

Satire and Sarcasm on the “YouTube Got Talent” Video: A Case Study on SkinnyIndonesian24 Channel

Kasno Atmo Sukarto^{1*}, Fachrizah Fauziah¹

¹Universitas Nasional, Jakarta, Indonesia

*Correspondence: kasnoas@gmail.com

ABSTRACT

The specialty of the satire language style can be seen through the use of figurative words in it. The more a person is able to use words, it is able to create a special impression when telling someone who is the target of the satire. This study aims to describe the forms and functions of satire and sarcasm in the video content SkinnyIndonesian24 "YouTube's Got Talent". The method used is a qualitative descriptive research method. The data was obtained by using the free-of-conversation (SBLC) listening technique using Gorys Keraf's theory. The results obtained in this study are 29 satirical satire language styles that satirize YouTubers, Netizens, and the YouTube algorithm, and 7 sarcasm styles that satirize YouTubers, Netizens and the jury. The function of the satire language style is 9, and the sarcasm style is 4. Based on the data that the writer finds, the satirical style of satire seems to be more dominant than the sarcasm style. However, it has many of the same functions that are as opinion delivery.

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1. Introduction

Language as a means of communication has an important role in human interaction. Language can be used by humans to convey their ideas, desires, feelings and experiences to others (Montgomery, 2008). According to Chaer & Agustina (2010: 14; Rahman & Weda, 2019) the main function of language is as a communication tool. However, the use of language as a means of communication cannot be separated from the style of language. Language style is a form of rhetoric, the use of words both in speaking and writing to influence listeners and readers (Tarigan, 2013: 4, Rahman, 2014). Over time, language style plays an important role in the development of social media (Machin & Van Leeuwen, 2005). By the existence of social media, humans can communicate without having to meet face to face. The types of social media that are often used are YouTube, Instagram, Facebook, and Twitter. However, the social media that is currently the most popular is YouTube, especially during a pandemic like today. Many people like to find entertainment through YouTube, because on the YouTube Channel there are many videos featuring various contents such as comedy, romance, entertainment, games, beauty, and pranks.

YouTube is not only for entertainment, it is also a social media application that provides a lot of information (Snickers & Vonderau, 2009). The forms of information are various, such as education, tutorials, make-up, comedy, and technology. In this increasingly sophisticated era, any activity is easily obtained through YouTube. This is in line with the jargon "YouTube is more than TV" which makes YouTube more popular.

One of the most popular YouTube channels in Indonesia is SkinnyIndonesian24. The YouTube Channel, which was led by brothers Andovi and Jovial Da Lopez in 2011 under the name Channel SkinnyIndonesian24, recently downloaded a video entitled YouTube's Got Talent on their YouTube channel. It has a concept like a talent search event, complete with participant roles and three judges judging them. In front of the jury, the participants will present their talents and goals to become a YouTuber, then the jury will determine whether the participant is worthy or not to become a Content Creator by providing how many subscribers as a form of assessment. The video has several parts, that are 1-3, and invites many guest stars such as David Beatt, May I See, Dyland PROSS, Anji, Denny Sumargo, and Inayma. They will act like participants and showcase various talents that match the theme of their YouTube Channel. Meanwhile, Andovi, Jovial, Chandra Liow, Bayu, Cia, and Nessie Judge served as judges. The YouTube's Got Talent video, which was uploaded for the first time on August 3, 2020, is trending and has been watched by 11,356,116 million viewers worldwide, and has become a hot topic for netizens. Many Netizens think that the existence of the YouTube's Got Talent video is an implementation of the satirical style of language in the form of satire, and not a few also call it sarcasm towards the YouTube world today.

Satire is a figurative language style that does not show the original meaning (Onan & Toçoğlu, 2020). The use of the satire is intended to someone that can feel and make changes and improvements (Keraf, 2010: 144). The specialty of the satire can be seen through the use of figurative words in it. The satire is a type of language style of argument or poetry or a group that contains social criticism, either openly or covertly (Murti, 2013:

275). Satire in writing, both drama and video that highlights a deficiency. Satire is in the form of constructive criticism with the aim of awakening those who care about these shortcomings (Fairuz, et al., 2022). Satire is also an expression that laughs at or rejects something and also an argument that is shown indirectly, strangely, sometimes even in a funny way and can cause laughter (Abulaish, et al., 2020). It contains criticism of human weakness. In line with it, Keraf (2010: 144) argues, satire is an expression that laughs or rejects something that contains criticism about human weaknesses. The main goal is to make improvements ethically and aesthetically. Thus, satire is a criticism wrapped in intelligent humor and aims to stimulate the intellectuality of the reader or listener so that they can understand the substance that the speaker wants to convey (Ravi & Ravi, 2017).

An example of a satire form of speech in the video "YouTube's Got Talent" is as follows:

- 1) Chandra : "Apa yang ada di depan kamera, itu yang mereka peduliin."(ST/YGT/2020/3:07)

.....

Based on the data above, there is a satirical style of satire. Chandra said that "Apa yang ada di depan camera itu yang mereka peduliin". They only care about what's in front of the screen, and they think it's good even though it's very clear that the prank content is a prank setting. Chandra Liow hopes that there will be a change in the perspective of Netizens who watch YouTube content so that they can be smarter in choosing the content they will consume.

