaker can control his/her emotions (Attardo, 2001). Therefore, sarcasm can be called an indirect and sophisticated speech act because the listener must first process the meaning implied in the speaker's utterance. In addition, sarcasm can also be made to create humor. The speaker can say one thing that is different from the actual meaning.

Dews, Kaplan, and Winner (1995) also add to the difference between explicit and implicit meaning in someone's words and it can creates humor. It makes sarcasm and humor connect smoothly. In addition, sarcastic words are more often considered funny than non-sarcastic utterances (Kreuz, Long, and Churcs, 1991). It has also been shown that sarcastic words are funnier than sayings that convey the literal meaning because of the shocking difference between the implicit greetings and meanings produced by the speaker (Dews et al., 1995).

However, there are cases where humor is not sarcastic, and sarcasm is not funny for example, when Siren wants to wear a mini dress on a hot day, her friend says, "Yeah, go on. However, do not blame me if I cannot differentiate you with the toast." As a good friend, she wants to tell Siren that it is better not to wear the mini dress on hot days to evade sunburn or striped skin. Somehow, when the

speaker cannot hold back the emotion, he or she can use sarcasm as sophistication, so that it will not offend someone's feeling too much.

2. Evaluation

"Sarcasm is related to feelings, attitudes, and evaluations" (Grice, 1989. p. 53). Sarcasm includes verbal irony, which aims to provide negative opinion against someone. However, sarcasm can also serve as an evaluation to kill acute adverse effects and positive praise (Dews and Winer, 1995). Sarcasm can reduce the adverse effects of criticism that might arise. At the same time, sarcasm can dampen the positive effects of praise that might be conveyed. According to Attardo (2001, p. 183), "the way sarcasm combines both aspects simultaneously become the level of using sarcasm". Therefore, using sarcasm as the speaker's evaluation does not mean that wants to show negative things in criticizing someone, but also it does not mean to show the positive effects of giving praise. This deadly function becomes the goal of using sarcasm, giving implied meaning in a speech. Thus, Grice (1989) argued that sarcasm refers to the evaluative aspects of the intention or meaning intended by the speaker.

Sarcasm can be used to show the speaker's evaluative intent, for example, when a father says, "you look calm like you did not do it" to his daughter who just broke the vase. Instead of delivering his emotion directly to his daughter, the father chooses to use sarcasm for evaluating his daughter's negative act. From the utterance, the father compliments his daughter's act, which can be calm as if nothing happened. On the other hand, the father also gives criticism to his daughter, who broke the vase.

3. The Tool for Politeness

There are many discussions about using sarcasm as a tool for politeness. In this case, sarcasm seems aggressive, but it is often utilized in polite sarcasm rather than a clear allusion to hurt a speech partner (Attardo, 2001, p. 184). Dews and Winner (1995) also revealed that sarcasm is often used to reduce the impact of threats from the intended meaning. Barbe (1995) also revealed that sarcasm could avoid conflict because it does not reveal the offensive words. The riots from negative aspects are often reduced by courtesy of the speaker's words. Therefore, sarcasm can also function as a face rescue strategy (Attardo, 2011).

Sarcasm is also used to reduce the impact of insults or crticism that the speaker wants to convey to the interlocutor, for example, when a woman says, "I want to bring my car, so you do not need to pick me up." What she said can mean that her husband's car is not comfortable or her husband is always late when picking her up, so she prefers to drive her own car. However, the speaker uses sarcasm as a tool for politeness to make the utterance a little less aggressive.

4. Persuasive Aspect

Sarcasm can be used persuasively with powerful rhetorical. This is accomplished in three methods. The first method, sarcasm is used in an obvious way in the sentence to be accepted as truth. The next method, sarcasm is simple to memorize than literal utterance. The last method, sarcasm is used as an informative tool (Attardo, 2001). Therefore, speakers and listeners need to share knowledge to achieve successful communication.

All the aspects of sarcasm can be used persuasively for example, it happened between friends, and one of them tried to persuade another friend and said, "come on, tell her that there is no other man who will win as soon as you lose her." From these words, a friend sarcastically persuades his friend to approach the person he likes immediately. By speaking the literal meaning, the speaker uses sarcasm to show that his words can be accepted as truth and more accessible for the listener to memorize.

5. Retractability

Sarcasm lets the speaker "take a noncommittal attitude towards what is saying" (2001). In other words, sarcasm enables a person to state something and the opposite of the truth simultaneously. The speaker can avoid any responsibility for the falseness that his or her says.

Sarcasm allows someone to state something and the opposite of the truth at the same time. For example, a person says about a father and her son in the street, "I hope these two will not turn out to be globalists but will be true to their family.". That is a negative sentence, but he (a person) connects with the utterance "will be true to their family." It means that he avoids stating something and does the opposite simultaneously; thus, the speaker can evade mistakes by saying the utterance like that.

6. Group affiliation

Sarcasm can be affiliated with a group. In this category, sarcasm is used in two ways. The first highlight the boundaries of a group by revealing the standards or values that the group agrees on. The second, it expresses disparaging

remarks about other people who do not belong to the groups that do not meet group standards (Attardo, 2001).

An example that sarcasm highlights group boundaries by revealing group-agreed standards or values, there is a student who enters a class but does not greet the teacher or his classmates. Even though his teacher was in front of the class when he was about to go to his chair, the teacher said, "sometimes the silence is better, but not this one by ignoring us." A teacher expects to be welcomed by their students. This indicates that the actions of this student do not meet the values of teachers who have standards for their class. Students should respect the teacher's wishes to respect their elders. This is an example of showing sarcasm as a group affiliation.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter includes the findings and discussion of the study. The findings contain the type of sarcasm based on Camp's theory (2011) and the purpose of sarcasm based on Attardo's theory (2001). Furthermore, the discussion covers further analysis on the findings and their comparison with the previous studies.

A. Findings

The analysis of this research was based on the problem formulation of the study that has been mentioned in the first chapter. The aims of this research were to analyze the types of sarcasm and their purposes that appear in netizen's sarcastic comments on Justin Bieber's YouTube account.

The writer found 38 sarcastic comments in Justin Bieber's YouTube account. The data were taken from a video posted in the account. The total of 38 data were divided into 4 categories of sarcasm and 6 categories of sarcasm purpose.

In order to facilitate the understanding about categories in types of sarcasm and its purposes, the writer explaines it in two parts. The first part is about the type of sarcasm and the second part is about the purpose of sarcasm. The writer labels the sarcasm in netizan's comments with SNC, which is followed by numbering, such as SNC1 for the type of sarcasm in netizen's comment 1, SNC 2 for the type of sarcasm in netizen's comment 2, and so on.

1. Types of Sarcasm

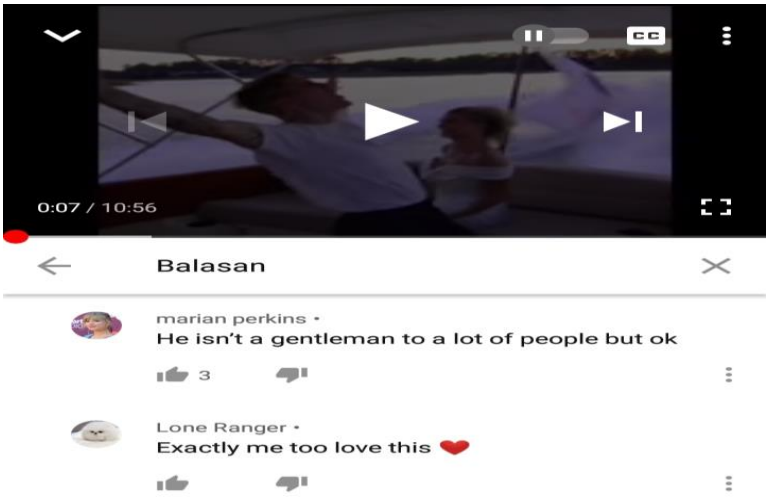
The following table displays the types of sarcasm employed by netizens' comments in Justin Bieber's YouTube Account.

Types of Sarcasm	Quantity	Percentage (%)
Propositional Sarcasm (PS)	6	15,79%
Lexical Sarcasm (LS)	13	34,21%
Like-Prefix Sarcasm (LPS)	9	23,68%
Illocutionary Sarcasm (IS)	10	26,32%
STotal (∑)	**38**	**100%**

The data in the table indicated that in terms of the type of sarcasm, there were 10 comments included in illocutionary sarcasm and had a 26.32% percentage, there were 6 comments included in propositional sarcasm and had a 15.79% percentage, there were 13 comments included in lexical sarcasm and had a 34.21% percentage, and there were 9 comments included in like-prefix sarcasm and had a 23.68% percentage.

Datum 1:

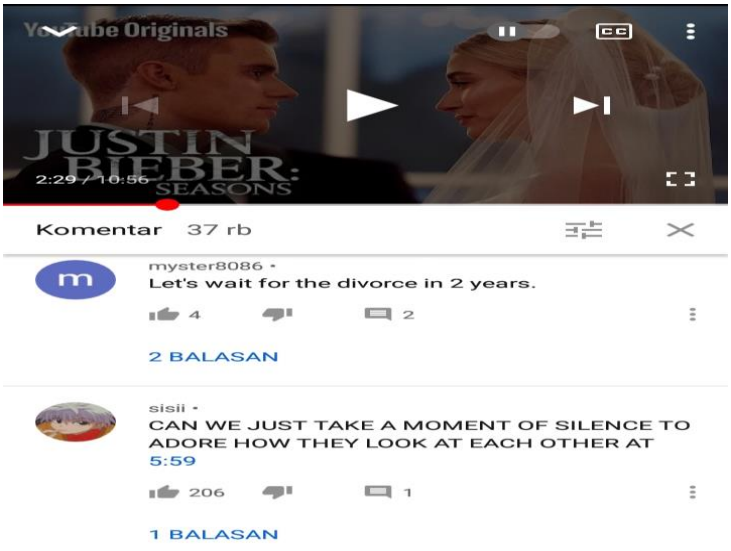
"He isn't a gentleman to a lot of people but ok" (marian perkins) **(SNC1)**



The comment above contains lexical sarcasm because Marian Perkins gave comment that although many people think Justin is not a gentleman, he is a gentleman for Hailey. The netizen looks like praising Justin, but in fact the utterance still contains negative meaning for Justin. It is one of the signs from lexical sarcasm that the speaker did not only praise. There is another purpose aimed at Justin that is humiliation.This explanation is in accordance with what Camp (2011), lexical sarcasm has characteristics like more natural and clear with the extreme utterance, but in the other situation, positive words can be used by the speaker to express his or her statement that has negative effect with conventional relation form and normative scale.

Datum 2:

"Let's wait for the divorce in two years" (myster8086) **(SNC2)**

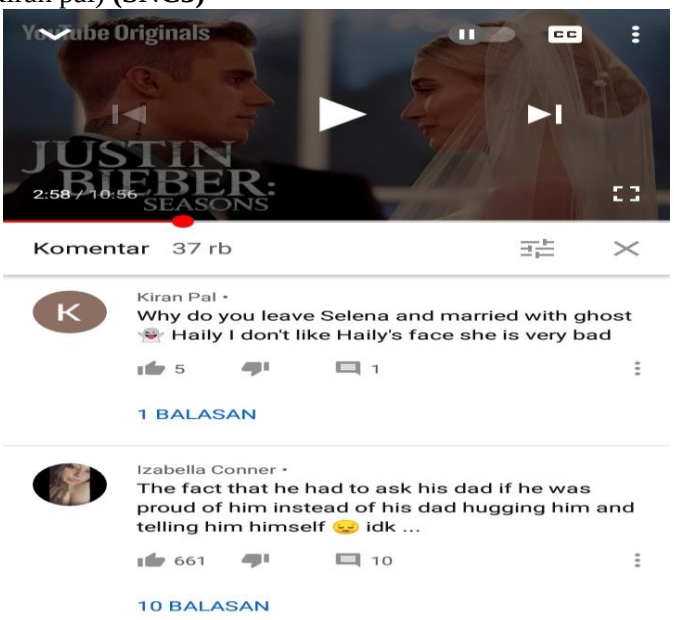


The context of the sentence above shows that Justin and Hailey's wedding video received comments from netizen regarding the hopes and prayers of netizen so that the two of them divorced within two years. The comment used sarcams language and it is included in illocutionary sarcasm. Myster8086 as netizen

expressed his utterance that is not pleasent to hear for the target. It looks like he does not want Justin and Hailey's marriage to be happy until the end. That is based on the theory of Camp (2011), illocutionary sarcasm cover the entire general implicature even in special circumstances, such as sayings that express mercy, praise, expectations, insinuating questions, et cetera.

Datum 3:

"Why do you leave Selena and married with ghost Haily I don't like Haily's face she is very bad" (Kiran pal) **(SNC3)**

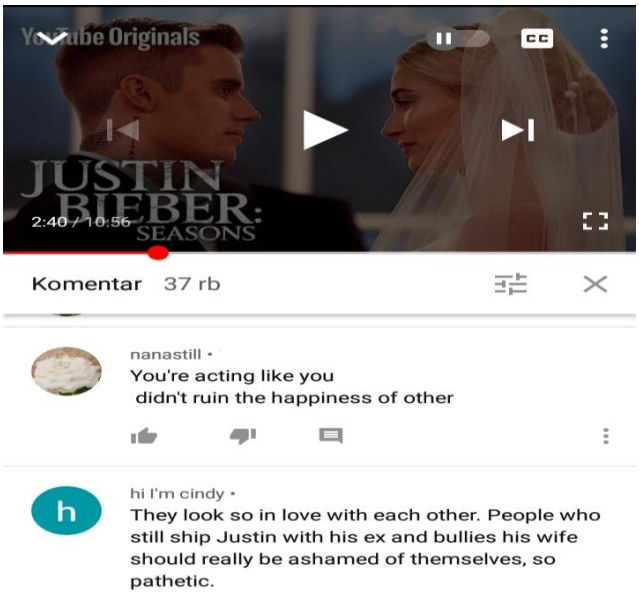


The context in the comment above shows that Kiran cannot accept that Justin and Selena's relationship is over and Justin decided to marry Hailey. The comment shows the lexical sarcasm category. Netizen commented in the video looks more closely its relationship with the evaluative scale of the netizen. The comment "Why do you leave Selena and married with ghost Haily, I don't like Haily's face she is very bad". This statement aims to insinuate Hailey with word "ghost and bad". It is natural affront for her; it is also an extreme statement because the statement related to insinuate the physical of Hailey. That is based on the theory of Camp (2011),

although lexical sarcasm has characteristics like more natural and clear with the extreme utterance, in the other situation, positive words can be used by the speakerto express his or her statement that contain negative effect with conventional realtion form and normative scale.

Datum 4:

"You're acting like you didn't ruin the happiness of other" (nanastill) **(SNC4)**

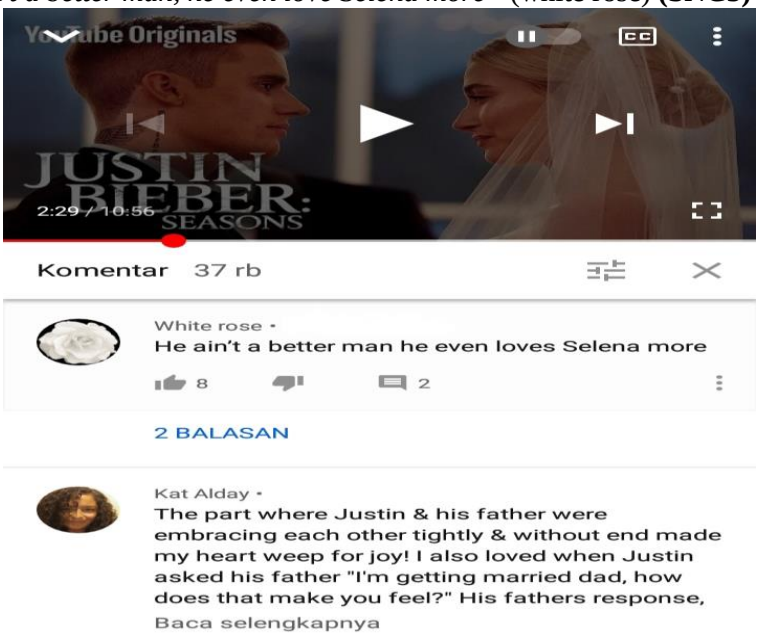


The context of the comment above, when Justin posted this wedding video, nanastill is still thinking about Justins' ex-girlfriend, so she commented like that. The comment obtained sarcasm is included in like-prefix sarcasm. The comment shows that Justin acted like he had no mistake and looked happy on his wedding day with Hailey. But in reality, there are many articles on blogspot wrote that Justin had hurt Selena and left she when Selena was still sick then he married. The statement is easier to understand the content of the sarcasm by speech partner because it was supported by a contradictory situation. This argumentation is in

accordance with what Camp (2011) has said in his theory that like-prefix sarcasm indicates a statement denied by speaker more clearly.

Datum 5:

"He ain't a better man, he even love Selena more" (white rose) **(SNC5)**



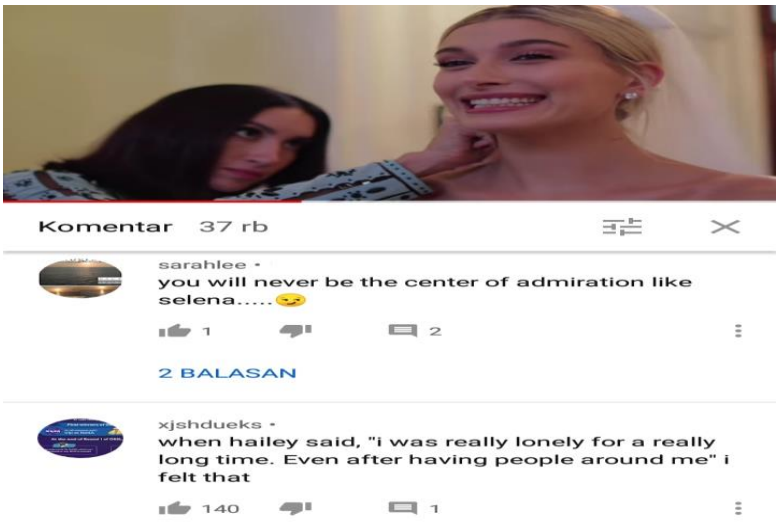
From the comment, White Rose has written her response in the commet that mentioned Selena Gomes. Selena is Justin's ex-grilfriend.

This comment belongs to the type of illocutionary sarcasm. The data shows sarcasm has a relationship between the before and after speech and also seems to give advice to Hailey. In that comment, white rose stated that Justin was not a better men. That according to him, Justin would not be suitable to be her husband. Therefore, why White Rose (netizen) wants to tell Hailey that Justin is not a better man. Beside that, there is a continuation of his sentence which states "he even loves Selena more". That (Netizen) connected his first statement with positive sentence (Justin) loves Selena more than Hailey. He's better off with Selena. Netizens provided sarcasm comments in the form of speech that cause advice. This

explanation is in accordance with what Camp (2011), illocutionary sarcasm icludes the whole general implicature even in special circumstances, one of them is utterance that contains advice.

Datum 6:

"you Will never be the center of admiration like selena" (Sarahlee) **(NSC6)**



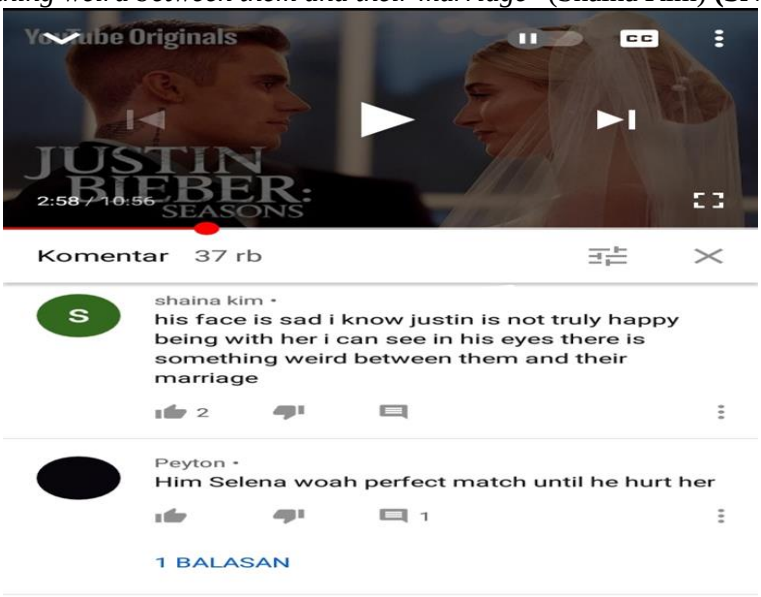
In the context of the sentence above, netizen has written comment that mentioned Justin's ex-girlfriend, Selena.

The comment is included in the sarcasm type that is Lexical sarcasm because there is a firm sentence. Netizens commented with the sentence like "you will never be the centre of admiration like selena". It shows that Hailey is not a real star or artist who can get a lot of attention from others like Selena. In fact, indeed in the entertainment industry Selena is more famous than Hailey. This explanation is based on the theory of Camp (2011) that although lexical sarcasm has characteristics like more natural and clearer with the extreme utterance, but in the other situation positive words can be used by the speaker to express his or her

statement that contain contain negative effect with conventional realtion form and normative scale.

Datum 7:

"His face is sad I know Justin not truly happy with bring with her I can see in his eyes there is something weird between them and their marriage" (Shaina Kim) **(SNC7)**



In the context of the sentence above, Shaina Kim commented that Justin's marriage did not make Justin happy and also give a statement that there is something weird about that marriage. It can be seen from Justin's face that looks sad.

The comment is included in like-prefix sarcasm. Shaina stated "his face is sad Justin not truly happy being with her" that means Justin is not happy with the marriage, but in reality, Justin's face is very happy until the end of the video and He is happy with Hailey. The statement is easier to understand the content of the sarcasm by speech partner because it was supported by a contradictory situation. This explanation is in accordance with the theory of Camp (2011) that like-prefix sarcasm indicates a statement denied by speaker more clearly.

Datum 8:

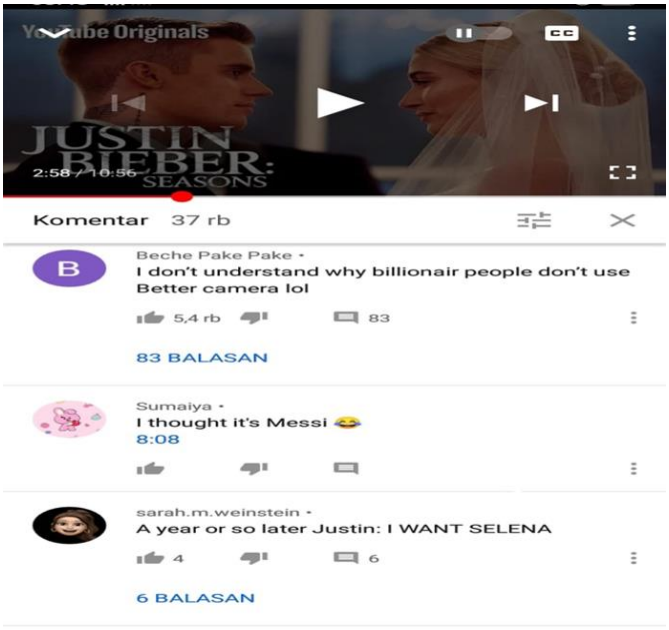
"You : Madman" (Michelle) **(SNC8)**

In the context of the sentence above, Michelle commented that "You: Madman", the word ‘You’ in this sentence refers to Justin. Thus, in the other word Justin is madman.

The comment is included in lexical sarcasm. The comment "You: madman" shows clearly about the extreme statement. It is natural insult for someone. Justin is not crazy person but netizen said he is crazy. This explanation is based on the theory of Camp (2011) that although lexical sarcasm has characteristics like more natural and clearer with the extreme utterance, but in the other situation positive words can be used by the speaker to express his or her statement that has negative effect with conventional relation form and normative scale.

Datum 9:

"A year or so later Justin : I want Selena" (sarah.m.weistein) **(SNC9)**

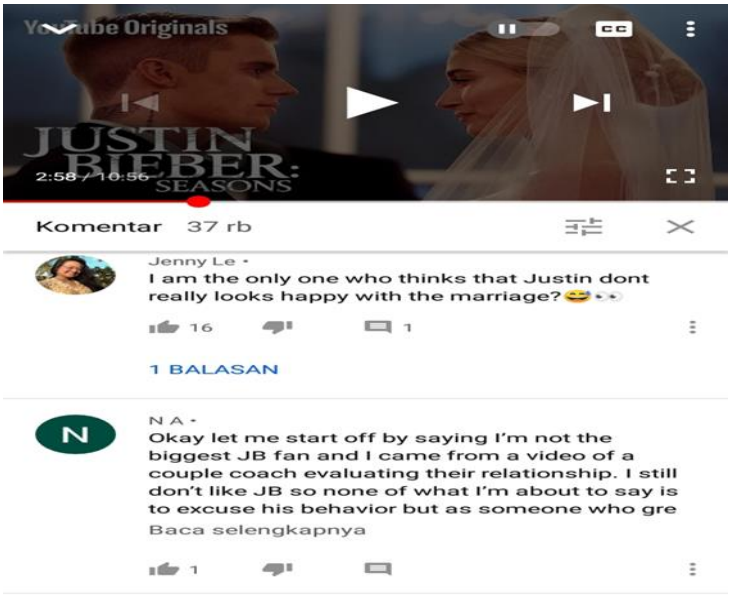


The comment " A year or so later Justin: I want Selena", Sarah mentioned Selena because Justin and Selena dated for a long time and often broke up and then got back together, netizen finally commented that one day Justin will back again to Selena, like when they were dating.

The data shows about illocutionary sarcasm. The sentence "A year or so later Justin: I want Selena", Sarah expressed a hope or praise that one-day Justin might remember Selena again. That is based on the theory from Champ (2011). Illocutionary sarcasm contains the whole general implicature even in special situations, such as utterances that express compassion, praise, question insinuating, hope, advice, et cetera.

Datum 10:

"I am the only one who thinks that Justin not really looks happy with the marriage? □□ " (Jenny le) **(SNC10)**

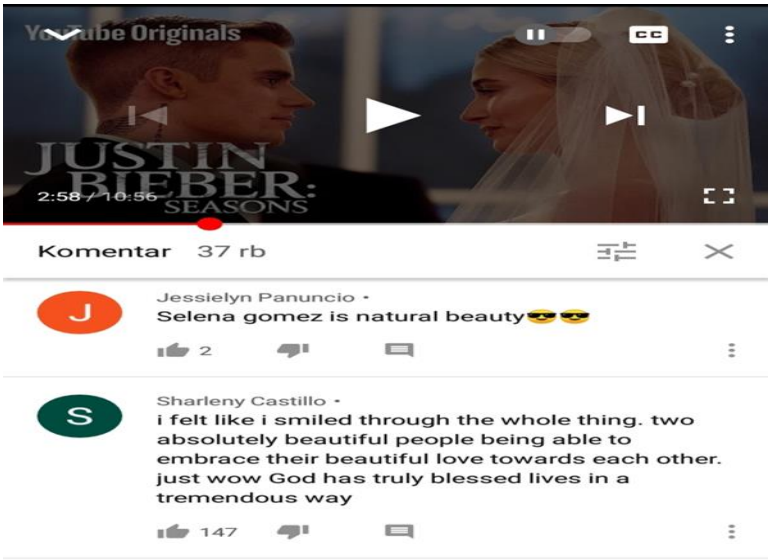


The context of the data where Jenny Le wrote the sentence "I'm the only one who thinks that Justin not really looks happy with the marriage?". The sentence in here, Jenny asked to other netizens about her opinion that Justin does not really looks happy with the marriage.

The type of sarcasm from the comment is included in illocutionary sarcasm. The statement ""I am the only one who thinks that Justin not really looks happy with the marriage?". In this sentence netizen does not seriously ask about Justin's look in the wedding. It is the question insinuating to insult someone. That explanation is accordance with the theory of Camp (2011). Illocutionary sarcasm contains the whole general implicature even in special situations, such as utterances that express compassion, praise, question insinuating, hope, advice, et cetera.

Datum 11:

"Selena Gomez is natural beauty" (Jessielyn Panuncio) **(SNC11)**

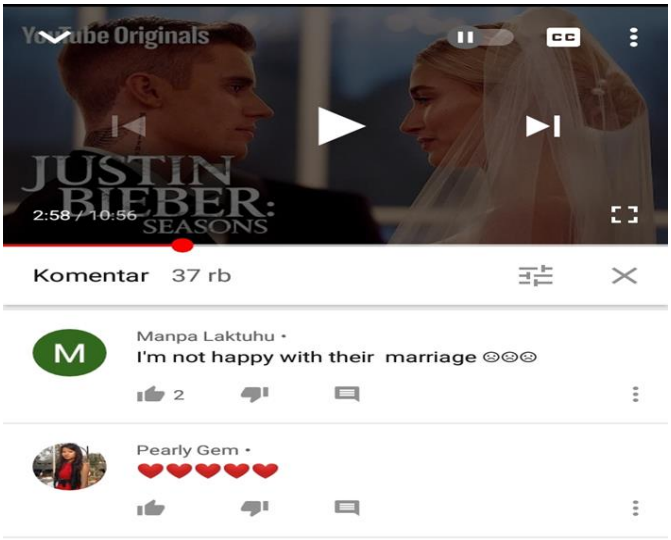


In the context of the commet, Jessielyn Panuncio said "Selena Gomez is natural beauty". Netizen mentions Selena Gomez that is Justin's ex-girlfriend.

The comment shows about illocutionary sarcasm. In the comment, Jessielyn Panuncio stated that Selena Gomez is natural beauty. That statement is according to his or her perspective. Jessielyn wanted to insult Hailey's beauty but wrote another sentence on purpose. This is part of illocutionary sarcasm, based on the theory of Camp (2011). Illocutionary sarcasm expresses the opposite of what the speaker would like to express. In this kind, sarcasm is not only seen from the elements in a speech but also can become a unfied whole including other speech acts that accompany it. Illocutionary sarcasm includes all relevant implicatures so that the utterance serves to provide an evaluative attitude to the actual situation. Like a speech expression mercy, admiration, or praise.

Datum 12:

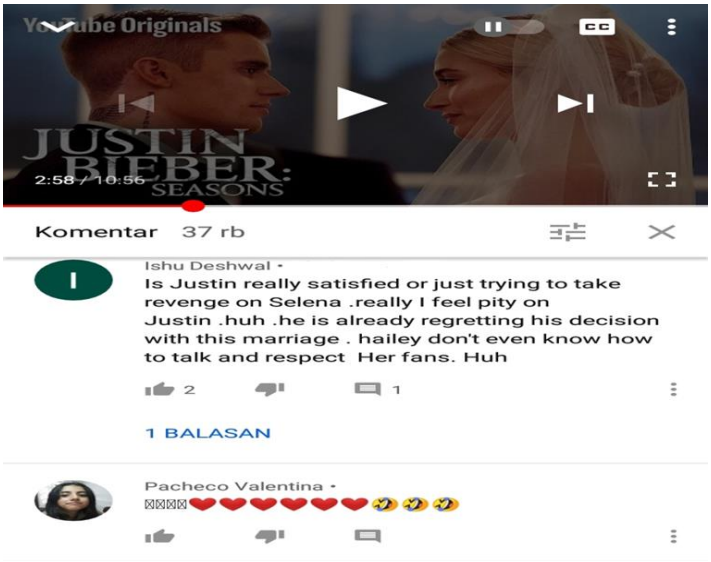
"I'm not happy with their marriage" (Manpa laktuhu) **(SNC12)**



The context of the comment, Netizen said "I'm not happy with their marriage" it is indicated his or her does not like it when Justin is married to Hailey. The comment is included in lexical sarcasm. The sentence "I'm not happy with their marriage" is natural and to the point with the extreme statement. When someone is having a wedding party and the other person clearly says is not happy with it, for the bride it is very painful. This explanation is in accordance with what Camp (2011) has said in his theory that lexical sarcasm has characteristics like more natural and clearer with the extreme utterance, but in the other situation positive words can be used by the speaker to express his or her statement that has negative effect with conventional relation form and normative scale.

Datum 13:

"Is Justin really satisfied or just trying to take revenge on Selena .really I feel pity on Justin .huh .he is already regretting his decision with this marriage hailey don't even know how to talk and respect Her fans. Huh" (Ishu Deshwal) **(SNC13)**

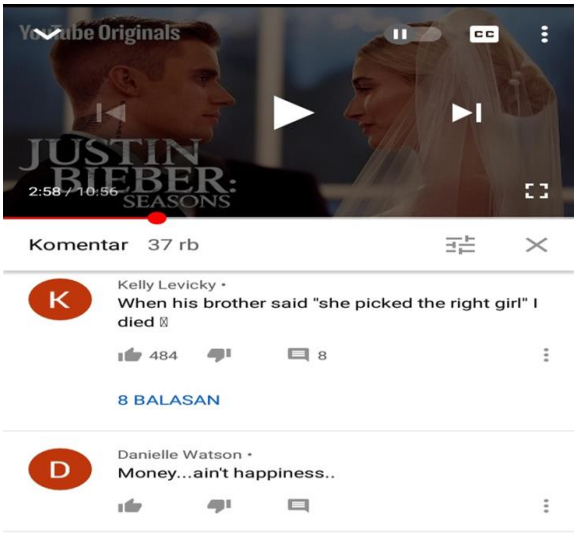


In this comment "Is Justin really satisfied or just trying to take revenge on Selena.really I feel pity on Justin .huh .he is already regretting his decision with this marriage. hailey don't even know how to talk and respect Her fans. Huh". Netizen gives response about Justin and Hailey's attitude.

The data obtained from this comment is propositional sarcasm. The comment above directly said about Justin and Hailey's attitude with harsh language. That is based on the theory of Camp (2011) that the form about this type of sarcasm can be called the sarcasm itself because of the form of the speech. Propositional sarcasm is the most blatant type than the others. Where, this type uses sarcasm which directly leads to the intention that should be ‘satire’.

Datum 14:

"Money...ain't happiness..". (Danielle Watson) **(SNC14)**

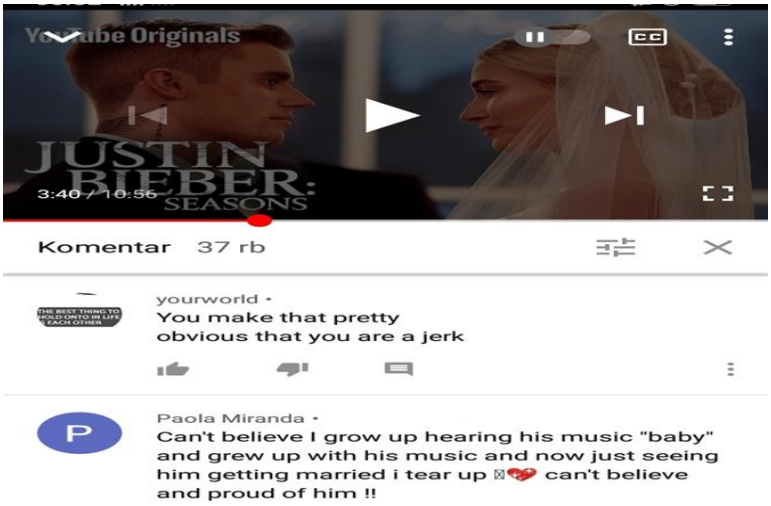


The data about netizens' comment "money...ain't happiness". It is very different from other netizens. gives opinion that money is not the only thing that can give happiness.

Data obtained from the utterance is like-prefix sarcasm. The comment "money....ain't happiness", in this sentence netizen said something about his or her perspective. Money people maybe did not agree with this statement. So, the purpose or meaning from this utterance just known by the netizen. This explanation is due to Camp (2011), like-prefixed sarcasm is comparable to propositional sarcasm, but in this kind of sarcasm, the merging of the sarcasm statements just a declarative sentence. Like-prefix sarcasm indicates a statement denied by speaker more clearly.

Datum 15:

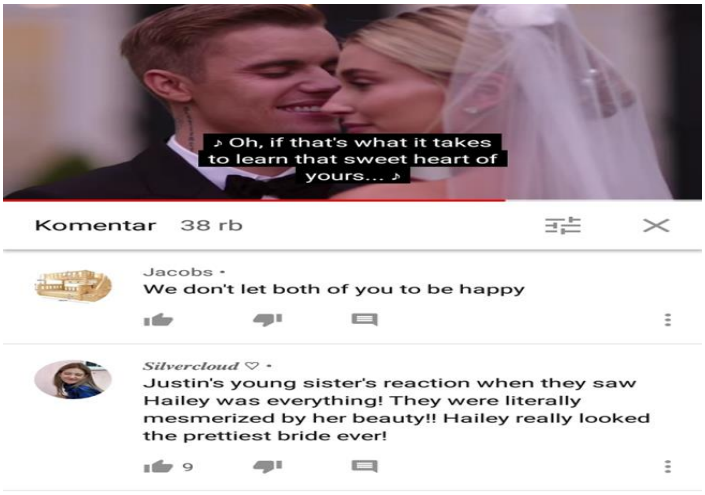
"You make that pretty obvious that you are a jerk" (Yourworld) **(SNC15)**



In the context of the comment, netizen gives response "You make that pretty obvious that you are a jerk". Yourworld (netizen) commented that Justin is a jerk because of his decision to marry Hailey. The data obtained in the comment above is lexical sarcasm. The comment "You make that pretty obvious that you are a jerk" is natural and to the point with the extreme statement to insult Justin in his wedding video. That is according to Camp (2011), he stated that lexical sarcasm has characteristics like more natural and clearer with the extreme utterance, but in the other situation positive words can be used by the speaker to express his or her statement that has negative effect with conventional relation form and normative scale.

Datum 16:

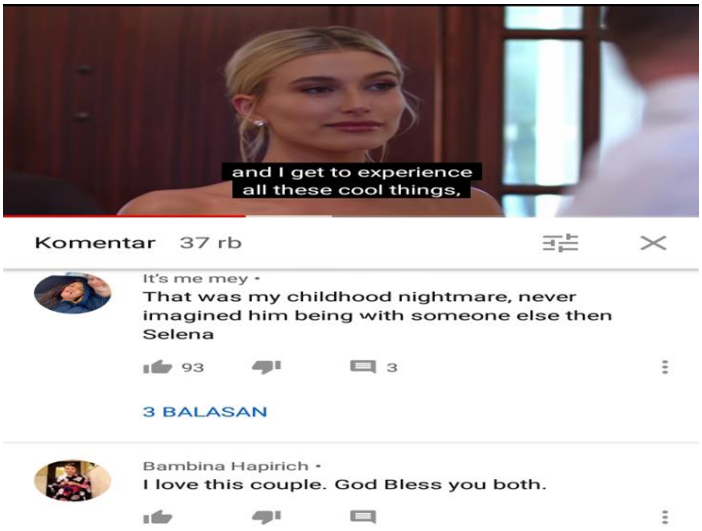
"We don't let both of you to be happy" (Jacobs) **(SNC16)**



In the context of the comment above, netizen state that "we don't let both of you to be happy". The word ‘We’ in this utterance refers to netizens. Netizen do not like Justin and Hailey's marriage will continue to make unpleasant comments so Justin and Hailey feel hurt. The comment above is included in Lexical sarcasm. Where netizen gives comment like that, it gives negative effect for Justin and Hailey. That is based on the theory of Camp (2011). Lexical sarcasm has characteristics like more natural and clearer with the extreme utterance, but in the other situation positive words can be used by the speaker to express his or her statement that contain negative effect with conventional relation form and normative scale.

Datum 17:

"That is was my child nightmare, never imagined him being with someone else then selena" (it's me Mey) **(SNC17)**

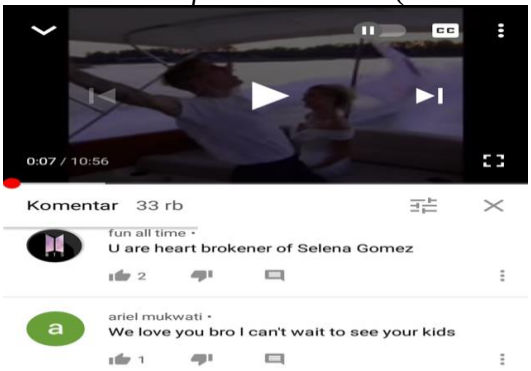


The comment "That is was my child nightmare, never imagined him being with someone else then selena". Netizen commented like this because she hopes Justin will be married to Selena.

The type of sarcasm from this comment is included in illocutionary sarcasm. In the utterance from netizen, she hopes Justin will be married to Selena, but Justin decided to marry Hailey. The explanation is based on the theory of Camp (2011), he stated that illocutionary sarcasm contains the whole general implicature even in special situations, such as utterances that express compassion, praise, question insinuating, hope, advice, et cetera.

Datum 18:

"U are heart brokener of Selena Gomez" (fun all time) **(SNC18)**

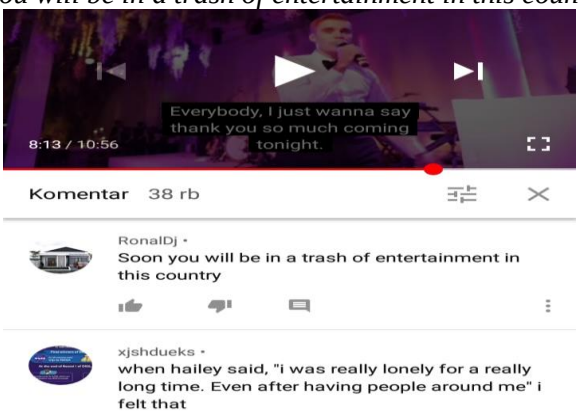


The comment, "U are heart brokener of Selena Gomez", netizen mentioned Selena Gomez in the utterance. Selena Gomez is Justin's ex-girlfriend.