Sarcasm is a reference than irony and cynicism, both containing bitterness and bitter reproaches (Cheang & Pell, 2008). It may or may not be ironic, but it is clear that this style of language can always hurt someone's heart and is not pleasant to hear (Keraf, 2010: 143). In line with Waluyo (2002: 86) argues that sarcasm is the use of harsh and harsh words to insinuate or criticize. So it can be concluded, sarcasm is a satire language style that uses harsh, harsh, and bitter words with the aim of hurting the listener's feelings.

An example of sarcasm in the "YouTube's Got Talent" video is as follows:

- 2) Andovi : "He he huek... Jelek banget. Sampah!"
Jovial : "Andovi gak suka?" (SK/YGT/2020/1:11)

Based on the sample data above, there is a sarcasm form of satire. Which is marked by Andovi's words "Jelek banget? Sampah!" In that context, David Beatt as one of the contestants on YouTube's Got Talent was present to bring prank setting content. However, Andovi refused by using harsh and hurtful sentences. The word "jelek" based on the dictionary are not pleasing to the eye; bad, and the word "sampah" is goods or objects that are thrown away because they are no longer used. This utterance is clearly hurt the heart of the listener.

Based on these two examples previously, the researcher chose the case of satire and sarcasm in the SkinnyIndonesian24 video in "YouTube's Got Talent" because this video has many satirical and sarcasm-shaped language styles that are used to mock and satirize current YouTube content which is judged in terms of neither the quality of the content nor the incompetent talent. Content Creators are considered to be just pursuing AdSense without paying attention to the quality of the content they upload. Not only that, the video also satirizes YouTube Netizens, as well as the algorithms in today's YouTube world. So with the video "YouTube's Got Talent" SkinnyIndonesian24 creates content that contains satire with the aim for the better in the world of YouTube. The form of satire and sarcasm has various functions, that the function of language style as a form of rejection, a form of conveying prohibition, a form of conveying affirmation, a form of conveying an opinion and a form of command. It can be said that the function of the use of language style, both orally and in writing, is to strengthen the meaning to be conveyed. In connection with that, these two things are considered very interesting for the researcher in further researching the form and function of the satire and sarcasm language styles contained in the video "YouTube's Got Talent" SkinnyIndonesian24.

2. Literary Review

a. Previous Studies

Research on the style of satire, both satire and sarcasm, has been done by many previous researchers. First research Irfan, (2019) wrote the research entitled "*Analisis Gaya Bahasa Sindiran dalam Akun Twitter Ustadz Tengku Zulkarnain*". His research is on the use of status which forms a satire language unit so that it becomes a tool to convey ideas so that the public understands the current state of the government. The results of his research show that there are five forms of satirical language style on Ustadz Tengku Zulkarnain's Twitter account, namely irony language style which expresses different intentions in his ideas, cynicism, it is doubt that mocks someone's sincerity and sincerity, sarcasm is the use of satire that contains bitterness, satire means a form of laughing at someone's situation whose aim is to improve it, and the innuide is a satire that minimizes the actual situation. The function of satire on Ustadz Tengku Zulkarnain's Twitter account, there are three functions, namely the function of influencing means ideas that contain an invitation or influence in it, the function of creating a certain mood is a function of language used in satire to create good or bad feelings for the reader, strengthen the effect of ideas by using equations, and comparisons in conveying ideas to make them look good and create the effect of truth in them. This research really helps the researcher in understanding language style such as satire, sarcasm, irony, cynicism, and innuide.

The second research by Hariyanto, (2017) was done entitled "*Penggunaan Gaya Bahasa Sarkasme dalam The Raid: Berandal Film*". This study focuses on the sarcasm and the problems studied in this study are (1) what are the forms of sarcasm in The Raid film? (2) how is the use of sarcasm in The Raid film?. Based on these problems, the objectives of this study are (1) to describe the forms of sarcasm in The Raid film and (2) to describe the use of sarcasm in The Raid film. This research is a research that uses a qualitative approach. Based on the discussion, it is found that there are 23 quotes, 13 words, 2 sentences which are included in the forms of sarcasm in the film The Raid. 23 quotes, 13 words and 2 sentences that are included in the forms of sarcasm, including: Dog, Flea, Bastard, You're crazy, You use your brain, Bastard, Jerk, Chopped, Fuck, Crazy, Stupid, Killed, Dead, Pig, Dumpling. The use of 23 quotes, 13 words, 2 sentences which are included in the forms of sarcasm in the film The Raid means rude, abusive, swearing and swearing marked by the expression / expression of the character or actor who says it and the tone of speech of the character or actor who seems high and emphasizes what is said by the character or actor. This research is very helpful for the author in understanding the study of stylistics and the form of the sarcasm style of language.

The next is Susilo (2020), also wrote about the language style entitled "*Gaya Bahasa Simile, Metafora, dan Satire di Akun Instagram Nanti Akan Kami Ceritakan Tentang Unggahan Hari Ini Februari-Desember 2018*". The object of this research is simile, metaphor, and satire on the Instagram Later Kita Stories About Today, and the functions of simile, metaphor and satire. The language styles studied in this study include comparative language styles, namely similes and metaphors, as well as satire.

Based on several literature reviews, it turns out that there has not been a single researcher who has researched as this researcher proposes. Therefore, the researcher examined the form of satire and sarcasm as well as the function of the language style contained in the "YouTube's Got Talent" SkinnyIndonesian24 video.

b. Language

Language as a communication tool that has an important role in human interaction (Ritchie, 1993). Language can be used by humans to convey their ideas, desires, feelings and experiences to others. Language is a form of embodiment of human civilization and culture. Language is an arbitrary sound symbol unit used by a member of society to work together, interact and find themselves (Kridalaksana in Aminuddin, 2008: 28). Language is divided into two, namely spoken and written language, while the spoken language is the primary language, while the written language is the secondary language (Rahman, 2016). Spoken and written language are distinctly different, the spoken language in question is the sentence that is spoken, while the written language is a sentence that is delivered in written form (Said, et al., 2021). Even though there are signs in the written language, they cannot be read out exactly the same as what the author intended. In spoken language there is indeed a striking difference between the situation and condition of the popularity of a sentence in each region, an area has a language and society for something that is diverse (Kovacs & Kleinbaum, 2020).

Language variety is a term used to indicate one of several variations that exist in the use of language (Haberland & Mortensen, 2012). The variety of language is determined by its use which is created because of the need for speech to communicate according to the situation in its social context. According to Suwito (1983: 148) the variety of language in the beginning with words that do not include the narrative, the listener, the place to talk, the subject of the conversation, and the atmosphere of the conversation (Sukmawaty, et al., 2022). In a conversation the speaker always considers to whom, where, about what problem, when and in what setting.

c. Stylistic

Stylistics, according to Ratna (in Halimah and Hilaliyah, 2019: 167), is a science related to language style. Anything related to humans or anything that humans do must have a style. This is because the field of linguistics has an object of language study, so stylistics can be interpreted as the science of style in language or style of language. The definition of stylistics which is quite comprehensive and representative as stated by Tuloli (2000: 6), stylistics in general talks about the use of a distinctive or special language, which is the hallmark of a writer, literary school, or deviation from everyday language. Meanwhile, according to Nurgiyantoro (2019: 118) stylistics is shown more in the variety of literary languages. However, in fact it can also be done in a variety of other languages. This is the relevance of stylistic speech and language variety (Saleh, et al., 2021). That is, it can study any variety of language with a stylistic approach. For example, studies of spoken language as examples of court proceedings, political campaigns, da'wah, interviews and others; written language such as various literary, scientific, journalistic, official letters, legislation and even advertisements such as product advertisements.

d. Satire

Satire is a language style to express satire on a situation or person. Satire comes from the Latin phrase *satira* or *satura* which means 'mixed food' (Prasetyono, 2011: 42). Satire is an expression that laughs or rejects something that contains criticism about human weakness. The main goal is to improve ethically and aesthetically. In line with the views of Tarigan (2013: 70) argues that satire is a type of argument that acts indirectly, sometimes in a humorous way enough to cause laughter. We can recognize satire as a form of attack, it is expecting satire to laugh at the stupidity of people, society and habits.

With the style of language allows us to assess the personal, character, and ability of someone who uses the language; the better the style of language, the better people will judge it; the worse a person's style of language, the worse the rating given to him (Keraf, 2010: 113). There are ten

functions of satire and sarcasm according to Keraf (Wardani, 2019: 26) namely, language styles that function as refusals, as conveying prohibitions, as conveying information, as conveying affirmations, as conveying opinions, as conveying orders, as conveying questions, as the delivery of equality, as the delivery of comparison, and as a greeting.

e. YouTube

YouTube is the largest online video sharing website in the world, it created by three PayPal employees, namely Chad Hurley, Steven Chen, and Jawed Karim, in February 2005. Hurley is a design alumnus at the University of Indiana Pennsylvania, while Chen and Karim are computer science alumnus at the University of Illinois Urbana-Champaign. YouTube was activated on February 15, 2005, and then in the following months the website began to be built. They published a preview of the website in May 2005, or 6 months before the official launch.

YouTube is considered to be a leader in online video because it is rated as the most popular website today. Through YouTube, the internet visitors or this site can upload, view or share videos (Fadhil and Nurhajati, 2012: 177). With the existence of YouTube, it is one of the media for disseminating information that is in great demand by people in Indonesia. Meanwhile, in Indonesia itself, many people have made YouTube a place to earn a living, namely by becoming a YouTuber. YouTube has succeeded in changing a person's life from "nobody" to become "somebody", of course with extraordinary income.

3. Method

This research is a research that uses the listening method (free listening, engaging, proficient, and note-taking techniques). The data source used is the video "YouTube's Got Talent" on the SkinnyIndonesian24 channel. The data collection technique used by the author to analyze the data is as follows, 1) the author looks for data in the form of the video "YouTube's Got Talent" on the SkinnyIndonesian24 channel and then downloads the video, 2) watches and listens to every sentence that is spoken on the YouTube Channel SkinnyIndonesian24 on video "YouTube's Got Talent", 3) the writer records the style of satire and sarcasm, then transcribes the data in written form. After the data transcription process is complete, the video is listened to again and again so that no speech is missed, 4) classifying the data based on the problem formulation, namely the form of satire and sarcasm and its functions based on the jury's speech to the quipped participants, 5) analyzing data that have been classified based on the scope of the study, and 6) conclude the results of the analysis.