This comment is included in Lexical sarcasm. From the comment, this sentence aims to insinuate Justin with the word "jerk". That is natural humiliation and also extreme statement. That is based on the theory of Camp (2011), he stated that Lexical sarcasm sounds more natural than the other types of sarcasm. If the speaker's enforcement is more pragmatic in propositional sarcasm then in lexical sarcasm, its look more natural and certainly indicates a severe statement that is conventionally associated with a normative scale. When the speaker give speech that contains lexical sarcasm that will be perfoms with the power. However, there are only few example in lexical sarcasm and no longer all of this type use specific and comparative manifestations. Lexical sarcasm is the only type of sarcasm that is connected to the speaker's evaluative proportions.

Datum 19:

"Soon you will be in a trash of entertainment in this country" (RonalDj) **(SNC19)**

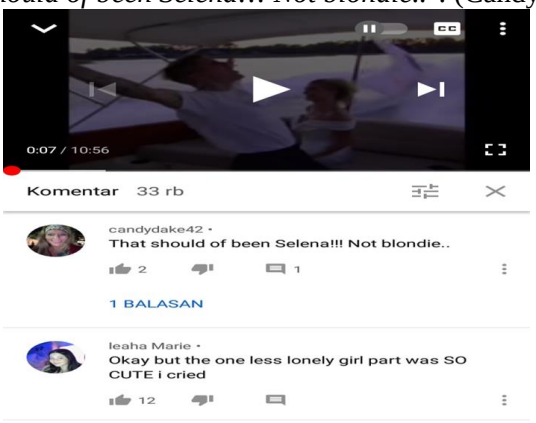


The context of the comment, netizen expressed his response with the sentence "Soon you will be in a trash of entertainment in this country". The word 'You' in here refers to Justin because Justin is a singer that work in entertainment.

The data obtained in this utterance is illocutionary sarcasm. The statement "Soon you will be in a trash of entertainment in this country", in this utterance netizen prayed Justin's career in entertainment soon will be deteriorate. That is based on the theory of Camp (2011). Illocutionary sarcasm contains the whole general implicature even in special situations, such as utterances that express compassion, praise, question insinuating, hope, advice, et cetera.

Datum 20:

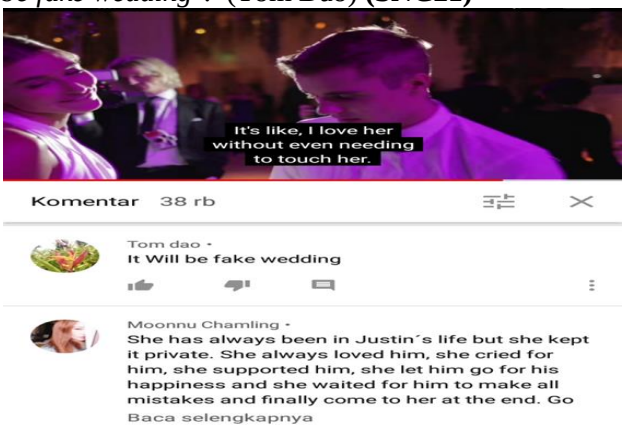
"That should of been Selena!!! Not blondie..". (Candydake42) **(SNC20)**



The context of the comment, netizen gave response to Justin's video "That should of been Selena!!! Not blondie". Netizen mentioned Selena and said the word "blondie" that refers to Hailey. Selena is Justin's ex-girlfriend. The type of sarcasm is included in propositional sarcasm. The comments above are directly sarcastic to hailey without using excessive 'satire'. That is based on the theory of Camp (2011) stated that the form about this type of sarcasm can be called the sarcasm itself because of the form of the speech. Propositional sarcasm is the most clear type than the others. Where this type uses sarcams which directly leads to the intention that should be 'satire'.

Datum 21:

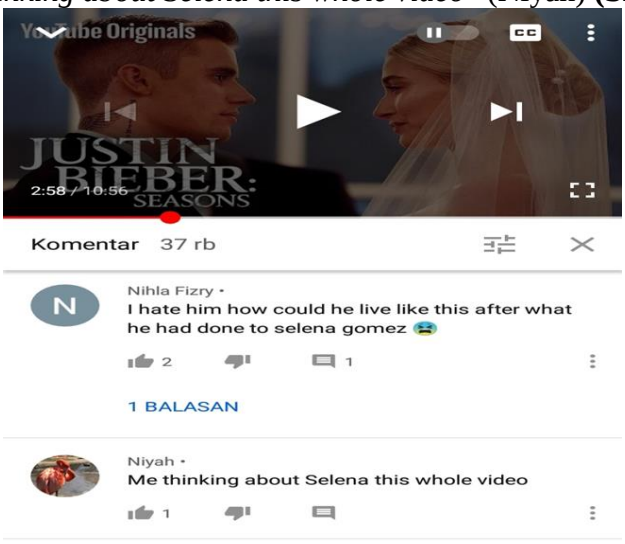
"It Will be fake wedding". (Tom Dao) **(SNC21)**



The context of the comment in the picture, netizen responded that "it will be fake wedding". The comment shows the type of sarcasm that is included in illocutionary sarcasm. From the statement, Tom Dao hopes that the wedding is not a real marriage between Justin and Hailey. This is in accordance with the theory of Camp (2011). Illocutionary sarcasm contains the whole general implicature even in special situations, such as utterances that express compassion, praise, question insinuating, hope, advice, et cetera.

Datum 22:

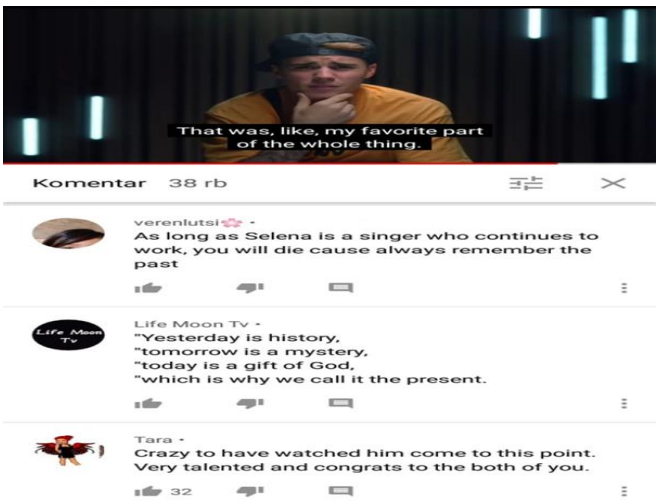
"Me thinking about Selena this whole video" (Niyah) **(SNC22)**



The context of the comment, Niyah has responded to the video by mentioning Selena. Selena is Justin's ex-girlfriend. The comment shows about the type of sarcasm that is included in Like-prefix sarcasm. The comment "me thinking about Selena this whole video", in the utterance netizen said that his or her thinking about Selena but in reality, in the video there is no Selena there. Netizen just stated it to insult Justin and Hailey because the utterance is easier to understand because it contains contradictory situation. This is in accordance with the theory of Camp's theory (2011), like-prefixed sarcasm indicates a statement denied by speaker more clearly, then about propositional sarcasm.

Datum 23:

"As long as Selena is singer who continues to work, you will die cause always remember the past" (verenlutsi) **(SNC23)**

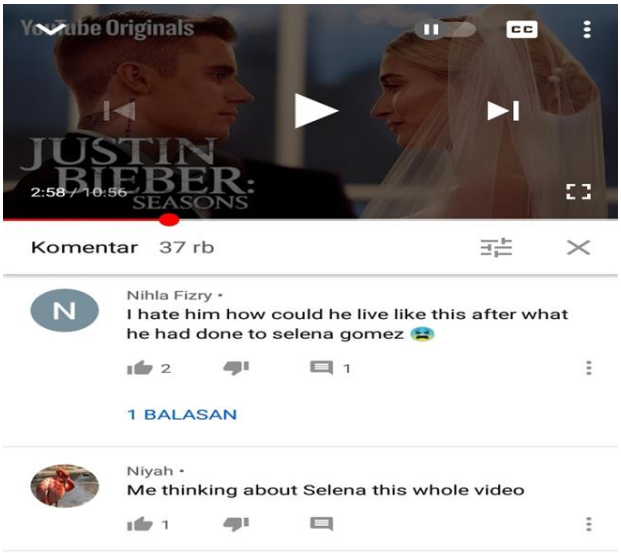


The context of the comment, netizen mentioned Selena who works as a singer just like Justin in the same city. Selena still continues her singing career, then Justin will definitely hear Selena's songs and remember their past. The comment is included in illocutionary sarcasm This is in accordance with the theory of Camp (2011), illocutionary sarcasm expresses the opposite of what the speaker would like

to express. In this kind, sarcasm is not only seen from the elements in a speech but also can become an unfiled whole including other speech acts that accompany it. Illocutionary sarcasm includes all relevant implicature, like a speech expression mercy, admiration, or praise, therefore the utterance serves to provide an evaluative attitude to the actual situation.

Datum 24:

"I hate him, how could he live like this after what he had done to selena gomez □" (Nihla Fizry) **(SNC24)**



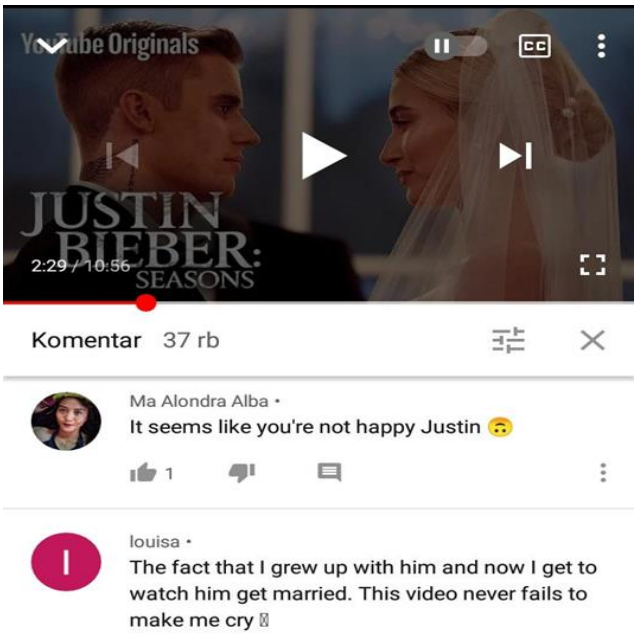
The context of the comment, Nihla Fizry (netizen) mentioned Selena Gomez. Although it is a video about the wedding of Justin Bieber and Hailey but netizens still do not accept it.

The comment is included in lexical sarcasm. From the comment, this sentence aims to insinuate Justin. She directly stated that she hates Justin because Justin chooses to get married immediately after breaking up with Selena. That statement is more natural and contains extreme statement. This explanation is based on the theory of Camp (2011). If the speaker's statement is more pragmatic in

propositional sarcasm while in lexical sarcasm its look more natural. It certainly indicates a severe statement that is conventionally associated with a normative scale. When the speaker gives speech that contains lexical sarcasm that will be performs with the power. However, there are only few examples in lexical sarcasm and no longer all of this type use specific and comparative manifestations. Lexical sarcasm is the only type of sarcasm that is connected to the speaker's evaluative proportions.

Datum 25:

"it Seems like you're not happy Justin □" (Ma Alondra Alba) **(SNC25)**

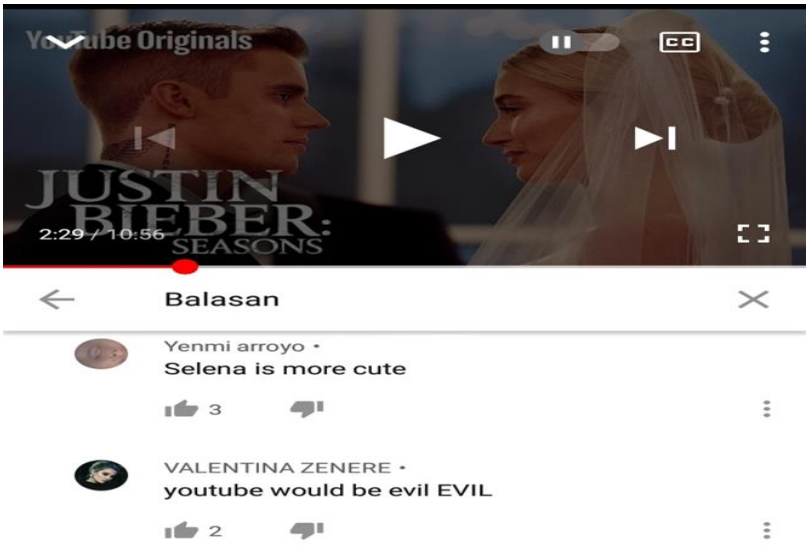


The context of the commet, where netizen gave statement that Justin is not happy with the marriage. The comment is included in like-prefix sarcasm. Shaina stated "it Seems like you're not happy Justin " that means Justin is not happy with the marriage, but in reality, Justin face is very happy until the end of the video. The utterance in the comment is easier and clearer to know the content of the like-prefix

sarcasm by the target because it was supported by a contradictory situation. This explanation is in accordance with the theory of Camp (2011) that like-prefix sarcasm indicates a statement denied by speaker more clearly.

Datum 26:

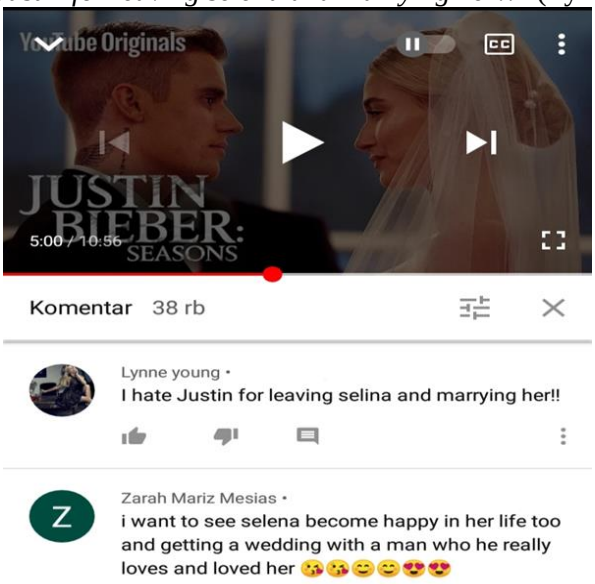
"Selena is more cute" (Yenmi arroyo) **(SNC26)**



The context of the data is when netizen mentioned Selena who is Justin's ex-girlfriend. According to netizen Selena is cuter than Hailey. The datum shows about illocutionary sarcasm. In the comment, Yenmi Aroyo stated that Selena Gomez is cuter. In the other word, (Netizen) wants to tell that Hailey's is not cutter than Selena. Yenmi wanted to insult Hailey's intentionally with positive sentence. This explanation is based on the theory of Camp (2011). Illocutionary sarcasm includes all relevant implicature, like a speech expression mercy, admiration, or praise, therefore the utterance serves to provide an evaluative attitude to the actual situation.

Datum 27:

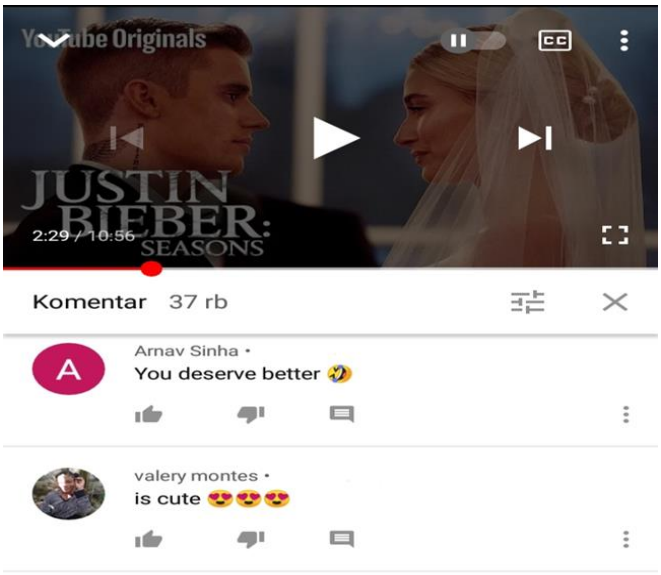
"I hate Justin for leaving selena and marrying her!!" (Lynne young) **(SNC27)**



The context of the comment, netizen responded about the video that she hated Justin because he has left Selena and married with Hailey. The datum obtained in this utterance is included in Lexical sarcasm. From the comment, this sentence aims to insinuate Justin. She directly stated that she hate Justin because of his decision in his relationship. This statement is more natural and contains extreme statement. That is based on Camp (2011), he stated that lexical sarcasm sounds more natural then the other type of sarcasm. If the speaker's enforcement is more pragmatic in propositional sarcasm then in lexical sarcasm, it looks more natural and certainly indicates a severe statement that is conventionally associated with a normative scale. When the speaker give speech that contains lexical sarcasm that will be perfoms with the power. However, there are only few example in lexical sarcasm and no longer all of this type use specific and comparative manifestations. Lexical sarcasm is the only type of sarcasm that is connected to the speaker's evaluative proport

Datum 28:

"You deserve better □" (Arnav Sinha) **(SNC28)**



The context of the comment, netizen responded about the video that Justin can get married with a woman who are better than Hailey. Netizen thinks that Hailey is not the best for Justin.

The datum obtained in the sentence is included in like-prefix sarcasm. Netizen said about his or her perspective. The utterance does not relate to Justin or other perception and Justin definitely knows who is the best for him. This is in accordance with the theory of Camp (2011), he stated that like-prefixed sarcasm indicates a statement denied by speaker more clearly, then about propositional sarcasm.

Datum 29:

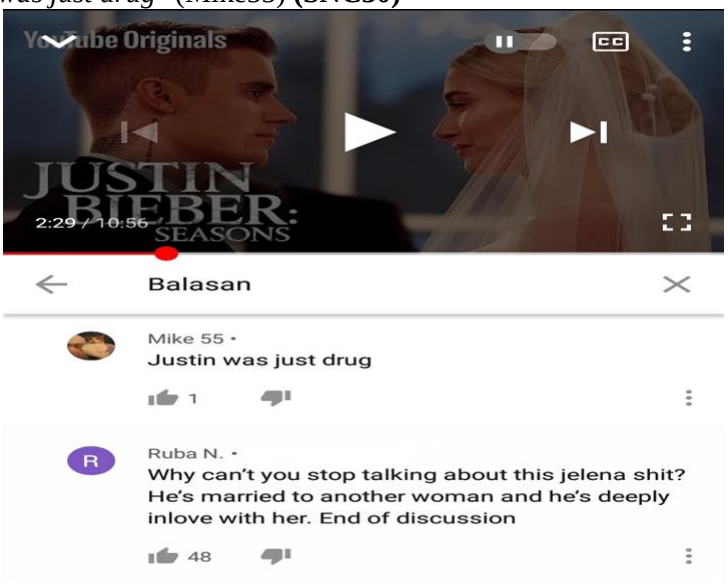
"Major missing: Selena is not Bride" (Mathysiman L) **(SNC29)**

The context of the comment, netizen mentioned Selena Gomez when commented to the video. Although it is a video about the wedding of Justin Bieber and Hailey netizens still do not accept it. Selena is Justin's ex-girlfriend.

The type of sarcasm that in this datum is propositional sarcasm. The comments above are directly insulted to Hailey without using excessive 'satire'. That is based on the theory of Camp (2011), he stated that the form about this type of sarcasm can be called the sarcasm itself because of the form of the speech. Propositional sarcasm is the clear type than the others. This type is included in the scope of sarcasm in the form of preposition. This type uses sarcasm which directly leads to the intention that should be ‘satire’.