4. Result and Discussion

a. Description of Skinny Indonesian 24 YouTube Channel

SkinnyIndonesian24 is a YouTube channel owned by a brother and sister named Andovi Da Lopez and Jovial Da Lopez which was created on June 24, 2011. The name SkinnyIndonesian24 itself reflects Andovi's thin body who at that time was the only Indonesian student who was educated at a university in India, while the number 24 is taken from the jersey number of Kobe Bryant who is a famous basketball player and Andovi's idol. After Andovi returned from India, Jovial joined his sister Andovi to manage the YouTube channel SkinnyIndonesian24. At that time they made various YouTube content with videos that had various interesting concepts. The videos they make include parodies, entertainment, education about the University of Indonesia, questions and answers, and school tours which are certainly very different from Indonesian YouTubers in general. So it's not surprising that thanks to their seriousness and perseverance, as well as a strong determination in creating quality content, they have received a lot of praise from Netizens who feel interested and entertained by their content. Everything they got made the SkinnyIndonesian24 channel into one of the legendary YouTube channels.

Until now the SkinnyIndonesian24 YouTube channel has had more than 3 million subscribers with a total viewer reaching 30 million viewers. During the 2019 Presidential Election, SkinnyIndonesian24 shocked the public because of the videos they uploaded on their YouTube account. Jovial and Andovi presented YouTube content entitled "Prabowo VS Jokowi- Epic Rap Battless of Presidency" which made SkinnyIndonesian24 known and loved by many YouTube users. Especially when SkinnyIndonesian24 stated that they would withdraw from the world of YouTube, making many of their fans feel very disappointed and missing the legendary YouTubers.

b. Satire

In this research, the researcher found 29 data on satire language style data in the form of satire and 7 data in the form of sarcasm style found in SkinnyIndonesian24's video entitled "YouTube's Got Talent". The following is a table regarding the percentage of satire and sarcasm.

Table 1. The Form of Satire and Sarcasm in "YouTube's Got Talent" Channel SkinnyIndonesian24

No	Language Style	Amount	Percentage
	Satire	29	80,55%
	Sarcasm	7	19,44%
	Total	36	100%

In the table above, it shows that the total number of forms of satire and sarcasm in the "YouTube's Got talent" video is 29 (80.55%), while

sarcasm satire is 7 (19.55%). The use of satire form of language style is the most dominant in the data found by the researcher.

c. The Form of Satire

As the researcher explained earlier, this research shows that there are 29 data on the form of satire language style. Here, the researcher describes the satire speech in the video "YouTube's Got Talent" on the SkinnyIndonesian24 Channel, which the researcher has classified based on the subject that was insinuated, namely Prank YouTubers, Games YouTubers, Basketball YouTubers, Netizens, Algorithm System YouTuber, Sketch Comedy YouTubers, Artists who became YouTubers, and Singer YouTubers.

- 3) Jovial : "Ini gue kasih tau yaa, semakin orang dirugikan demi entertainment, semakin laku itu video!"
David : "Kalo teman gue sakit hati bagaimana? Dia putus begitu?" (ST/YGT/2020/1:18)

In dialogue (3) there is a satirical satire, Jovial's story "Semakin orang dirugikan demi entertainment, semakin laku itu video". In this speech, Jovial indirectly satirized the world of entertainment which he thought was quite detrimental to many people, especially YouTube users. Especially if less educational content is much more viral than good content. However, there are still many YouTube users who don't realize what it is what they get from YouTube content that is not educational, it can actually harm themselves.

- 4) Jovial : "Memang penonton peduli teman lo putus? Yang penting penonton ketawa 5 menit" (ST/YGT/2020/3:05)

In dialogue (4), there is a satirical style of satire, Jovial's speech "Yang penting penonton ketawa 5 menit." In this speech, Jovial indirectly quips the audience or YouTube viewers who are only selfish. The way they watch YouTube is no longer a matter of entertainment, but has entered the personal realm. Indonesian netizens like to watch content that is actually not funny, even just for fun, regardless of whether the content is worthy, and whether content creators are willing to follow market demand so that viewers are interested in watching their videos. For things that are personal, viewers are only interested in conflict, so they think it is a normal thing for them to consume.

- 5) Chandra : "Apa yang ada di depan kamera itu yang mereka peduliin." (ST/YGT/2020/3:05)

In dialogue (5), there is a satirical style of satire that is Chandra's speech "Apa yang ada di depan camera itu yang mereka peduliin" In that context, Chandra indirectly insinuates viewers who do not care about what is happening behind the scenes. They only care about what's in front of the screen, even though it's obvious that there's a lot of prank setting content. Chandra Liow hopes that there will be a change in the perspective of viewers who can be smarter in choosing the content they will consume.

- 6) Andovi : "Eh, they would be hatters."
Jovial : "Itu kayanya Adidas yaa? Cakep" (ST/YGT/2020/3:15)

Dialogue (6) has a satirical satire style, Andovi's speech "They will become haters" which means they will become haters. In this context, Andovi's speech indirectly satirized the audience who like to be haters by making hateful comments or giving bad comments. Especially on issues that are considered interesting for them to know. Many viewers or Netizens are too involved in Content Creator issues, even though it's none of their business. Then they become haters without knowing the truth about an issue. However, likes to give bad comments.

- 7) Jovial : "Engga engga udah, cakep! Lo lanjutin aja ide ini lo kembangin. Nanti gue jamin channel lo bakal laku banget! Tengkiu banget David Beatt."
Chandra : "Tengkiuuu." (ST/YGT/2020/3:23)

In dialogue (7) there is a satirical style of satire, Jovial's utterance "Engga engga udah, cakep! Lo lanjutin aja ide ini, lo kembangin. Nanti gue jamin channel lo bakal laku banget" In the contest, Jovial commented on the content that will be presented by David Beat which is considered good and will sell well in the market, because in today's YouTube world, many channels do not have good and useful content. However, it is very in demand and has many subscribers. On the other hand, good and useful content doesn't seem to be selling very well because viewers prefer prank content that has been arranged in such a way to convince them. Thus, Jovial indirectly quipped Netizens who could not objectively assess the work and creations provided by the Content Creator.

- 8) Chandra : "Ini Indonesia ini"
Jovial : "Wowww" (ST/YGT/2020/4:48)

In dialogue (8) there is a satirical style of satire, Chandra Liow's speech "Ini Indonesia ini" In that context, Chandra Liow commented on the May

I See channel, which likes to share giveaways to viewers to get more subscribers. When viewed in terms of the comedy content presented by May I See, the comedy or joke in question is not in accordance with the substance of the comedy itself. Jovial also added the phrase "wow" which means surprised by the giveaway content. Even though the speech they convey is a satirical style of language in accordance with what was stated by Keraf (2010: 144) satire is an expression that laughs at or rejects something that contains criticism of human weakness. The main goal is to make improvements ethically and aesthetically.

- 9) Chandra : Wowww" (Sambil bertepuk tangan)
Ini gak lucu, ini ga menghibur tapi orang tetap nonton.
Jovial : Ini bagus loh ini jenius, orang jadi nonton gara-gara
dikasih sesuatu" (ST/YGT/2020/5:04)

In dialogue (9) there is a satirical style of satire, Jovial's utterance, "Ini gak lucu, ini ga menghibur tapi orang tetap nonton. Ini bagus loh ini jenius, orang jadi nonton gara-gara dikasih sesuatu." In this context, Jovial quipped subtly for May I See's content, which was considered not funny, nor was it entertaining. However, it managed to get a lot of viewers and subscribers by holding a giveaway. This is considered a form of bakshish to get a lot of viewers to watch May I See content. With the giveaway content, viewers cannot see whether the content is good or worthy to be used as entertaining and educational viewing material.

- 10) May I See : Itu buat kaka-kaka nonton karya kita yaa!
Chandra : 5 juta subscribers
Jovial : Karyanya belum ada, tapi karena gue dikasih sesuatu gue subscribe!"
(ST/YGT/2020/6:05)

In the dialogue (10) there is a satirical style of satire, namely Jovial's utterance "Karyanya belum ada, tapi karena gue dikasih sesuatu gue subscribe!" In this context, it is still discussing the giveaway content brought by May I See. It consider the comedy that is presented as a work, even though literally comedy or jokes are funny works and generally aim to entertain, so that they can cause laughter without a giveaway. This is contrary to the essence of comedy itself.

- 11) Andovi : Ohh, tunggu! Kok ini sistem mirip banget sama system
politik Indonesia yaa?
Chandra : Sogok! Ini dia gua suka nih!
Jovial : Jadi kita pilih dia karena kita disogok? (ST/YGT/2020/6:25)

Dialogue (11) has a satirical style of satire, namely Andovi's "Ohh, tunggu! Kok ini sistem mirip banget sama sistem politik Indonesia yaa?" With a similar context regarding the giveaway content, Andovi, Chandra, and Jovial as judges received a giveaway in the form of a TV and refrigerator from May I See. Then Andovi said that the content presented by May I See was the same as the political system in Indonesia, known as bribes. Then Chandra Liow added the utterance "Brib! This is what I like!" which indirectly satirizes the giveaway content from the May I See channel. And there was a story from Jovial who concluded that the judges chose May I See because they got a giveaway in the form of a TV and refrigerator.

- 12) Denny : 25 juta? Bisa?
Cia : Bisalah, Indonesia memang mau yang gini-gini"
(ST/YGT/2020/17:43)

In the dialogue (10) there is a form of satire which is marked by Cia's speech "Bisalah, Indonesia memang mau yang gini-gini" The purpose of this speech is to subtly insinuate the phenomenon of YouTube content in Indonesia which is considered to be heavily contaminated with drama, gimmick, and setting so that it does not highlight the talent of YouTubers, but only relies on mere sensation. Cia said by showing a mocking face, as if laughing at what was happening. Thus, based on Cia's speech, it shows that there is harmony with the theory put forward by Keraf (2010: 144), namely that satire is an expression that laughs at or rejects something that contains criticism of human weakness. The main goal is to make improvements ethically and aesthetically

d. Insinuating the YouTube Algorithm System

- 13) Nessie : Jo, tapi kan dia punya misi yang berbeda. Gak apa- apa

- dong!”
- Jovial : Lo mau berbeda di YouTube? Aduh.
Nessie YouTube itu sama semua” (ST/YGT/2020/13:19)

In dialogue (13), there is a form of satire, Jovial's speech "Lo mau berbeda dari YouTube? Aduh. Nessie YouTube itu sama semua" The statement quipped subtly about the conditions that are currently happening on YouTube. In this context, Dyland PROSS wants to have a different concept from other gamers. Then Nessie Judge supported the way Dyland PROSS wanted to look different. However, Jovial said that what is on YouTube today only contains similar content.