Datum 30:

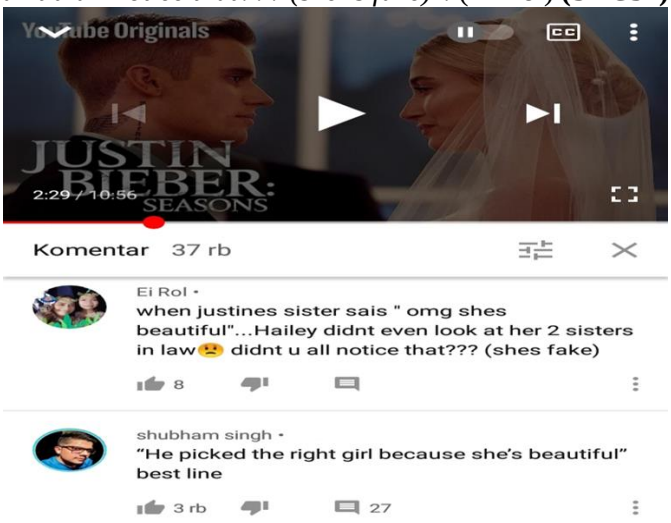
"Justin was just drug" (Mike55) **(SNC30)**



In the context of the comment, netizen said Justin was just a drug. Drugs are dangerous if consumed in excess, like that Justin. He is also dangerous if someone likes him too much. The netizen expresses the statement by talking the opposite of insult. The comment contains the type of sarcasm that is propositional sarcasm. The explanation is based on the theory of Camp (2011) that the form about this type of sarcasm can be called the sarcasm itself because of the form of the speech. This type is included in the scope of sarcasm in the form of preposition. Propositional sarcasm is the most blatant type than others.

Datum 31:

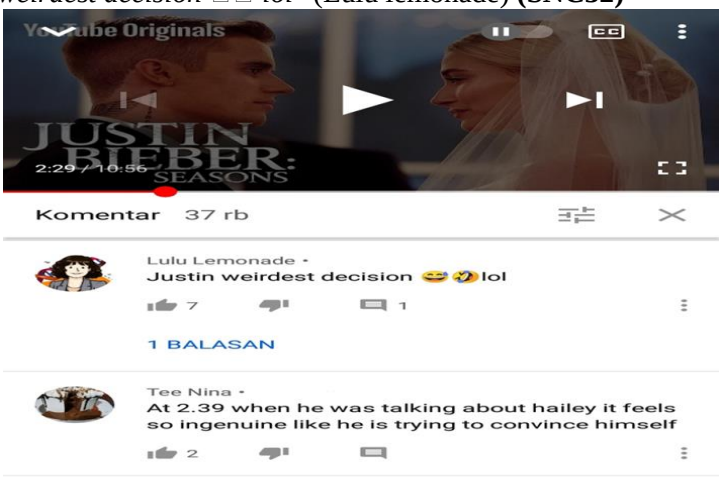
"when justine's sister sais omg she is beautiful"...Hailey didn't even look at her 2 sisters in law 9 didn't u all notice that??? (she is fake)". (Ei Rol) **(SNC31)**



In the context of the comment, netizen responded about the video that judging about the attitude of Justin's wife (Hailey) which is considered impolite in the wedding day. The data obtained in this comment is included in prepositional sarcasm. The statement ""when Justin's sister says omg she is beautiful"...Hailey didn't even look at her 2 sisters in law 9 didn't u all notice that??? (she is fake)". In this utterance netizen gave a clear comment in insinuating Hailey's attitude when she was given praise by Justin's sisters and also said clearly that Hailey likes to pretend to be a good person but at the same time when she was praised by Justin's sisters, she even ignored it. That is based on Camp (2011), he stated that the form about propositional sarcasm can be called the sarcasm itself because of the form of the speech. Propositional sarcasm is the blatant type than others. This type is included in the scope of sarcasm in the form of preposition. This type uses sarcasm which directly leads to the intention that should be 'satire'.

Datum 32:

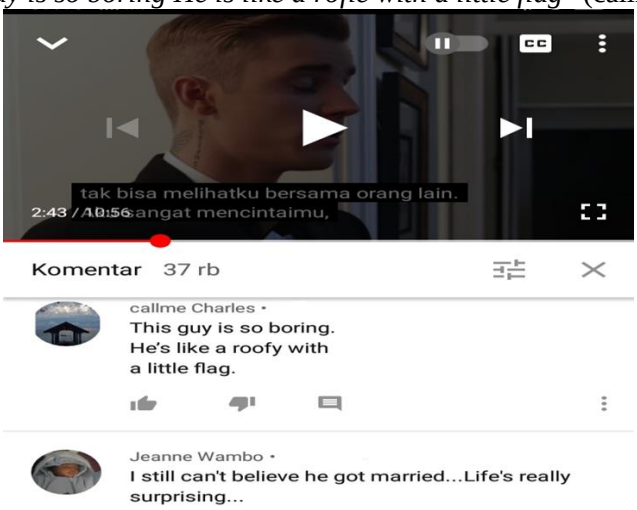
"Justin weirdest decision □□ lol" (Lulu lemonade) **(SNC32)**



In the context of the comment, netizen responded about the video that according to netizen that Justin's decision to marry Hailey is the weirdest decision. The comment is included in like-prefix sarcasm category. The statement ""Justin weirdest decision lol" , netizen stated about his or her perspective that Justin's decision to marry Hailey is the weirdest decision. Justin and other people do not have the same perception. Based on the theory of Camp (2011), like-prefix sarcasm indicates a statement denied by speaker more clearly than propositional sarcasm.

Datum 33:

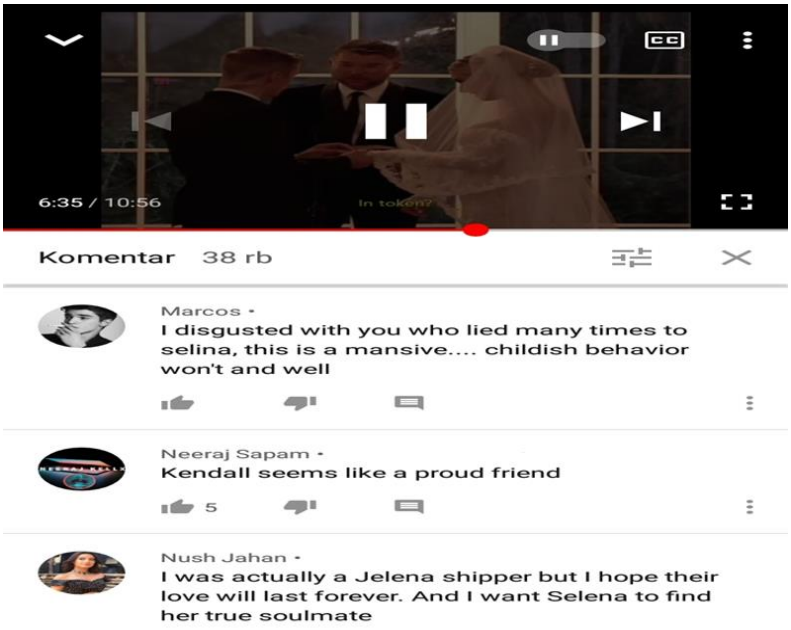
"This guy is so boring He is like a rofie with a little flag" (callme Charles) **(SNC33)**



The situation in this comment, netizen argued that Justin was a boring man and insinuated him too in the comment. The data obtained in this comment is included in lexical sarcasm. The statement "He is like a rofie with a little flag". In this utterance, netizen aim to humiliate Justin with word "boring". It is natural when insult someone, it is also an extreme statement related to insinuate the psychic of Justin. Based on the theory of Camp (2011), he stated that lexical sarcasm sounds more natural then the other type of sarcasm. If the speaker's enforcement is more pragmatic in propositional sarcasm than in lexical sarcasm, it looks more natural and certainly indicates a severe statement that is conventionally associated with a normative scale. Lexical sarcasm is the only type of sarcasm that is connected to the speaker's evaluative proportions.

Datum 34:

"I disgusted with you who lied many times with Selena, this is a mansive...childish behaviour won't and well" (Marcos) **(SNC34)**



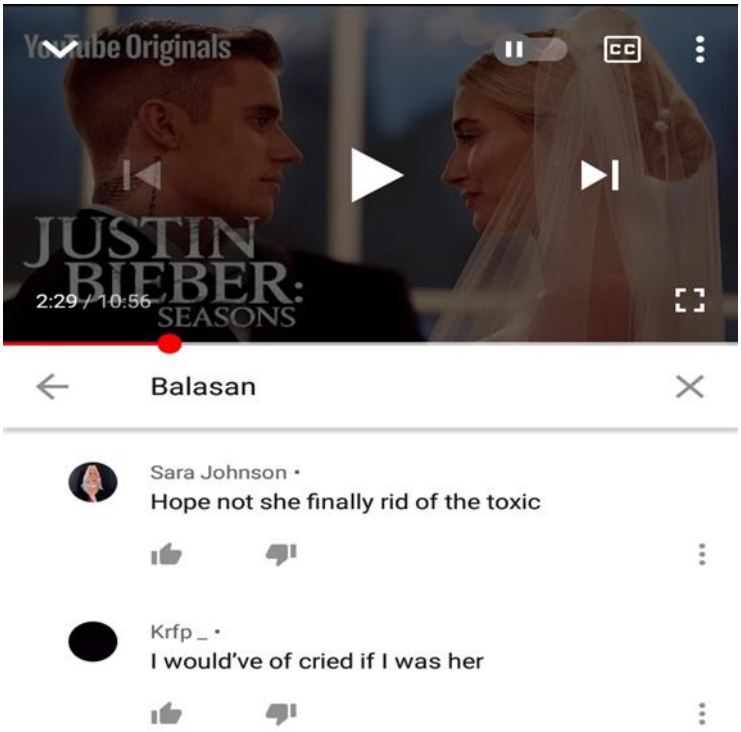
In the context of the comment, netizen argued that Justin's behavior is bad to Selena. He is a person who likes to lie and childish.

The comment is included in lexical sarcasm. The statement "I disgusted with you who lied many times with Selena, this is a mansive...childish behaviour won't and well". In this utterance, netizen aim to humiliate Justin with word "lie and childish". It is natural when insult someone, it is also an extreme statement related to insinuate the psychic of Justin. Based on the theory of Camp (2011), he stated that lexical sarcasm sounds more natural then the other type of sarcasm. If the speaker's enforcement is more pragmatic in propositional sarcasm then in lexical sarcasm, its look more natural and certainly indicates a severe statement that is conventionally associated with a normative scale. When the speaker give speech that contains lexical sarcasm that will be perfoms with the power. However, there are only few example in lexical sarcasm and no longer all of this type use specific

and comparative manifestations. Lexical sarcasm is the only type of sarcasm that is connected to the speaker's evaluative proportions.

Datum 35:

"Hope not she finally rid of the toxic" (Sara Jhonson) **(SNC35)**

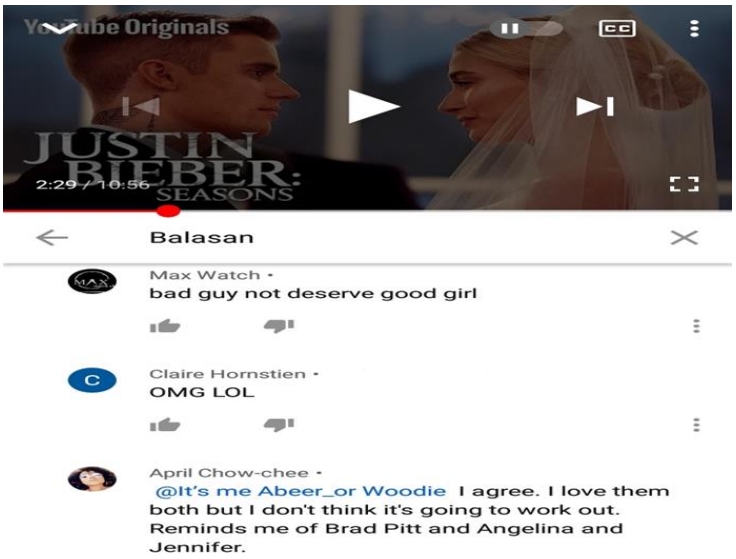


In the context of the comment, netizen responded the comment in the video by replying the comments from other netizens in the comment's column. The word 'she' in this sentence refers to Selena. Netizen stated that Justin is a toxic partner for Selena. The data obtained in the comment is included in illocutionary sarcasm. The comment "Hope not she finally rid of the toxic". In this comment, netizen expressed her hope and gratitude because in the end Selena can be separated from Justin who is considered a toxic partner to Selena. That is based on the theory from Champ (2011), illocutionary sarcasm expresses the opposite of what the speaker would like to express. In this kind, sarcasm is not only seen from the elements in a

speech but also can become a unfied whole including other speech acts that accompany it. Illocutionary sarcasm contains the whole general implicatures even in special situations, such as utterances that express compassion, praise, question insinuating, hope, advice, et cetera.

Datum 36:

"bad guy not deserve good girl" (Max wacth) **(SNC36)**

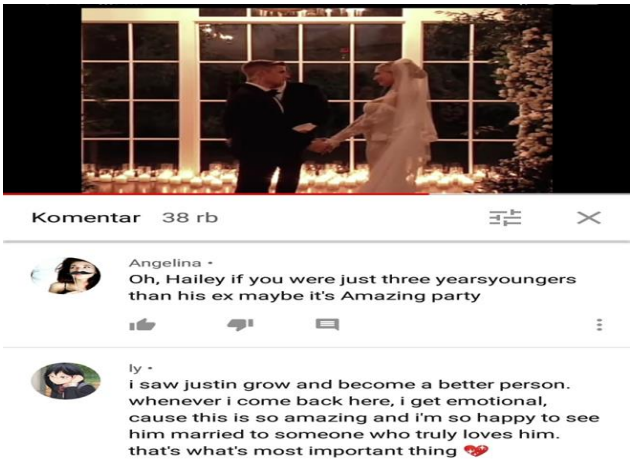


In the context of the comment, netizen responded the comment in the video by replying the comments from other netizens in the comments column. The words ‘bad guy’ in this comment refers to Justin and the words ‘good girl’ refers to Selena. Selena is Justin's ex-girlfriend.

The data obtained in lexical sarcasm. The sentence "bad guy not deserve good girl". Netizen argued Justin is not a good man and he has no right to get a good girl. Besides that this comment also intends to insinuate Hailey that she is not a good girl so she deserves a man like Justin. It is according to netizen perspective. This explanation is based on theory of Camp (2011), lexical sarcasm sounds more

natural than the other type of sarcasm. If the speaker's enforcement is more pragmatic in propositional sarcasm than in lexical sarcasm, it looks more natural and certainly indicates a severe statement that is conventionally associated with a normative scale. Lexical sarcasm is the only type of sarcasm that is connected to the speaker's evaluative proportions.

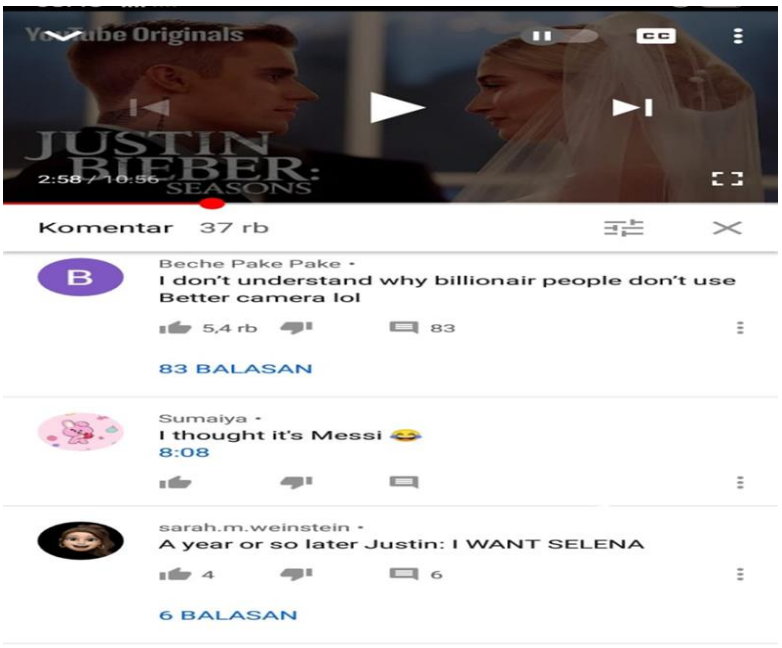
Datum 37
"Oh, Hailey if you were just three yearsyoungers than his ex maybe it's Amazing party" (Angelina) **(SNC37)**



In the context of the comment, netizen mentioned about Justin's ex-girlfriend. The comment is included in like-prefix sarcasm. In this utterance, netizen said that Hailey is older than Justin's ex-girlfriend when in reality Hailey is younger than the other Justin's ex-girlfriend. There is also a continuation of her sentence which states "maybe it's Amazing day". This is also only according to netizen's perspective. In the video the wedding is amazing. That is based on the theory of Camp (2011), like-prefix sarcasm indicates a statement denied by speaker more clearly.

Datum 38:

"I don't understand why billionair people don't use better camera lol" (Beche pake pake) **(SNC38)**



In the context of the comment, netizen responded about the quality of the video. The comment is included in like-prefix sarcasm. The statement "I don't understand why billionair people don't use better camera lol", netizen argued that the quality of the camera used to record video is not good so the video result is also bad but in fact the camera used is a camera that has an aesthetic effect for recording so that people who have an artistic spirit and understand about camera will know that it is a good camera. This is accordance with the theory of Camp (2011), propositional sarcasm, the implicature is very strong, then like-prefixed sarcasm indicates a statement denied by speaker more clearly.

2. The Purposes of Sarcasm

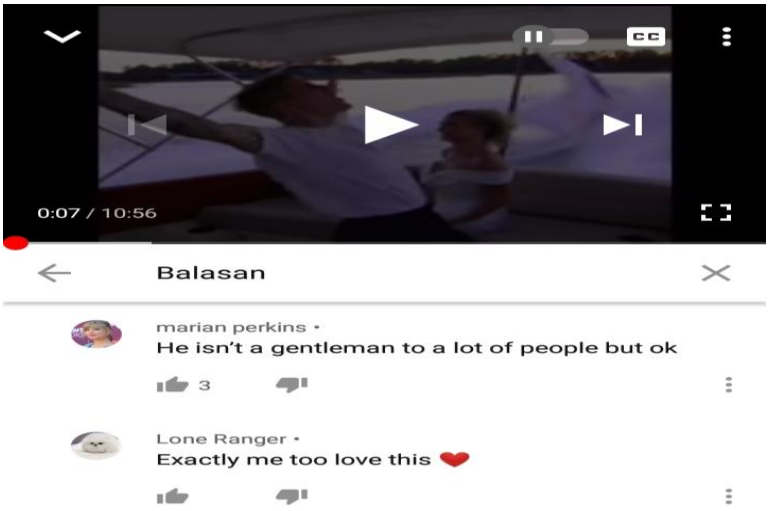
The following table displays the purposes of sarcasm employed by netizens' comments on Justin Bieber's YouTube Account.

Sarcasm Purposes	Quantity	Percentage (%)
Sophistication (S)	15	39,47%
Evalucation (E)	8	21, 05%
Tool For Politeness (TfP)	7	18,44%
Persuasive Aspect (PA)	3	7,89%
Retractability (R)	2	5,26%
Group Affiliation (GA)	3	7,89 %
Total (∑)	**38**	**100%**

The result in the table above indicated that the purposes of sarcasm, there were 8 data as evaluation with a percentage of 21.05%, there were 15 data as sophistication with a percentage of 39.47%, there were 2 data as retractability and had a percentage of 5.26%, there were 7 data as tool for politeness with a percentage of 18.44%, there were 3 data as persuasive aspect with a 7.89% percentage, and there were 3 data as group affiliation with a percentage of 7.89%.

Datum 1:

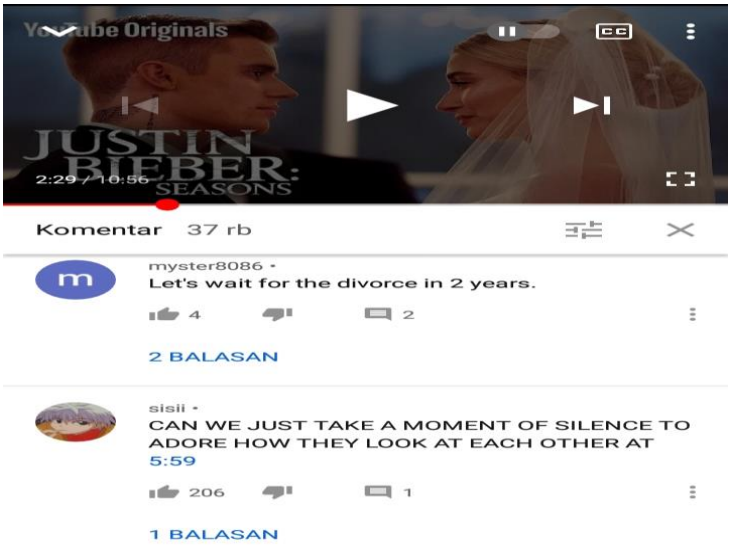
"He isn't a gentleman to a lot of people but ok" (marian perkins) **(SNC1)**



The sarcasm purpose is retractability, where Marian Perkins said "He isn't a gentleman to a lot of people" is a negative sentence but in that sentence, she connects with the words "but ok". This event shows that Marian does not commit to what she said. She gives the opposite of the first utterance in a sentence with the purpose that she can avoid mistakes and any responsibility by saying the utterance like that. That explanation is based on the theory of Attardo (2001). Sarcasm lets the speaker “take a noncommittal attitude towards what is saying” (Attardo, 2001). In other words, sarcasm enables a person to state something and the opposite of the truth at the same time, the speaker can avoid any responsibility for the falseness that his or her says. It makes the speaker act like he or she is stating something and expressing its opposite at the same time.