- 14) Andovi : Di YouTube kita bisa kasih nomor 1 trending”
Jadi secara sistem kamu upload video di kita, kita bakal
Jovial : push terus kamu nomor 1 semua orang nontonin kamu
terus, kamu bakal nomor 1 terus loh! Kita kasih 30 juta subscribers dan
1 trending. (ST/YGT/2020/20:09)

In dialogue (14) there is a satire, that is the speech from Jovial “adi secara sistem kamu upload video di kita, kita bakal push terus kamu nomor 1 semua orang nontonin kamu terus, kamu bakal No. 1 terus loh! Kita kasih 30 juta subscribers dan nomor 1 trending”. The purpose of Jovial's speech is to subtly satirize the working system on youtube. The way to increase videos to become trending number 1 is to upload videos on YouTube, and then YouTube will increase the number of viewers so that it is watched a lot and becomes a definite video by YouTube.

- 15) Andovi : Yang penting di YouTube plis di YouTube”
Vega : Dulu sih YouTube keren yaa, sekarang yaa kalian tahusendiri
lah ya wkwkw” (ST/YGT/2020/20:25)

Dialogue (15) contains a form of satire language style, namely the speech from Vega who is a contestant on YouTube's Got talent. The statement was "Dulu sih YouTube keren yaa, sekarang yaa kalian tahu sendiri lah ya wkwkw" Indirectly, Vera quipped subtly about the development of the YouTube world, which is now not what it used to be. If in the past YouTube could be a good place to be creative and work and produce many talented YouTubers, now YouTube is experiencing a setback with many YouTubers who don't think about quality both in terms of content, and the talent they have. Many YouTubers are only concerned with and pursuing AdSense in order to get abundant income. Of course, they do this in a bad way, such as doing dramas, settings and gimmicks that are not educational in their content.

e. Forms of Satire

Table 2. Functions of Satire in "YouTube's Got Talent" Channel SkinnyIndonesian24

No	Language Style	Amount	Percentage
1	Refusal	1	3,44%
2	Confirmation Delivery	5	17,24%
3	Opinion Delivery	9	31,03%
4	Order Delivery	1	3,44%
5	Statement Delivery	2	6,89%
6	Comparison Statement	3	10,34%
7	Equation Statement	7	24,13%
8	Information Delivery	1	3,44%
	Total	29	100%

Based on Table 2 above, it shows the function of satire as a form of rejection as much as 1 (3.44%), submission of affirmations as much as 5 (17.24%), submission of opinions as much as 9 (31.03%), delivery of orders as much as 1 (3.44%), submission of questions 2 (6.89%), statements of comparison 3 (10.34%), statements of equality 7 (24.13%), and submission of information 1 (3.44%) . Thus, the function of the satire language style as a form of expressing opinions is the function that is most widely used in SkinnyIndonesian24's "YouTube Got Talent" video.

f. Refusal

The rejection function is used to reject something that is not liked or hated. The findings regarding the function of satire as rejection are found in the following conversation.

- 16) Chandra : Ya ampun sketch comedy lagi, 2020 sketch comedy.
Udah banyak!"
- Jovial : Pulang aja yuk, udah dari tahun 2012"(ST/YGT/2020/P.PEN/2020/3:5)

The satire language style in dialogue (16) functions as a change of form. With Chandra Liow's speech "sketch comedy lagi, 2020 sketch comedy" Based on Chandra, the sketch comedy content from May I See is considered unattractive, and indirectly Chandra Liow rejects the May I See content. The reason is, many YouTubers also use sketch comedy content so that it can become funny content and cause laughter. However, the fact is that only some YouTubers can implement it well. Thus, Chandra Liow firmly refuses if there are participants who bring sketch comedy content on "Youtube's Got Talent" in 2020.

g. Submission of Affirmations

- 17) May I see : Itu buat kakak-kakak nonton video kita yaa? Karya kita!"
- Chandra : 5 juta subscribers
- Jovial : Karyanya belum ada, tapi karena gue dikasih sesuatu gue subscribe!" (ST/YGT/2020/P.PNGSN/6:05)

The satire in dialogue (17) has the function of conveying affirmation. It is in Jovial's story, "Karyanya belum ada, tapi karena gue dikasih sesuatu gue subscribe!" In this statement, Jovial confirmed that he had subscribed to the May I See channel because he got a giveaway even though they did not have any works.

- 18) Jovial : Ka Jo gatau mau ngomong apa lagi,
: ini packaging bagus, suara bagus, tadi kamu masuk dengan acting dramatis. Ini bagus banget!"
- Andovi : Akhirnya YouTube got talent"
- Bayu : Udah langsung saja"
- Andovi : Ga pakai lama, Anda kita kasih 30 juta subscribers di YouTube" (ST/YGT/2020/P.PNGSN/19:41)

The satire in dialogue (18) has a function as a delivery of affirmation. It is in Andovi's speech "Akhirnya YouTube Got Talent" in that context Andovi emphasized that with the existence of a YouTuber contestant named Vera, finally they as judges got a talented YouTuber in accordance with the purpose of holding YouTube's Got Talent. Vera is considered one of the singers whose talents match what YouTube needs.

h. Delivery of Opinion

The function of conveying opinion is used to provide advice or opinions on something to the person in question. There are findings regarding the function of satire language style as an expression of opinion in the following conversation.

- 19) Jovial : Stylish anak baik"
- Chandra : Anak sopan banget kamu ini"
(ST/YGT/2020/P.PEND/0:40)

The satire in the dialogue (19) "Stylish anak baik" has a function as a delivery of opinions. Jovial and Chandra Liow shared their opinion on the appearance of Davit Beatt which they thought was the appearance of a good and polite child. Through this speech, Chandra Liow indirectly agrees with Jovial's opinion, which also considers David Beatt's style or style to be a good child even though it is not in accordance with the truth.

- 20) Jovial : Memang penonton peduli teman lo putus? Yang
Penting penonton ketawa 5 menit"
(ST/YGT/2020/P.PEND/3:05)

The satire in dialogue (20) has the function of conveying opinions. In this context, Jovial expressed his opinion using figurative language, "Yang penting penonton ketawa 5 menit". Based on him, viewers don't care about what YouTubers are experiencing, they only think about themselves to be entertained by romantic dramas and personal things. Netizens are also considered to be too meddling with what other people's business is. So what they laugh at is other people's personal problems regardless of the impact that will occur if the Content Creator experiences a significant problem.

- 21) Jovial : Ini gak lucu, ini ga menghibur tapi orang tetap nonton.
Ini bagus loh ini jenius, orang jadi nonton gara-gara dikasih sesuatu."
Chandra : Menurut lo bagaimana?"
Andovi : No. what, menurut gue mereka 1 juta subscribers!"
(ST/YGT/2020/P.PEND/5:04)

The satire in dialogue (21) above is "Ini gak lucu, ini ga menghibur tapi orang tetap nonton. Ini bagus loh, ini jenius, orang jadi nonton gara-gara dikasih sesuatu." It has a function as an expression of opinion. Jovial expressed his opinion about comedy content wrapped in a giveaway.

- 22) Jovial : Kita salut sama kamu ini, kamu ingin
menonjolkan gaming kamu dan bukan hal-hal
dari gender kamu untuk menarik gender lain. Dan kita
juga salut bahwa kamu lebih fokus ke gamenya bukan
gimmic-gimmic lain"
Chandra : Dan kita sepakat untuk memberikan kamu 100 ribu
subscribers"
Inayma : emmm, bisa naikan dikit ga subscribersnya?"
Jovial "Mau naik dikit? Bisa buka dikit ga?"
(ST/YGT/2020/P.PEND/10:05)

The satire in dialogue (22) has the function of conveying opinions. According to Jovial's statement, "Kita salut sama kamu ini, kamu ingin menonjolkan gaming kamu dan bukan hal-hal dari gender kamu untuk menarik gender lain. Dan kita juga salut bahwa kamu lebih fokus ke gamenya bukan gimmic-gimmic lain" Jovial expressed his opinion about Inayma. According to Jovial Inayma, it is different from other Gamers YouTuber who only dress openly and prioritize appearance in order to catch up with viewers.

i. Order Delivery

The command delivery function is used to give orders to someone to do something in accordance with the speech. The findings regarding the function of satire language style in the form of conveying orders are found in the following conversation.

- 23) Jovial : Engga engga udah, cakep! Lo lanjutin aja ide ini lo
kembangin. Nanti gue jamin channel lo bakal laku
banget! Tengkiu banget David Beatt"
Chandra : Thank you!" (ST/YGT/2020/P.PERI/3:23)

The satire in dialogue (23) has the function of conveying commands. Jovial ordered David Beatt to continue with the prank content he was about to bring, and asked David Beatt to remain consistent, so that David Beatt's channel could be famous on YouTube.

j. Questions Delivery

The function of delivering questions is used to ask someone a question about something that is in accordance with the intent of the speech. The findings regarding the function of satire language style in the form of asking questions are found in the following conversation.

- 24) Denny : Ini namanya slendang rivers, okey siap yaa. Pertama
ringnya diliat, jurinya diliat kemudian kita melangkah.
See? explosif, amarah, drama. Dapet dramanya kan?

Chandra : Dapet dapet" (ST/YGT/2020/P.PERTNY/15:37)

The satire in dialogue (24) has the function of delivering questions. Denny asked the judges about his way of playing basketball, whether it was full of anger and drama. From Denny's speech, it is a subtle satire in the form of satire.

k. Comparison Statement

The form of comparative statement is used to express a comparison of something that is intended in the speech. The findings regarding the function of satire language style as a comparison statement are found in the following conversation:

25) Dyland : Gue main game itu juga, tapi gue bukan main game itu doang, gua main game komputer juga, game PS juga, gue bener-bener main game story yang memang ga gaming mobile terus. Karena banyak juga game yang storynya bagus, yang asyik buat dimainin dan buat ditonton juga"

Andovi : Jadi lo ga main free fire juga? ah gak asyik!" (ST/YGT/2020/P.PERB/1

The satire in dialogue (25) has a function as a comparison statement. There is a story from Dyland PROSS that compares him to other gamers. He stated that if he played a lot of games from various places such as computers, cellphones and also PS. And he also claims that his gaming content has a different concept from other gamers.