Datum 2:

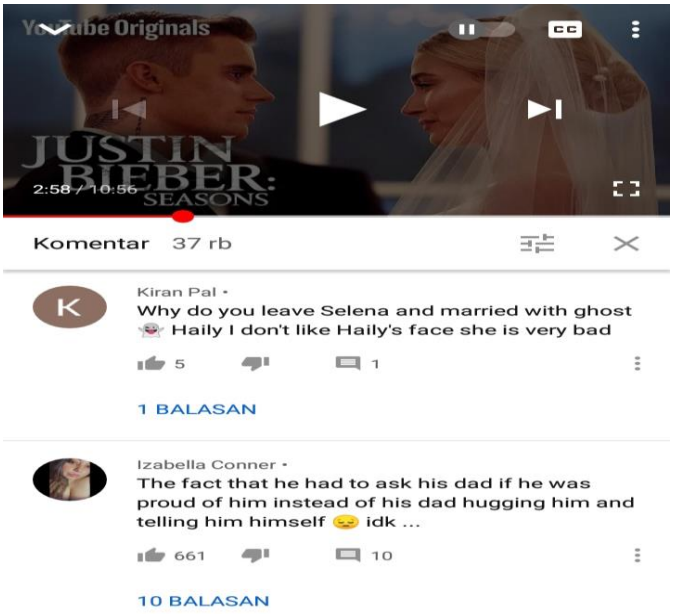
"Let's wait for the divorce in two years" (myster8086) **(SNC2)**



In this comment above the type of sarcasm obtained is persuasive aspect. Myster8086 sarcastically persuades the other netizens to make a prayer and expectation that Justin and his wife will divorce in two years. Instead of saying the literal meaning, netizen used sarcasm to show that his utterance can be accepted as a truth and also it is easier for the hearer to memorize. Sarcasm can be used by netizen to persuasively with powerful rhetorical. This accomplished in three aspects. The first aspect is sarcasm conducted itself the obvious for the sentence to be accepted as a truth. The next aspect, sarcasm is simple to memorize than literal utterance. The last, sarcasm is very informative (Attardo, 2001).

Datum 3:

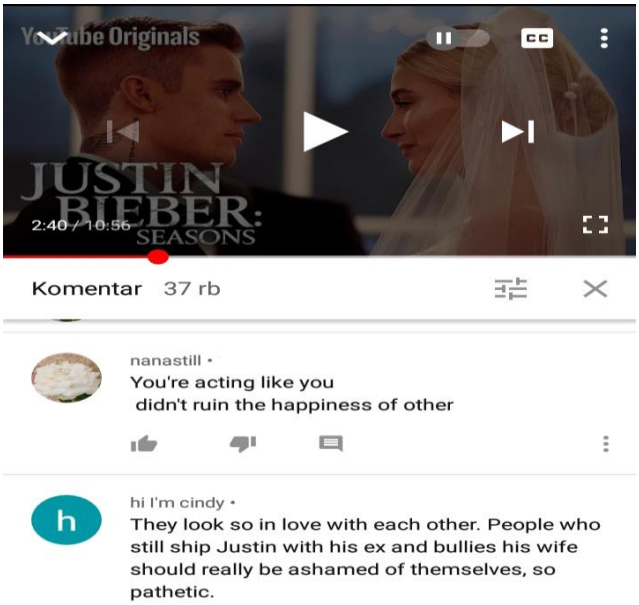
"Why do you leave Selena and married with ghost Hailey I don't like Haily's face she is very bad" (Kiran pal) **(SNC3)**



The purpose of this sarcasm "Why do you leave Selena and married with ghost Hailey I don't like Haily's face she is very bad" is included in sophistication. In the comment, Kiran Pal created the comment by playing language. He (netizen) equalized Hailey with a ghost and also gave emoticons that showed a ghost that was joking. This is in accordance with the theory of Attardo (2001), he stated that sarcasm is a tool that can show the ability of the speaker when play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speaker can play with language, it shows how speakers can control their emotions (Attardo, 2001).

Datum 4:

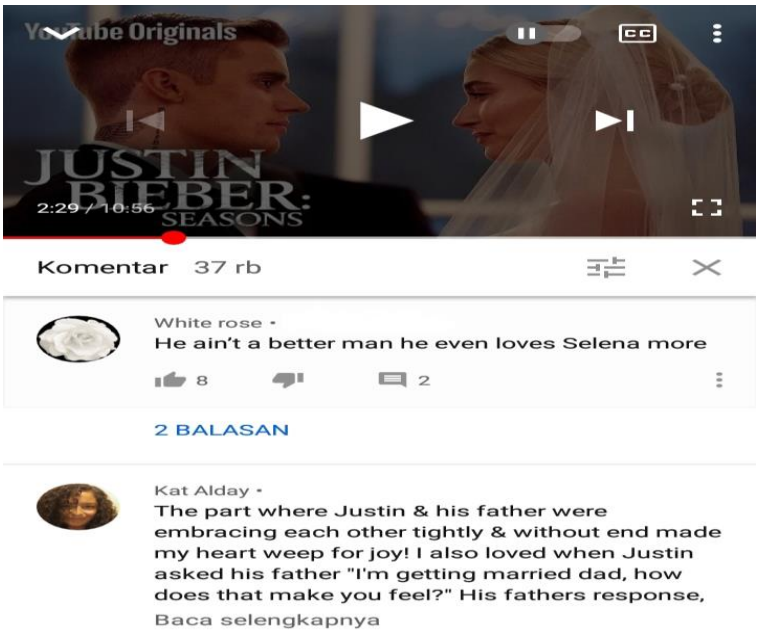
"You're acting like you didn't ruin the happiness of other" (nanastill) **(**SNC4**)**



The comment above shows the sarcasm purpose that is included in evaluation category. When Nanastill used sarcasm as evaluation, she usually does not really want to show the negative thing in criticizing Justin Bieber or she does not really want to show the positive way in giving compliment. Instead of delivering the exact meaning, she (netizen) chooses to use sarcasm for evaluates Justin's act. From the utterance, she (netizen) actually gives compliment for Justin's actions that can be calm like nothing happens even though he has hurt Selena. On the other hand, netizen also criticized Justin because he married another woman after making Selena depression and still in the healing process. This explanation is based on the theory of Attardo (2001), sarcasm can reduce the negative effects of criticism that might arise. At the same time, sarcasm can reduce the positive effects of praise that might be conveyed. The way how sarcasm to combine both aspects simultaneously becomes the level of using sarcasm.

Datum 5:

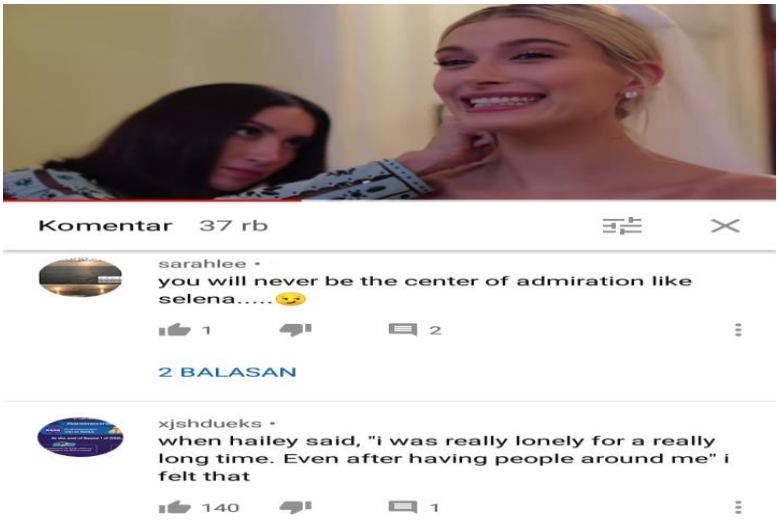
He ain't a better man, he even love Selena more" (white rose) **(SNC5)**



The sarcasm purpose is retractability. When White R`ose says "He ain't a better man" that is a negative sentence but after that (netizen) continues the sentence with the words "he even loves Selena more". In other words, by stating something and expressing the opposite at the same time, it allows the netizen to avoid responsibility for the falsehood or error that said. That statement is based on the theory of Attardo (2001), sarcasm lets the speaker “take a noncommittal attitude towards what is saying”. In other words, sarcasm enables a person to state something and the opposite of the truth at the same time, the speaker can avoid any responsibility for the falseness that he or she said.

Datum 6:

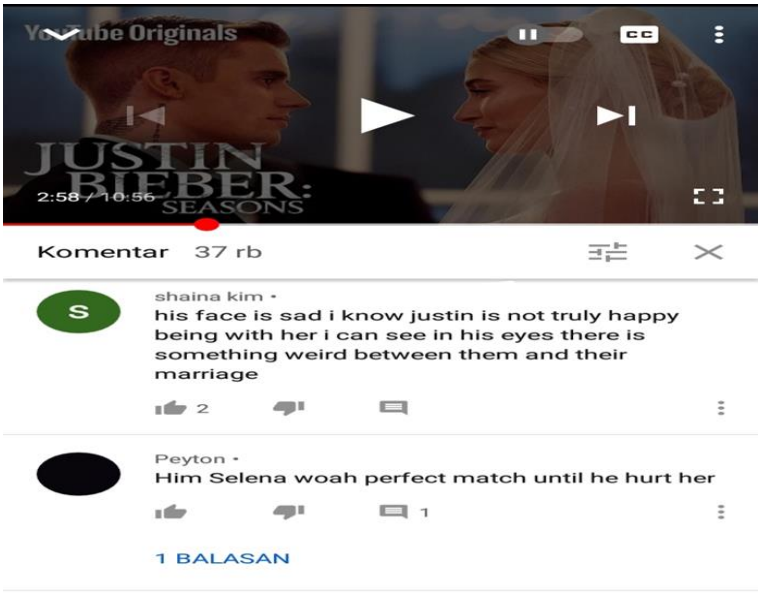
"you Will never be the center of admiration like selena" (Sarahlee) **(SNC6)**



The purpose of sarcasm in the utterance is included in the evaluation; by giving a statement that have a negative meaning. Sarah is comparing Selena popularity with Hailey, this netizen provided sarcasm to evaluation but she does not really want to show the negative thing in criticizing Hailey. This explanation is in accordance with Attardo (2001), sarcasm can reduce the negative effects of criticism that might arise. At the same time, sarcasm can dampen the positive effects of praise that might be conveyed. The way when sarcasm to combine both aspects simultaneously becomes the level of using sarcasm. Therefore, the use of sarcasm as an evaluation of the speaker does not mean that he or she wants to show negative things in criticizing someone, also she or he does not want to show the positive effects in giving praise.

Datum 7:

"His face is sad I know Justin not truly happy with being with her I can see in his eyes there is something weird between them and their marriage" (Shaina Kim) **(SNC7)**



When the netizen used sarcasm as evaluation, she usually does not really want to show the negative thing in criticizing Justin Bieber and his wedding. Instead of delivering the exact meaning, she (netizen) chooses to use sarcasm for evaluates Justin's look. From the utterance, she (netizen) actually gives compliment for Justin's look that Justin is not truly happy. On the other hand, netizen also argued that there is something weird about the wedding between Justin and Hailey, it can be seen from Justin's eyes. This is accordance with Attardo's theory (2001). The comment shows the sarcasm purpose that is evaluation category. Sarcasm can reduce the negative effects of criticism that might arise. At the same time, sarcasm can dampen the positive effects of praise that might be conveyed. The way when sarcasm to combine both aspects simultaneously becomes the level of using sarcasm.

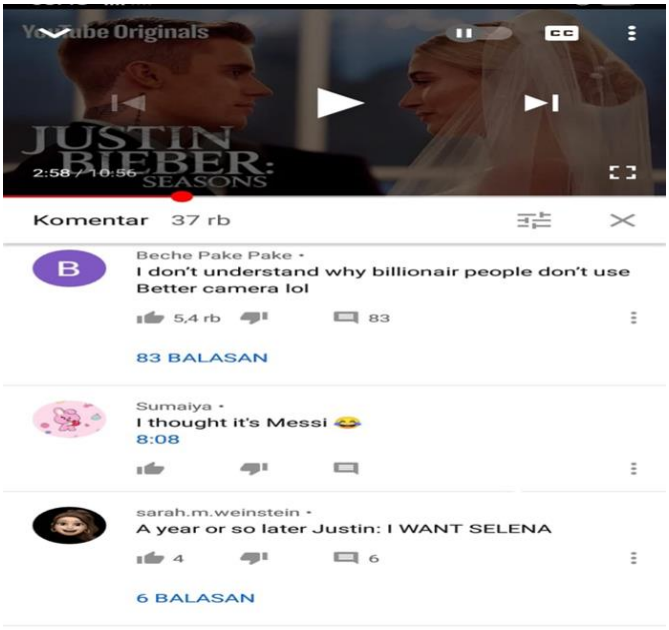
Datum 8:

"You : Madman" (Michelle) **(SNC8)**

The purpose of sarcasm that is included in this comment is sophistication. The statement "You : Madman". In the sentence, netizen created the comment by playing language. She (netizen) declared that Justin was a lunatic. Even though, Justin is not crazy. Sarcasm is a tool that can show the ability of the speaker when they play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speaker can play with language, it shows how speakers can control their emotions (Attardo, 2001).

Datum 9:

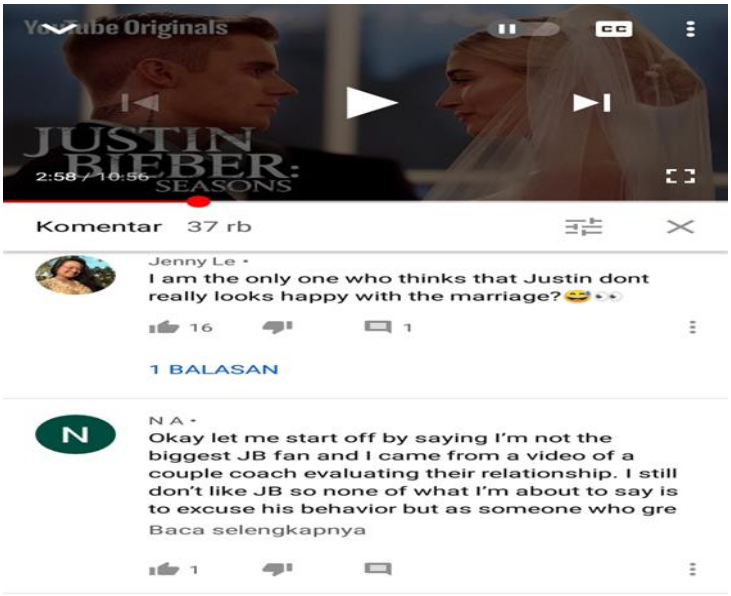
"A year or so later Justin : I want Selena" (sarah.m.weistein) **(SNC9)**



The purpose of sarcasm that is included in this utterance is tool for politeness category. The statement "" A year or so later Justin: I want Selena", what she said can be mean that someday Justin will ask to comeback together with Selena or he will ask to divorce Hailey because he wants Selena. However, the speaker used sarcasm as a tool for Politeness to make the utterance a little less aggressive but the effect for target is negative. Based on the theory of Attardo (2001), sarcasm seems aggressive, but actually, it is often utilized in polite sarcasms than a clear allusion hurt.

Datum 10:

"I am the only one who thinks that Justin not really looks happy with the marriage? " (Jenny le) **(SNC10)**

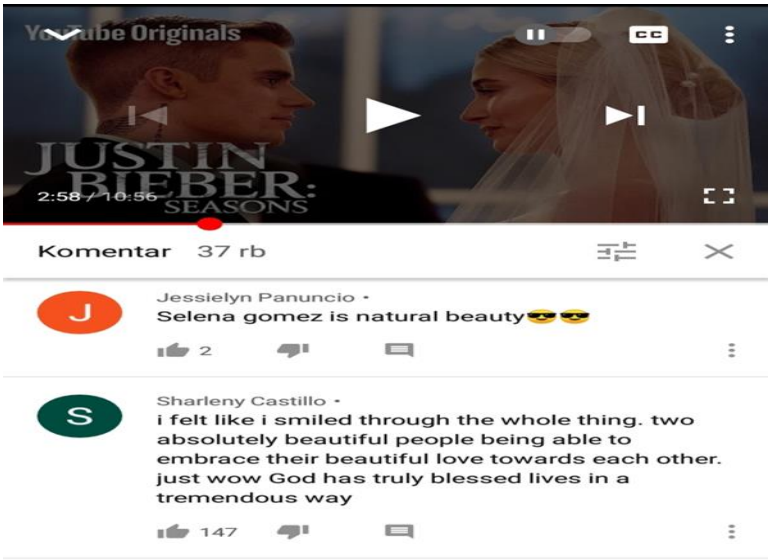


The purpose of this comment is included in persuasive aspect. Netizen stated the statement "I am the only one who thinks that Justin not really looks happy with the marriage?" it can be said as a sentence to influence netizens.

to agree that Justin looks unhappy with his marriage. This explanation is in accordance with the theory of Attardo (2001), sarcasm can be used to quip persuasively at a target with powerful rhetorical. This accomplished in three aspects. The first aspect is sarcasm conducted itself the obvious for the sentence to be accepted as a truth. The next aspect, sarcasm is simple to memorize than literal utterance. The last aspect, sarcasm is very informative (Attardo, 2001).

Datum 11:

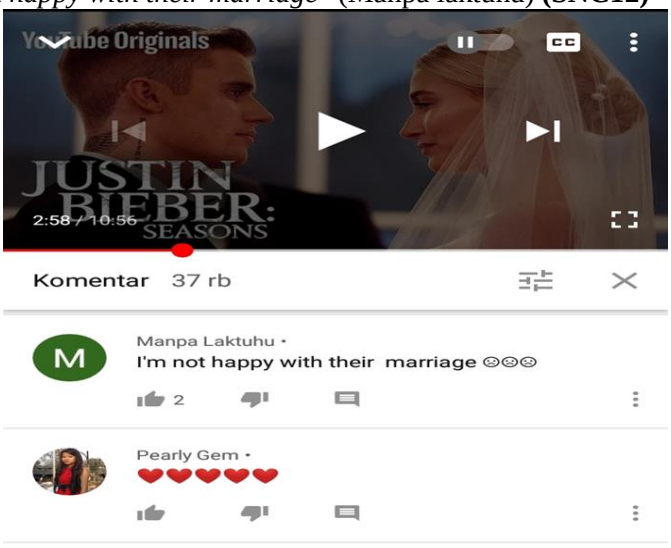
"Selena Gomez is natural beauty" (Jessielyn panuncio) **(SNC11)**



The purpose of sarcasm obtained in this comment is tool for politeness category. In the statement, netizens actually want to say that Hailey does not have a natural beauty. Here, netizen used sarcasm as a politeness to create the comment a little less aggressive. This explanation based on Attardo's theory (2001), sarcasm seems aggressive but actually, it is often utilized in polite sarcasms than a clear allusion hurt.

Datum 12:

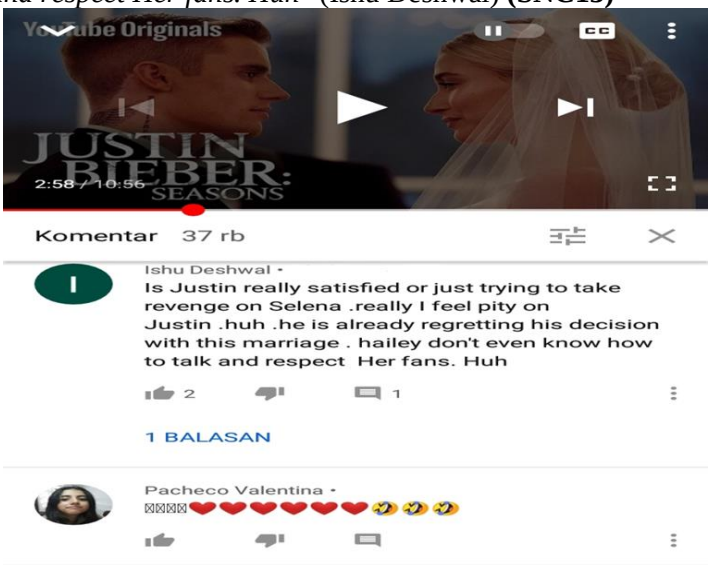
"I'm not happy with their marriage" (Manpa laktuhu) **(SNC12)**



The purpose of sarcasm in this comment is included in tool for politeness category. In the statement, netizens actually want to say that he does not want Justin to marry Hailey. Here, netizen used sarcasm as a politeness to create the comment a little less aggressive. This explanation is based on Attardo's theory (2001), sarcasm seems aggressive, but actually, it is often utilized in polite sarcasms than a clear allusion hurt.

Datum 13:

"Is Justin really satisfied or just trying to take revenge on Selena .really I feel pity on Justin .huh .he is already regretting his decision with this marriage. hailey don't even know how to talk and respect Her fans. Huh" (Ishu Deshwal) **(SNC13)**

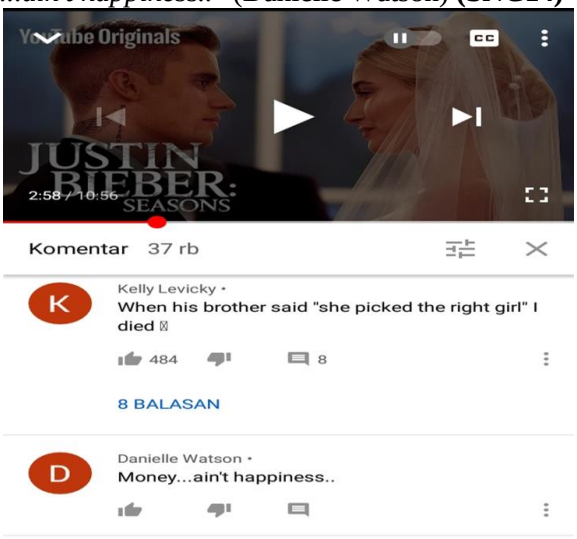


The purpose of sarcasm in this comment is included in evaluation category. When the netizen used sarcasm as evaluation, she usually does not really want to show the negative thing in criticizing Justin Bieber or she does not really want to show the positive way in giving compliment. Instead of delivering the exact meaning, she (netizen) chooses to use sarcasm for evaluate Justin's decision and also criticize Hailey's attitudes. This explanation is in accordance with Attardo's theory (2001). Sarcasm can reduce the negative effects of criticism that might arise.

At the same time, sarcasm can dampen the positive effects of praise that might be conveyed. The way when sarcasm to combine both aspects simultaneously becomes the level of using sarcasm.

Datum 14:

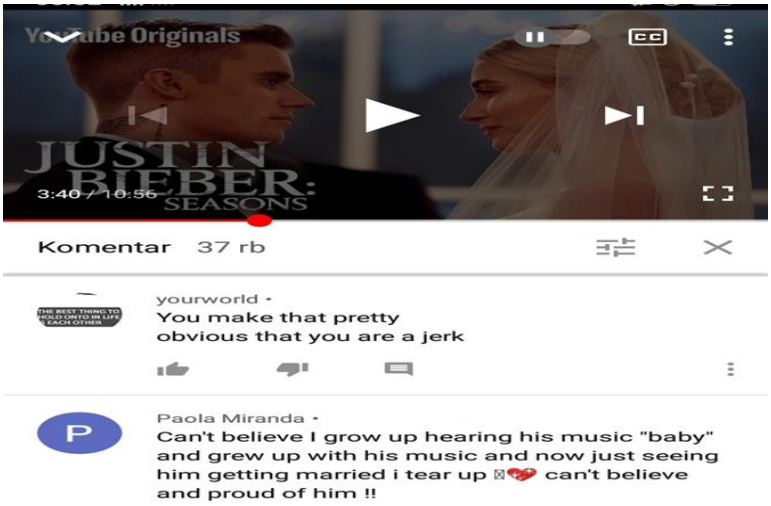
"Money...ain't happiness.." (Danielle Watson) **(SNC14)**



The purpose of sarcasm included in this comment is sophistication. In the comment, netizen created the statement by playing Language to control his or her emotion. This utterance is advice to Justin and Hailey that although money can control your life, the fact is that money cannot guarantee your happiness in life. This explanation is based on Attardo's theory (2001), sarcasm is a tool that can show the ability of the speaker when the speaker play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speaker can play with language, it shows how speaker can control their emotions.

Datum 15:

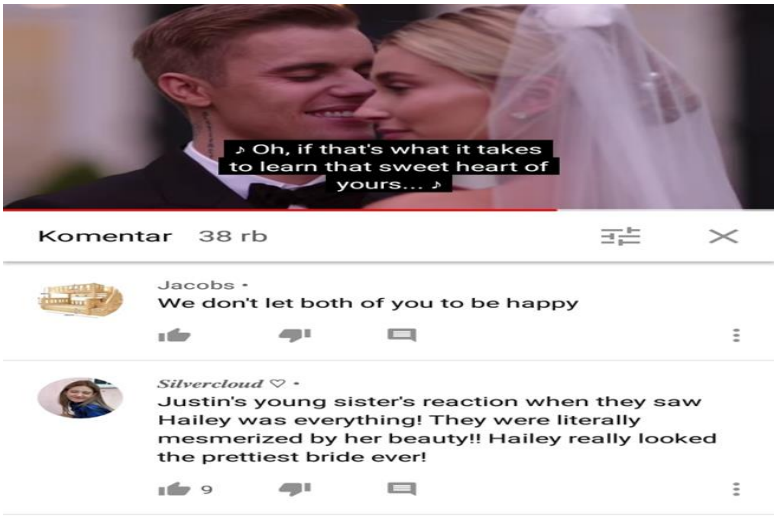
"You make that pretty obvious that you are a jerk" (Yourworld) **(SNC15)**



The purpose of this comment "You make that pretty obvious that you are a jerk" is included in sophistication category. In the sentence, netizen used sophistication to express the emotional level of the speaker. Netizens reveal that Justin's decision to marry Hailey shows that Justin is a jerk. This explanation is based on Attardo's theory (2001), sarcasm is a tool that can show the ability of the speaker when play with language. Sarcasm that shows the category of sophistication. It is usually used for humor, but in some cases, it can be used to express the emotional level of the speaker. If speaker can play with language, it shows how speakers can control their emotions.

Datum 16:

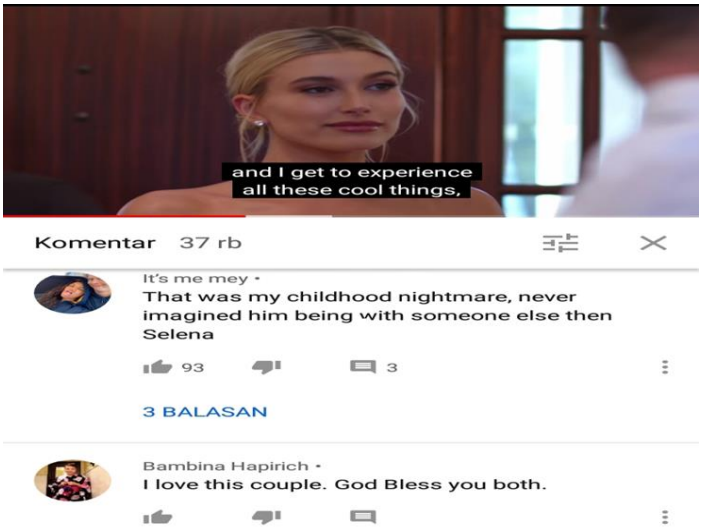
"We don't let both of you to be happy" (Jacobs) **(SNC16)**



The purpose of this comment is included in persuasive aspect category. In the comment, netizen stated the phrase "We don't let both of you to be happy". This comment used by netizen to persuade Justin and Hailey with powerful rhetorical and this sentence is very informative. This explanation is based on Attardo (2001), he stated sarcasm can be used to persuasively with powerful rhetorical. This is accomplished in three methods. The first method, sarcasm conducted itself the obvious for the sentence to be accepted as a truth. The next method, sarcasm is simple to memorize than literal utterance. The last method, sarcasm is very informative.

Datum 17:

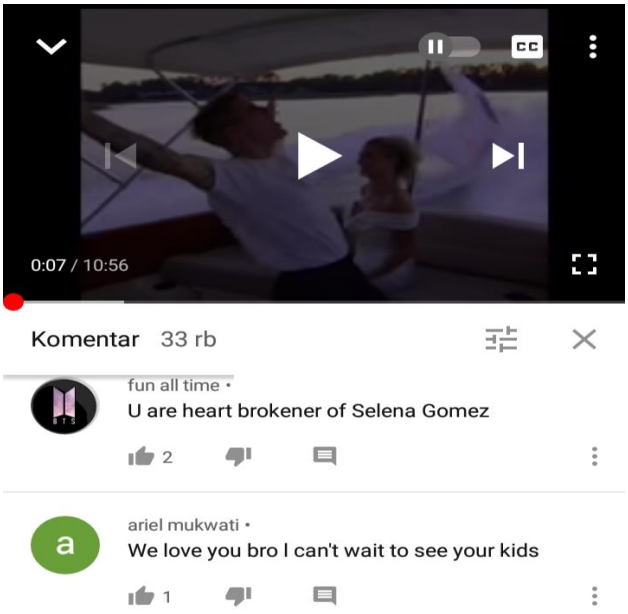
"*That is was my child nightmare, never imagined him being with someone else then selena"* (it's me Mey) **(SNC17)**



The purpose of this comment is included in Sophistication category. The comment, "That is was my child nightmare, never imagined him being with someone else then Selena". Here, netizen used the phrase "child nightmare" to state that the marriage between Justin and Hailey is a very bad thing to hear. The statement like when we are still a child and have nightmare, we will feel that it is very scary. That is how netizens describe her or his emotional scale. This explanation is based on the Attardo (2001), sarcasm is a tool that can show the ability of the speaker when he or she play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If the speakers can play with language, it shows how speakers can control their emotions.

Datum 18:

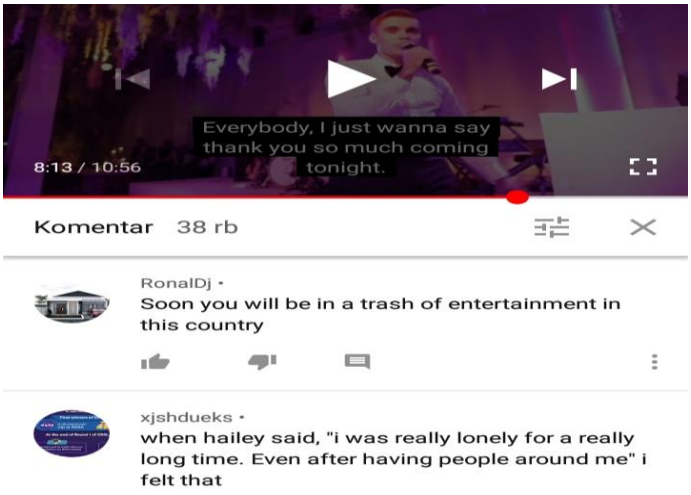
"U are heart brokener of Selena Gomez" (fun all time) **(SNC18)**



The utterance, "U are heart brokener of Selena Gomez", netizen argued that Justin is someone who makes Selena broken heart because he chooses to marry Hailey. However, when netizen cannot handle his or her emotional level, chooses to use sarcasm as sophistication so it does not offend someone's feeling too much. Based on the theory of Attardo (2001), the purpose of sarcasm in this comment is included in sophistication. Sarcasm is a tool that can show the ability of the speakers when they play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speakers can play with language, it shows how speakers can control their emotional.

Datum 19:

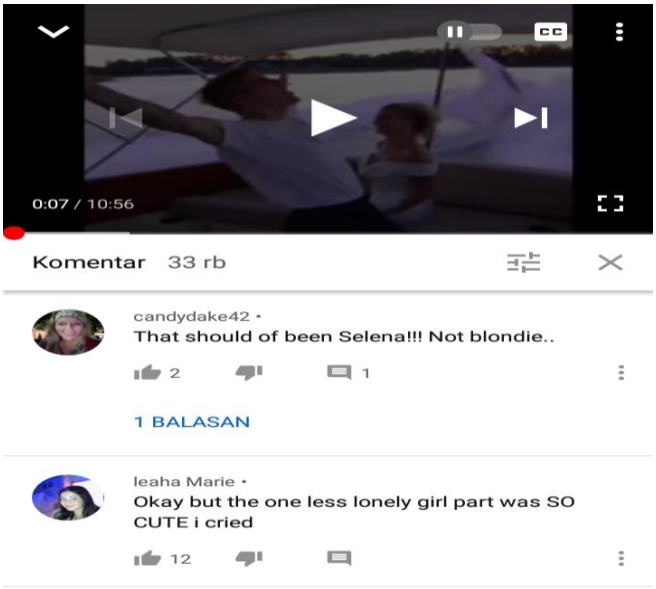
"Soon you will be in a trash of entertainment in this country" (RonalDj) **(SNC19)**



The statement "Soon you will be in a trash of entertainment in this country". From this utterance, netizen played with language and it expresses the implied meaning. In this utterance "trash of entertainment". This comment is included in Sophistication. This explanation is in accordance with the theory of Attardo (2001), he argued sarcasm is a tool that can show the ability of the speaker when play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speakers can play with language, it shows how speakers can control their emotions.

Datum 20:

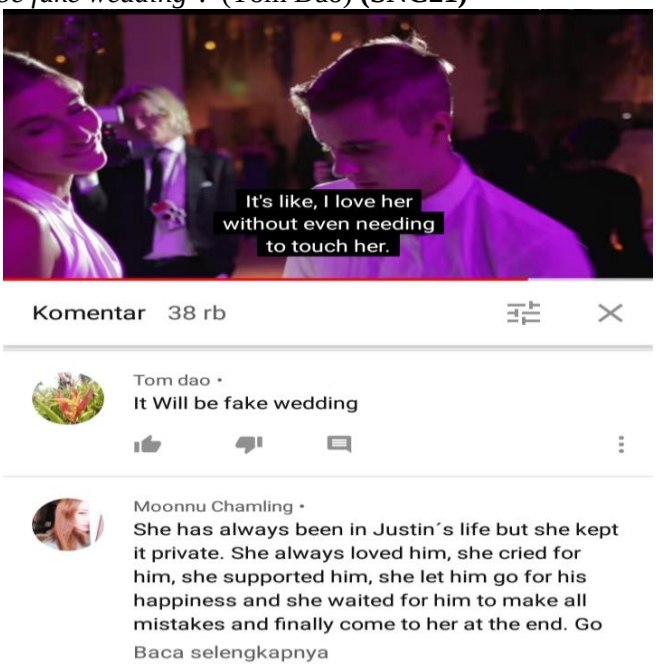
"That should of been Selena!!! Not blondie..". (Candydake42) **(SNC20)**



The purpose of sarcasm in this comment "That should of been Selena!!! Not blondie.." is included in sophistication. In the scomment, netizen used the word 'blondie' that refer to Hailey. This shows netizens' ability to play with language. This explanation is based on the theory of Attardo (2001), sarcasm is a tool that can show the ability of the speakers when they play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speakers can play with language, it shows how speakers can control their emotions.

Datum 21:

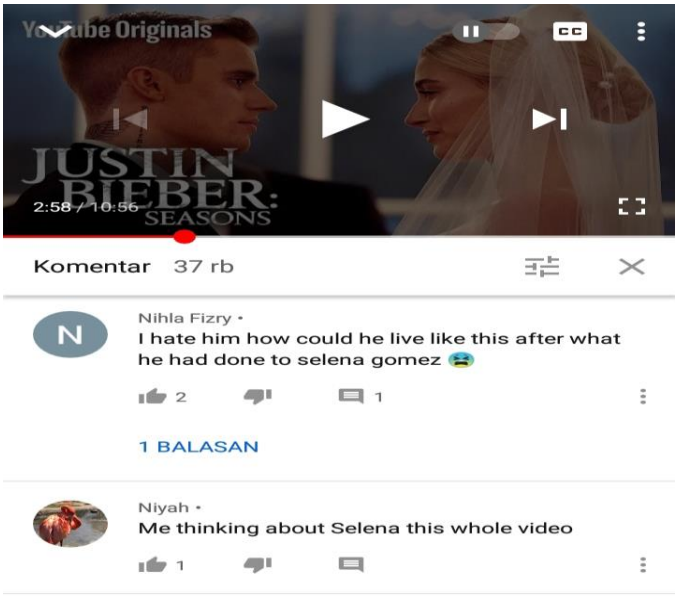
"It will be fake wedding". (Tom Dao) **(SNC21)**



The purpose of sarcasm "It will be fake wedding", is included in sophistication. In the comment, netizen expresses his or her emotional level because his or her does not like about the wedding between Justin and Hailey. That is based on the theory of Attardo (2001), sarcasm is a tool that can show the ability of the speaker when play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speaker can play with language, it shows how speakers can control their emotions.

Datum 22:

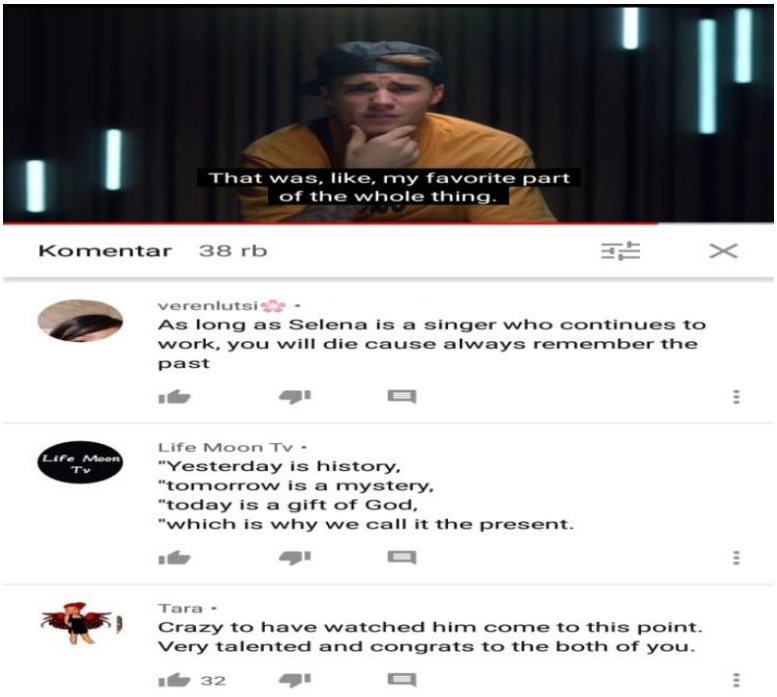
"me thinking about Selena this whole video" (Niyah) **(SNC22)**



The purpose of sarcasm "me thinking about Selena this whole video" is tool for politeness category. In the statement, netizen said that while he was watching Justin and Hailey's wedding video, he thought about Selena. He or she reduces the negative impact that arises by using sarcasm as a tool for politeness. This explanation is based on Attardo's theory (2001), sarcasm seems aggressive, but actually, it is often utilized in polite sarcasms than a clear allusion hurt.

Datum 23:

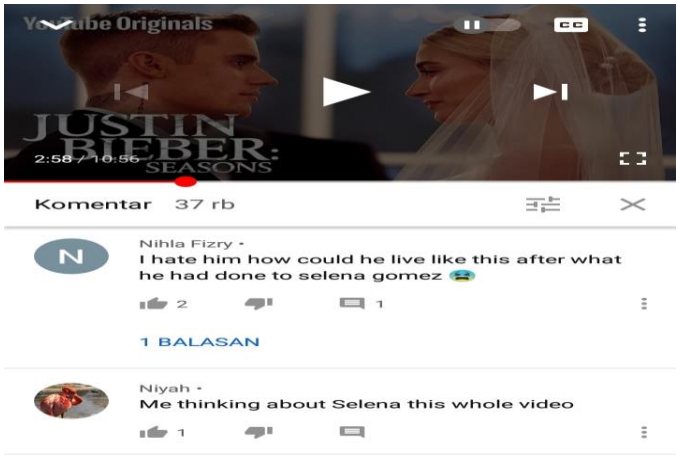
"As long as Selena is singer who continues to work, you will die cause always remember the past" (Verenlutsi) **(SNC23)**



The purpose of sarcasm that is obtained in this comment is sophistication. The utterance "As long as Selena is singer who continues to work, you will die cause always remember the past", netizen tends to use sophistication category by playing with language to control their emotion. The statement "you will die cause always remember the past, Verenlutsi just thought that Justin would be very tormented because if Selena continued his career in the music world then Justin hears her songs and he would continue to remember about his love story with Selene even though he was married to Hailey. This explanation is in accordance with the theory of Attardo (2001), sarcasm is a tool that can show the ability of the speaker when play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker.

Datum 24:

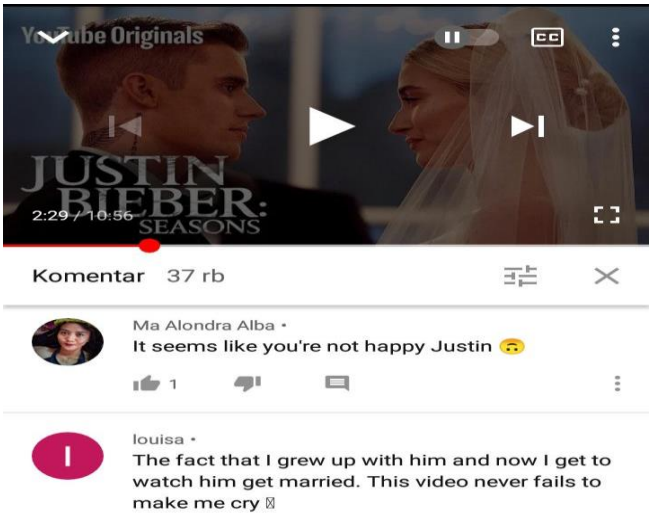
"I hate him, how could he live like this after what he had done to selena gomez" (Nihla Fizry) **(SNC24)**



The purpose of this comment is included in persuasive aspect. Netizen stated the phrase "I hate him, how could he live like this after what he had done to Selena Gomez", netizen tried to persuade other netizens by commenting that how Justin is happy with another woman after hurting Selena and made Selena depression so she was undergoing hospital treatment, Justin suddenly married Hailey. S/he gave this utterance, instead of saying the literal meaning, the speaker uses sarcasm to show that Nihla's comment can be accepted as a truth and also it is easier for the target to memorize. This explanation is based on Attardo (2001), sarcasm can be used to persuasively with powerful rhetorical.

Datum 25:

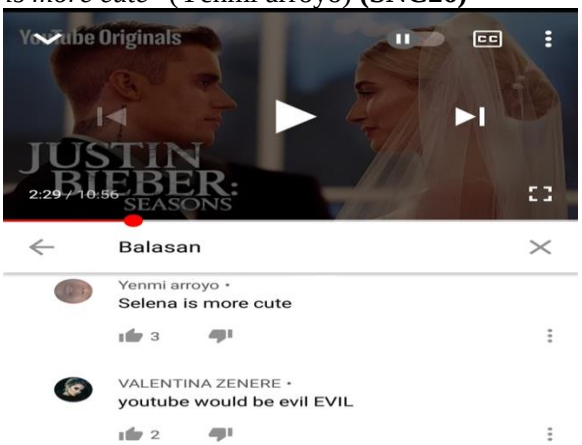
"it Seems like you're not happy Justin □" (Ma Alondra Alba) **(SNC25)**



The datum obtained in this comment is included in evaluation. The comment "it seems like you're not happy Justin", netizen tried to reduce the negative impact when criticized Justin by using the emoticon smile in the end of the comment. This explanation is based on Attardo's theory (2001), he said that sarcasm can reduce the negative effects of criticism that might arise. At the same time, sarcasm can dampen the positive effects of praise that might be conveyed. The way how sarcasm combine both aspects simultaneously becomes the level of using sarcasm.

Datum 26:

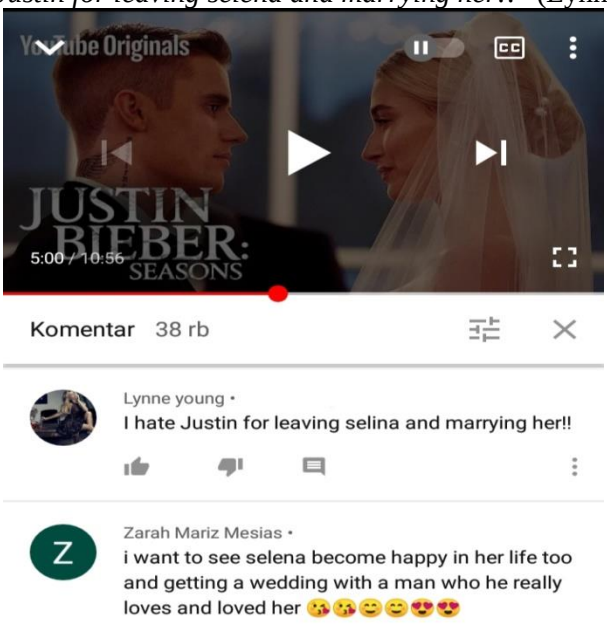
"Selena is more cute" (Yenmi arroyo) **(SNC26)**



The comment shows about the purpose of sarcasm that is obtained in this comment is tool for politeness category. In the statement, netizen actually wanted to say that Hailey is not cuter than Selena or Hailey is not cute. Here, netizen used sarcasm as a politeness to create the comment a little less aggressive. This explanation is based on Attardo's theory (2001), the purpose of sarcasm included in this utterance is tool for politeness. Sarcasm seems aggressive, but actually, it is often utilized in polite sarcasms than a clear allusion hurt.

Datum 27:

"I hate Justin for leaving selena and marrying her!!" (Lynne young) **(SNC27)**

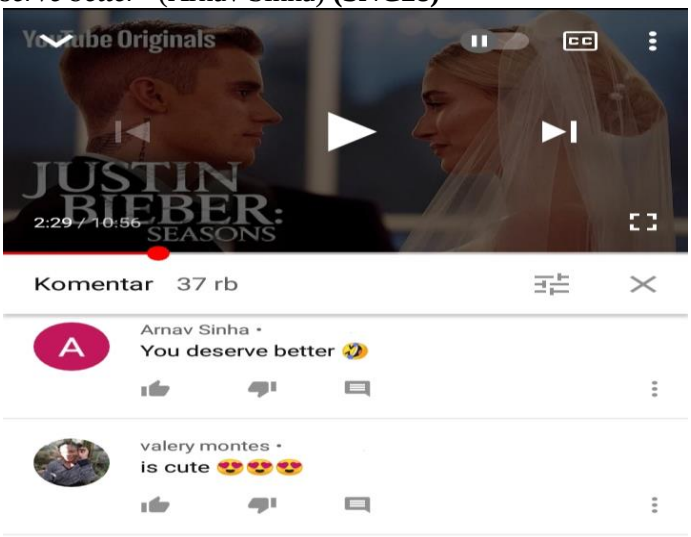


The purpose of this comment "I hate Justin for leaving Selena and marrying her!!" is included in group affiliation. In the comment, netizen obviously expected that Justin did not leave Selena. This is indicating that the actions of Justin do not meet the values of netizen who have standards for Justin relationship. This explanation is in accordance with the theory of Attardo (2001), in this category, sarcasm is used in two ways. The first way is highlighting the boundaries of a group

by revealing the standards or values that the group agrees on. The second way is expresses disparaging remarks about other people who don't belong to the groups that do not meet group standards (Attardo, 2001). In other word, sarcasm can also be used to exclude.

Datum 28:

"You deserve better" (Arnav Sinha) **(SNC28)**



The comment "You deserve better" is included in Sophistication. In the sentence netizen tended to use sophistication category by playing with language to control their emotion. Actually, she or he wants to say that Hailey is not the best for Justin. This explanation is in accordance with the theory of Attardo (2001). Sarcasm is a tool that can show the ability of the speaker when play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speaker can play with language, it shows how speakers can control their emotions.

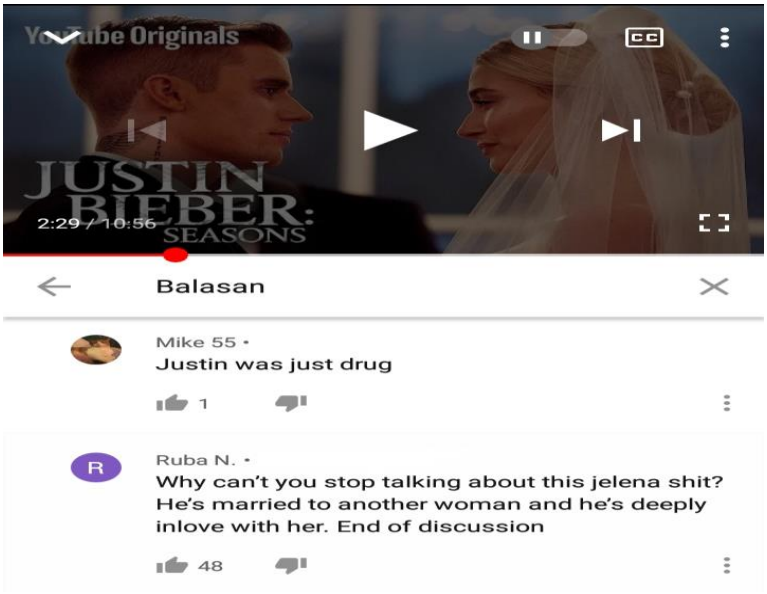
Datum 29:

"Major missing: Selena is not Bride□" (Mathysiman L) **(SNC29)**

The purpose of sarcasm in this comment is included in tool for politeness. In the statement, netizen actually wanted to say that they want Selena to be the bride but in reality, it is not Selena who is the bride so they feel lost. Netizen used sarcasm as a tool for politeness to create the comment less aggressive. This explanation is based on Attardo's theory's theory (2001), sarcasm seems aggressive, but actually, it is often utilized in polite sarcasms than a clear allusion hurt.

Datum 30

"Justin was just drug" (Mike55) **(SNC30)**



This comment "Justin was just drug" is included in sophistication category. In the sentence netizen commented that Justin can be a healer such as drug. That argumentation is in accordance with the theory of Attardo (2001), sarcasm is a tool that can show the ability of the speaker when they play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker.

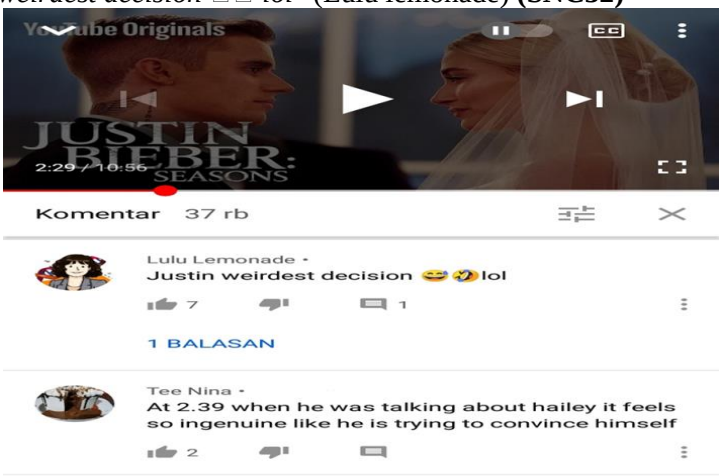
Datum 31:

"when justine's sister sais omg she is beautiful"...Hailey didn't even look at her 2 sisters in law didn't u all notice that??? (she is fake)". (Ei Rol) **(SNC31)**

The purpose of this comment " when Justine's sister sais omg she is beautiful"...Hailey didn't even look at her 2 sisters in law didn't u all notice that??? (She is fake)" is included in persuasive aspect. In the comment, netizen tried to persuade other netizens by commenting that Hailey's attitudes is bad to her sister in law. Netizen used sarcasm to show that the comment can be accepted as a truth and also it is very informative. That is according to Attardo (2001), sarcasm can be used to persuasively with powerful rhetorical. This accomplished in three aspects. The first aspect is sarcasm conducted itself the obvious for the sentence to be accepted as a truth. The next aspect, sarcasm is simple to memorize than literal utterance. The last aspect, sarcasm is very informative (Attardo, 2001).

Datum 32:

"Justin weirdest decision □□ lol" (Lulu lemonade) **(SNC32)**

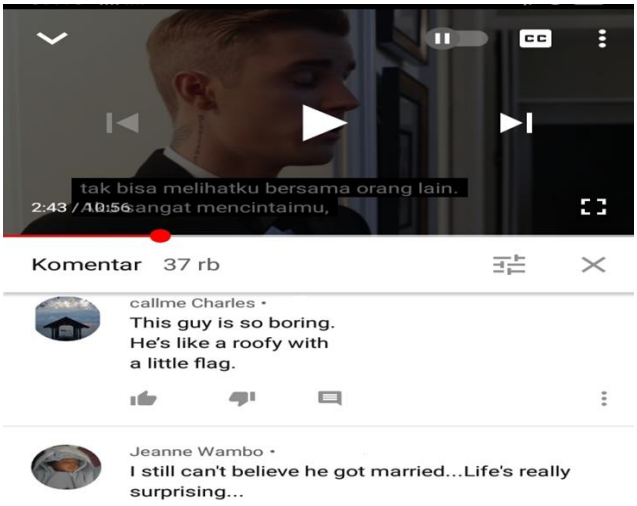


The purpose of sarcasm in this comment is included in tool for politeness. This utterance also contains humor by using emoticon laugh out loud. Netizen used sarcasm as a tool for politeness to create the comment less aggressive. This explanation is based on Attardo's theory (2001), sarcasm seems aggressive, but actually, it is often utilized in polite sarcasms than a clear allusion hurt. In the

statement, netizen argued that Justin's decision to marry Hailey was the weirdest decision.

Datum 33:

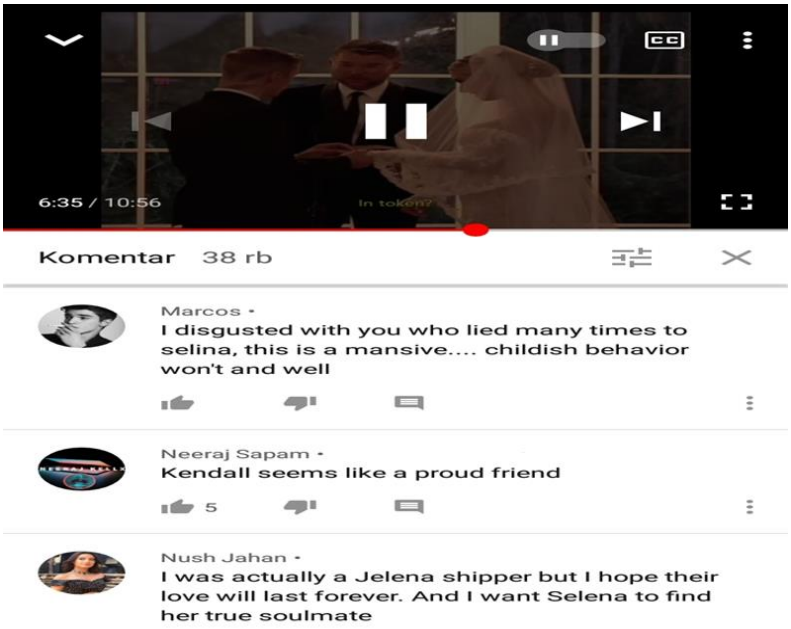
"This guy is so boring he is like a rofie with a little flag" (callme Charles) **(SNC33)**



This comment is included in Sophistication category. The comment "This guy is so boring He is like a rofie with a little flag", netizen makes comment that contains humor because there are differences in implied and explicit meanings. Thus, comment is creating a subtle connection between sarcasm and humor. Netizen also plays with the language in the speech, like about "rofie with a little flag". Netizen said that Justin is like a rofie which has a little flag because he is boring. This explanation is based on the theory of Attardo (2001), sarcasm is a tool that can show the ability of the speaker. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker.

Datum 34:

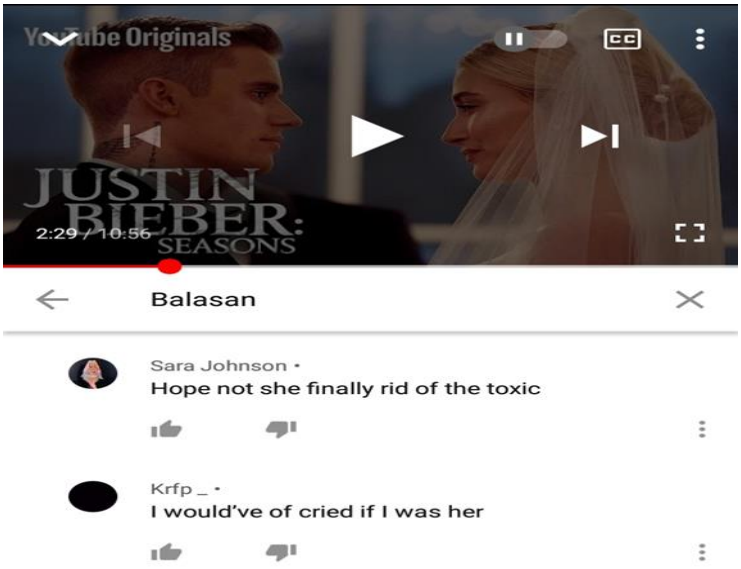
"I disgusted with you who lied many times with Selena, this is a mansive...childish behaviour won't and well" (Marcos) **(SNC34)**



The purpose of this comment "I disgusted with you who lied many times with Selena, this is a mansive…childish behavior won't and well" is included in group affiliation. As netizen, he stated that lying is a bad attitude and it is also childish behavior. It highlights that Justin's act does not meet the values of netizens. What netizens wanted is Justin can be an honest person. This example shows sarcasm as a group affiliation. This explanation is based on Attardo's theory's theory (2001), in this category; sarcasm is used in two ways. The first way is highlighting the boundaries of a group by revealing the standards or values the group agrees on. The second way is it expresses disparaging remarks about other people who don't belong to the groups that do not meet group standards (Attardo, 2001). In other words, sarcasm can also be used to exclude.

Datum 35:

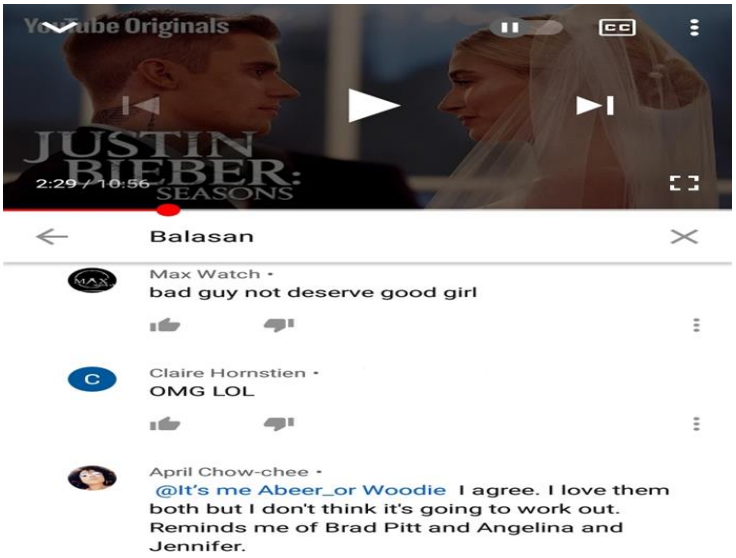
"Hope not she finnaly rid of the toxic" (Sara Jhonson) **(SNC35)**



The purpose of the comment "Hope not she finally rid of the toxic" is included in sophistication category. The comment netizen played with language to express her emotional level. She likened Justin to the toxic partner for Selena. This explanation is based on Attardo's theory (2001), sarcasm is a tool that can show the ability of the speakers when they play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker.

Datum 36:

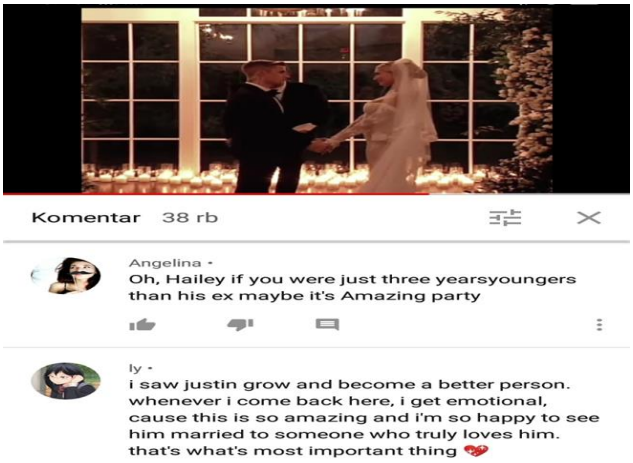
"bad guy not deserve good girl" (Max wacth) **(SNC36)**



The comment "bad guy not deserve good girl" is included in group affiliation category. Max Watch argued that Justin is a bad guy, so he does not deserve a good girl to be his wife. It shows his standard when someone has bad image. In this category, sarcasm is used in two ways. The first way is highlighting the boundaries of a group by revealing the standards or values that the group agrees on. The second way is it expresses disparaging remarks about other people who do not belong to the groups that do not meet group standards (Attardo, 2001). In other words, sarcasm can also be used to exclude.

Datum 37:

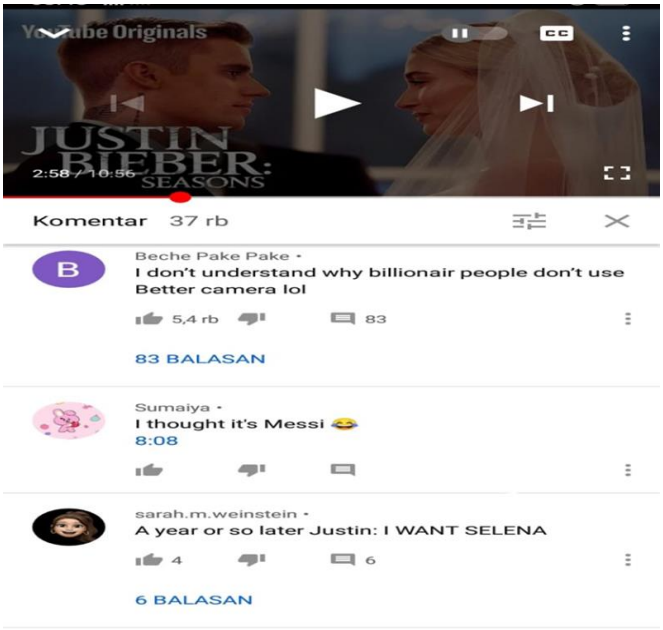
"Oh, Hailey if you were just three yearsyoungers than his ex maybe it's Amazing party" (Angelina) **(SNC37)**



The purpose of the comment above is included in Sophistication category. The statement "Oh, Hailey if you were just three yearsyoungers than his ex maybe it's Amazing party", netizen played with language to express her emotional level. Actually, the wedding is amazing and among ex-Justin, Hailey is the youngest. This explanation is based on Attardo's theory (2001), Sarcasm is a tool that can show the ability of the speakers when they play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker.

Datum 38:

"I don't understand why billionair people don't use better camera lol" (Beche pake pake) **(SNC38)**



The purpose of sarcasm "I don't understand why billionair people don't use better camera lol" is included in evaluation. In the comment, netizen evaluated the results of the wedding video between Justin and Hailey which is considered not good because it uses a bad camera. Therefore, she or he used sarcasm as evaluation to criticize rich people like Justin and Hailey, by writing comments like that. This explanation is based on Attardo's theory (2001), he said that sarcasm can reduce the negative effects of criticism that might arise. At the same time, sarcasm can dampen the positive effects of praise that might be conveyed. The way how sarcasm combine both aspects simultaneously becomes the level of using sarcasm.

B. Discussion

In this part, the writer discussed the result of data analysis about netizens' sarcastic comments that contains sarcasm. The analyzing by the researcher uses the Camp's theory (2011) and Attardo's theory (2001). The type of sarcasm and its purpose in netizens' sarcastic comments on Justin Bieber's YouTube account also

stated and clarified in this part. The result of this study after analyzing the data by the writer found 38 comments that included in the types of sarcasm and the purposes of sarcasm used theories above.

The writer found that about the type of sarcasm, the mostly type of sarcasm found in this study is lexical sarcasm and the least type of sarcasm used by netizens is propositional sarcasm. Netizens use lexical sarcasm because lexical sarcasm looks more natural and clearer From lexical sarcasm netizens imply an extreme statement in their comment to insult the target. Netizens give statements with positive words but have negative effect. In the netizens lexical this implies extreme rejection in its comment and according to Camp's theory (2011), sarcasm looks more natural and clearer about assertive and painful speech act. Netizens give statements with words that look positive but have negative effect.

The purpose of sarcasm that the mostly used by netizens is sophistication and the least used by netizens is retractability. Sophistication was used by netizens when they gave comments to show the ability of netizens to play with language. Netizens can express their comments with the crudest figurative language style but also contain humor. It can also show about the ability of netizen to control their emotional level. That is based on Attardo's theory (2001), sarcasm is a tool that can show the ability of the speaker when they play with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speakers can play with language, it shows how speakers can control their emotional level.

This study has similarities and differences with the research of Bachtiar and Hardjanto (2018) and Cahyani (2017). They analyzed the types of sarcasm and the purposes of sarcasm that occurs in the movie. Even though they have the same topic/subject as this research, but both of them have difference object of the sarcasms' sentences with the research conducted by the writer, both studies did not link sarcasm with creative thinking. Bachtiar and Hardjanto's (2018) study found that the type of sarcasm illocutionary sarcasm was generally used by the characters in the movies, Bachtiar and Hardjanto stated that the characters in the film tend to express their sarcasm through illocutionary. Meanwhile in this study, the author found that netizens used lexical sarcasm more often than other types of sarcasm because lexical sarcasm looks more natural and clearer assertive and painful speech act. Netizens give statements with positive words but the statements also have negative effect. In the netizens comment, lexical implies extreme rejection in its comment because netizens do not agree with Justin Bieber's decision to choose to marry Hailey after he has a special relationship with Selena Gomez. This is in accordance with the theory from Champ (2011), who argued that lexical sarcasm sounds more natural than the other type of sarcasm. When the speaker give speech that contains lexical sarcasm that will be perfom with the power. Lexical sarcasm is the only type of sarcasm that is connected to the speaker’s evaluative proportions that contrast to propositional sarcasm. Although lexical sarcasm has characteristics like more natural and clear with the extreme utterance, in the other situation positive words can be used by the speaker to express his or her statements that contain contain negative effects.

The findings in Cahyani's research (2017) are the same as the finding in this research that sophistication is the mostly of sarcasms' purpose that found in sitcoms, especially the American Sitcom the Big Bang theory. Sophistication is used to create funny effects in their speech to keep the audience. They use sarcasm to play with language to make it looks more beautiful but it still has a touch. Sarcasm can be used to say something but it also aims to express the opposite. This is in accordance with the theory of Attardo (2001), who said that sarcasm is a tool that can show the ability of the speaker when playing with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speaker can play with language, it shows how speakers can control their emotions.

The sentences of sarcasm examined in this study are different from the sentences of sarcasm that have been discussed by Bachtiar and Hardjanto (2018) and Cahyani (2017). In this study, sarcasm analyzed is netizen's comments, where they are more frequent and freer to express their opinions and collaborate with others (Hauben, 1996). Consequently, netizens who comment on social media more often use sentences that seem varied but more often sound painful than pleasant to those who receive the comments. It happens because netizens always try to show the power they have when they comment on something. They do it on purpose to show denial or hatred expressed via sarcasm in comments on social media. This is in accordance with the theory of Camp (2011), who argued that lexical sarcasm sounds more natural than the other type of sarcasm. Although lexical sarcasm has characteristics like more natural and clear with the extreme utterance, in the other

situation positive words can be used by the speaker to express his/her statements that contain negative effects.

The sentence from the movies that Bachtiar and Hardjanto (2018) studied was sci-fi, action and adventure movies. Type of sarcasm that is often used by players is illocutionary sarcasm because people in the movies is likely to express the opposite attitude of what the sincere utterance would have been performed. The speakers of illocutionary sarcasm also perform the illocutionary force of a speech act that would have been appropriate to be said in the opposite situation. This is in accordance with the theory from Champ (2011), he stated illocutionary sarcasm expresses the opposite of what the speaker would like to express. In this type, sarcasm is not only seen from the elements in a speech but can also be seen from other speech acts that accompany it.

The TV series researched by Cahyani (2017) has a humorous genre. Sarcasm purpose that is often used by players is sophistication. Sophistication is used to create funny effects in their speech to keep the audience entertained. They use sarcasm to play with language to make it look more beautiful and have a touch. Sarcasm can be used to say something but also to express the opposite. According to Attardo (2001), sarcasm is a tool that can show the ability of the speaker when playing with language. Sarcasm that shows the category of sophistication usually contains humor, but in some cases, it can be used to express the emotional level of the speaker. If speaker can play with language, it shows how speakers can control their emotional level. The object of sarcasm sentences from movies analyzed by Bachtiar and Hardjanto (2018) is found from the dialogue between the characters

in the movies and the object of sarcasm sentences from TV series researched by Cahyani (2017) is also found from the conversations that occur between characters from the scenes in the TV series. In this study, the writer has analyzed netizens' comments in Justin Bieber's YouTube account as object of sarcasm sentences this is the main difference between this study with the study of Bachtiar and Hardjanto (2018) and the study of Cahyani (2017).

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter covers the conclusion of the study and suggestion related to this research for readers, especially for future researchers who use similar theories or subjects as used in this study.

A. Conclusion

This study was directed to find netizens' sarcastic comments given in one of the videos on Justin Bieber's YouTube account. The conclusion of this research can be developed based on the research questions. The writer found thirty-eight selected data in terms of comments on one of the videos on Justin Bieber's YouTube account. Two theories were used in this study such as Camp's theory (2011) was used to analyze the type of sarcasm and Attardo's theory (2001) was used to find the purpose of sarcasm. The writer selected and captured the comment texts from Justin Bieber's YouTube account consisting of the type of sarcasm and the purpose of sarcasm.

The writer found thirty-eight data in the form of netizens' comments on the video posted by Justin Bieber YouTube account. They tailored to the type of sarcasm and then also categorized in the purpose of sarcasm. In this regard, all kinds and purposes of sarcasm can be found in every netizen's comments. Just a few of these categories of sarcasm rarely appear in netizen comments on YouTube and often only occurs in conversation.

The writer mentioned which netizens comments consisting of sarcasm. The data was taken from a video posted in Justin Bieber's YouTube account. The total of 38 data were divided into sarcasm type consisting of 4 categories and the purpose of sarcasm that had 6 categories.

The results of this study indicated that in terms of the type of sarcasm, there were 10 comments included in illocutionary sarcasm and had a 26.32% percentage, there were 6 comments included in propositional sarcasm and had a 15.79% percentage, there were 13 comments included in lexical sarcasm and had a 34.21% percentage, and there were 9 comments included in like-prefix sarcasm and had a 23.68% percentage. Meanwhile, for the purposes of sarcasm, there were 8 data as evaluation with a percentage of 21.05%, there were 15 data as sophistication with a percentage of 39.47%, there were 2 data as retractability and had a percentage of 5.26%, there were 7 data as tool for politeness with a percentage of 18.44%, there were 3 data as persuasive aspect with a 7.89% percentage, and there were 3 data as group affiliation with a percentage of 7.89%.

The netizens commented on Justin Bieber's YouTube account because he is an international singer. However, for him being an international singer does not guarantee that everybody likes his works or personality. In fact, most netizens do not agree with Justin Bieber's decision to marry Hailey after breaking up from his so long relationship with Selena Gomez. Thus, the disagree netizens expressed their hatred for Justin Bieber by writing sarcastic comments on his YouTube account every time he posted something.

Illocutionary sarcasm is a type of sarcasm that includes a variety of implicature expressing evaluative attitudes of netizens that seems like give praise to Justin but are turned into insults due to the opposite meaning expressed. Lexical sarcasm looks more natural and clearer about assertive and painful speech act. Netizens give statements with positive words but have negative effect. In the netizens lexical this implies extreme rejection in its comment. Sophistication is often used by netizens, which shows sarcasm expressions to play with language. Sophistication could indicate the ability of sarcasm speakers to play with language because of the surprising difference between explicit and implicit meanings to create humor. However, sophistication can show netizens' emotional level when writing a comment but netizens can still control their emotions and not be offended by the comments.

B. Suggestion

The writer realized that this research is still lack and far from being perfect when the writer writes about this topic. This research just focuses on the type of sarcasm and its purpose contained in comments that use sarcasm language. Some aspects can be analyzed regarding sarcasm with other critical approaches and different theory. Some suggestions to further researchers who want to analyze about sarcasms' types and sarcasms' purposes. The first suggestion, further researchers can conduct deeper research related to the types and sarcasm purposes based on theories. They also can use the same theory like the writer has used in this study to other research objects. The next suggestion, they can apply another pragmatic approach, like sarcasm which results in a violation of the maxims or sarcasm's

marker. Then, the data can be collaborated by exploring critical thinking under the pragmatic perspective on sarcasm. Finally, the research can be more comprehensive if future researchers can examine sarcasm by employing theories from other fields, for example semantics and phonology. Combining different fields in analyzing sarcasm will help future researchers detect sarcastic utterances more easily.

REFERENCES

Bangun A., D. (2015). The Use Of Language Functions By The Caretakers Of Autistic Children On "Mercury Rising" Movie. *Language Horizon*, 3(2): 12-13, Retrieved April 29, 2021, from https://ejournal.unesa.ac.id/index.php/language-horizon/article/view/13039

Attardo, S. (2001). Humor and irony in interaction: from mode adoption to failure of detection in anolli, L., Ciceri, R., Riva, G. *New Perspectives in Miscommunication, IOS Press*.

Bachtiar, E. S., and Hardjanto, T. D. (2018). Sarcastic expressions in two American movies. *Lexicon*, *5*(2).

Barbe, K. (1995). *Irony in context* (Vol. 34). Amsterdam: John Benjamin's Publishing.

Cahyani, E.H. (2017). *A study of sarcasm in the American sitcom the big bang theory*. Doktoral dissertation. Yogyakarta: Sanata Dharma University.

Camp, E. (2011). Sarcasm, pretense, and the semantics/pragmatics distinction. *Nous*, *46*(4), 21-634.

Caucci, G. M., and Kreuz, R. J. (2012). Social and paralinguistic cues to sarcasm. *Humor*, *25*(1), 1-22.

Chaer, A. (2006). *Tata bahasa praktis bahasa Indonesia*. Jakarta: Rineka Citra.

Cutting, J. (2002). *Pragmatics and discourse: A resource book for students*. London: Routledge.

Dews, S., and Winner, E. (1995). Muting the meaning a social function of irony. *Metaphor and Symbol*, *10*(1), 3-19.

Dews, S., Kaplan, J., and Winner, E. (1995). Why not say it directly? The social functions of irony. *Discourse processes*, *19*(3), 347-367.

Giora, R. (1995). On irony and negation. *Discourse processes*, *19*(2), 239-264.

Grice, P. (1989). *Studies in the Way of Words*. Cambridge: Harvard University Press.

Haqqo, O. A. (2016). *Language style in the Jakarta Post advertisements*. Unpublished Dissertation. Malang: Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Hauben, M. (1990). The Net and the Netizens: The Impact the Net has on People's Lives. New York: Archivio del newsgroup comp.

Hermaji, B. (2016). Teori dan Metode Sosiolinguistik. Yogyakarta: Magnum Pustaka Utama.

Hopkins, J. (2006). Surprise! There's a third YouTube co-founder. *USA Today*, *20*.

Muhammad, S., and Kabir, S. (2016). Methods of data collection. *Basic Guidelines for Research: An Introductory Approach for All Disciplines*, 201-276.

Keraf, G. (2008). Diksi dan gaya bahasa (Cet. XVIII). Jakarta: Gramedia Pustaka Utama.

Koestler, A. (2020). *The act of creation* (Volume 4). Oakland, CA: University of California Press.

Kreuz, R. J., Long, D. L., and Church, M. B. (1991). On being ironic: Pragmatic and mnemonic implications. *Metaphor and symbol*, *6*(3), 149-162.

Leech, G. N. (2016). *Principles of pragmatics*. New York: Routledge.

Start, S. H. (2006). Introduction to Data Analysis Handbook Migrant & Seasonal Head Start Technical Assistance Center Academy for Educational Development. *Journal of Academic*, 2(3): 6-8. Retrieved June 15, 2021 from https://journals.elsevier.com/the-journal-of-academic-librarianship%20

Miles, M. B., and Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. Thousand Oaks, CA: Sage.

Roy, A. M. (1981). The function of irony in discourse. *Text-Interdisciplinary Journal for the Study of Discourse*, *1*(4), 407-423.

Olsen, J. M. H. (2015). Sarcasm Detection Using Grice's Maxims. Northfield, MN: Carleton College.

Purwo, B. K. (1990). *Pragmatik dan pengajaran bahasa: Menyibak Kurikulum 1984*. Yogyakarta: Kanisius.

Rahardjo, M. (2020), *Pengantar Metodologi Penelitian Studi Kasus Metode Campuran (Moxed Method), Penelitian dan Pengembangan (RandD)*. Malang: CV Mazda Media Publishing.

Rahardjo, M. (2020). Metodologi Penelitian Kualitatif untuk Ilmu-ilmu Sosial dan Humaniora (Dari Teori ke Praktik). Malang: Republik Media.

Rachmat, Fadly Winata. (2015). *Penggunaan Sarkasme dalam Pergaulan Mahasiswa Fakultas Dakwah dan Komunikasi UIN Alauddin Makassar.* Unpublished Thesis. Makassar: Universitas Islam Negeri Alauddin Makasar

Sperber. D., and Wilson, D. (1981). Irony and the use-mention distinction. In Peter Cole (ed.), *Radical Pragmatics* (pp. 295-318). London: University College London.

Tarigan, H. G. (1985). *Pengajaran gaya bahasa*. Bandung: Angkasa.

Wardhaugh, R. (1986). *Pengantar Sosiolinguistik*. New York: Brasil Blackwell.

Yule, G. (1996). Pragmatics. Oxford: Oxford University Press.

CURRICULUM VITAE

Ira Wati Hssamsa Adang was born in Tameming on September 11, 1998. She graduated from MAN 1 Alor in 2017. She started her higher education in 2017 at the English Literature Department in UIN Maulana Malik Ibrahim Malang. She finished her study in 2021. She was an administrator in LKP2M UIN Malang in 2019- 2020. Moreover, she also was a member in some extra campus organizations. Meanwhile, along her undergraduate degree, she also worked as a teaching assistant in Islamic boarding school Al Khansa'.

APPENDIX

DATA CLASSIFICATION OF TYPE OF SARCASM AND PURPOSE OF SARCASM

No	Data	Type of sarcasm	Purpose of sarcasm
1	He isn't a gentleman to a lot of people but ok **(SNC1)**	LS	R
2	Let's wait for the divorce in two years **(SNC12)**	IS	PA
3	Why do you leave Selena and married with ghost Haily, I don't like Haily's face she is very bad **(SNC3)**	LS	S
4	You're acting like you didn't ruin happines of other **(SNC4)**	LPS	E
5	He ain't a better man he even love Selena more **(SNC5)**	IS	R
6	you Will never be the center of admiration like selena **(SNC6)**	LS	E
7	His face is sad I know Justin not truly happy being with her I can see in his eyes there is something weird between them and their marriage **(SNC7)**	LPS	E
8	You : Madman **(SNC8)**	LS	S
9	A year or so later Justin : I WANT SELENA **(SNC9)**	IS	TfP
10	I'm the only one who thinks that Justin not really looks happy with the marriage? **(SNC10)**	IS	E
11	Selena Gomez is natural beauty! **(SNC11)**	IS	TFP

12	I'm not happy with their marriage **(SNC12)**	LS	S
13	Is Justin really satisfied or just trying to take revenge on Selena really I feel pity on Justin .huh he is already regretting his decision with this marriage. hailey don't even know how to talk and respect Her fans. Huh **(SNC13)**	PS	E
14	Money....ain't happiness **(SNC14)**	LPS	S
15	You make that pretty obvious that you are a jerk **(SNC15)**	LS	S
16	We don't let both of you to happy **(SNC16)**	LS	S
17	That is was my child nightmare, never imagined him being with someone else then selena **(SNC17)**	PS	TFP
18	U are heart brokener of selena Gomez **(SNC18)**	LS	S
19	Soon, you will be in a trash of entertaiment in this country **(SNC19)**	IS	S
20	That should of been Selena!!! Not blondie.. **(SNC20)**	PS	S
21	It will be fake wedding **(SNC21)**	IS	S
22	Me thinking about Selena this whole video **(SNC22)**	LPS	TFP
23	As long as selena is a singer who continues to work, you will die in the memory of her (SNC23)	IS	S
24	I hate him, how could he live like this after what he had done to selena gomes (SNC24)	LS	PA

25	It's Seems like your not happy Justin (SNC25)	LPS	E
26	Selena is more cute **(SNC6)**	IS	TFP
27	I hate Justin for leaving selina and marrying her!! **(SNC27)**	LS	GA
28	You deserve better **(SNC28)**	LPS	S
29	Major missing : selena is not bride **(SNC29)**	PS	TFP
30	Justin was just drug **(SNC30)**	PS	S
31	when justine's sister sais omg she is beautiful"...Hailey didn't even look at her 2 sisters in law 9 didn't u all notice that??? (she is fake) **(SNC31)**	PS	PA
32	Justin weirdest decision **(SNC32)**	LPS	TfP
33	This guy is so boring. He's like a roofie with a little flag **(SNC33)**	LS	E
34	I disgusted with you who lied many times with Selena, this is a mansive...childish behaviour won't and well **(SNC34)**	LS	GA
35	Hope not she finally rid of the toxic **(SNC35)**	IS	S
36	Bad guy not deserve good girl **(SNC36)**	LS	GA
37	Oh , hailey if you were just three years younger than his ex girlfriend maybe it's amazing wedding **(SNC37)**	LPS	S
38	I don't undestand why billionair people don't use better camera lol (SNC38)	LPS	E

Abbreviations:
Types of Sarcasm

PS : Propositional Sarcasm
LS : Lexical Sarcasm
LPS : Like-Prefix Sarcasm
IS : Illocutionary Sarcasm

Sarcasm Purpose

S : Sophistication
E : Evaluation
TfP : Tool for Politeness
PA : Persuasive Aspect
R : Retractability
GA : Group Affiliation