26) Andovi : Yang penting di YouTube plis di YouTube"

Vega : Dulu sih YouTube keren yaa, sekarang yaa kalian tahu sendiri lah ya wkwkw

Andovi : Kita dibabayin" (ST/YGT/2020/P.PERB/20:25)

The satire in dialogue (26) has a function as a comparison statement. It's contained in Vera's speech, "Dulu sih YouTube keren yaa, sekarang yaa kalian tahu sendiri lah ya wkwkw?" In that sentence, Vera compares the differences between YouTube in the past and YouTube today, which she considers to be far different.

l. Equation Statement

The function of the statement of equality is used to express the similarity of something that is intended in the speech. There are findings regarding the function of satire language style as a statement of equality in the following conversation:

27) Andovi : Woow"

Chandra : Ini Indonesia ini" (ST/YGT/2020/P.PERS/4:48)

The satire in dialogue (27) has a function as a statement of equality. The sentence "Ini Indonesia ini" is meant to equate the condition of the content that May I See brings with the situation that often occurs in Indonesia, namely bribery.

28) Jovial : Ada yang menonjol, tapi bukan bakat

Andovi : Mau dongg dicarry, tapi gak digame! Ahahah" (ST/YGT/2020/P.PERS.

The satire in dialogue (27) above serves as a conveying equation. The statement "Ada yang menonjol, tapi bukan bakat" is a sexist sentence for male netizens to respond to the appearance of a woman's breasts in sexy clothes, just like someone who does not display talent and achievements but only emphasizes something related to sex.

29) Jovial : Lo mau berbeda di YouTube? Aduh. Nessie YouTube tuhh sama semua" (ST/YGT/2020/P.PERS/13:19)

The satire language style in the dialogue (29) "YouTube tuhh sama semua" has a function as a statement of equality. Jovial talks about the similarities that exist in today's YouTube. According to him, the content on YouTube does not require a different concept. So that what Dyland PROSS does will be in vain if he continues to use the concept in his gaming content.

m. Information Delivery

The information delivery function is used to provide information to someone. The findings regarding the function of satire as information delivery are contained in the following conversation.

- 30) Andovi : Kalo di YouTube kita bisa kasih nomor 1 trending”
secara sistem kamu upload video di kita, kita bakal push
Jovial : terus kamu nomor 1 semua orang nontonin kamu terus,
kamu bakal nomor 1 terus loh! Kita kasih 30 Juta
subscribers dan nomor 1 trending.”
Andovi : Yang penting di YouTube plis di YouTube.” (ST/YGT/2020/P.INF/20:0)

Satire in dialogue (30) “Jadi secara sistem kamu upload video di kita, kita bakal push terus kamu nomor 1 semua orang nontonin kamu terus, kamu bakal nomor 1 terus loh! Kita kasih 30 juta subscribers dan nomor 1 trending” The excerpt of the dialogue is an example of the satire language style that has the function of conveying information. Jovial explained about the YouTube system to Vega when he entered the YouTube's Got Talent contest, because the judges considered him a talented YouTuber with an extraordinary voice. With his golden voice, the Vega video channel can be trending number 1 on YouTube and has many subscribers. Then Andovi and Jovial will raise Vega's video, so that it gets a lot of views, and its name can soar. Indirectly, the speech contains a satire to criticize the YouTube system which is considered irrelevant to quality videos and talents.

n. The Function of Sarcasm

In this researcher, the researcher only found 4 functions of sarcasm in the form of sarcasm that matched the data found, namely as rejection, conveying prohibitions, as conveying affirmations, and as conveying opinions. The following is a presentation on the function of the sarcasm style found in SkinnyIndonesian24's "YouTube's Got Talent" video.

Table 3. Functions of Sarcasm Satire in "YouTube's Got Talent" Channel SkinnyIndonesian24

No	The Function of Language Style	Sarcasm	Percentage
1	Refusal	1	14,28 %
2	Prohibition Delivery	1	14,28%
3	Affirmation Delivery	1	14,28%
4	Opinion Delivery	4	57,01%
	Amount	7	100%

Based on Table 3 above, it shows the function of sarcasm as a refusal, as a prohibition, and as an affirmation, each of which is 1 (14.28%). Meanwhile, there were 4 (57.01%). Thus, the function of sarcasm as an expression of opinion is the most widely used function in SkinnyIndonesian24's "YouTube Got Talent" video.

5. Conclusion

Based on the analysis and discussion that has been described previously, the conclusions are as follows. The satire is a subtle by laughing and having the aim of making a change for the better. The satirical satire data was found in 29 forms based on the subject being insinuated, namely insinuating Prank YouTuber, Sketch Comedy YouTuber, insinuating artists who became YouTubers, insinuating gaming YouTuber, insinuating basketball YouTubers, insinuating singers YouTuber, insinuating Netizens, and insinuating YouTube's algorithm system. Meanwhile, the sarcasm is a style of rude satire that contains a painful reproach, so that the person being sarcasm feels hurt. Based on the sarcasm, in this research there are 9 data in the form of sarcasm style that is used to hurt the listener's heart, namely insinuating YouTuber Prank, insinuating YouTuber Gamers, insinuating YouTuber Pebasket, satire on Netizens and Judges.

The function of satire as rejection as much as 1, submission of affirmations as much as 5, submission of opinions as much as 9, submission of orders as much as 1, submission of questions 2, statement of comparison as much as 3, statement of equality as many as 7, and delivery of information as much as 1. Thus, the style function of satire as an expression of opinion is the most widely used function. Meanwhile, the functions of the sarcasm as rejection, conveying prohibitions, and conveying affirmations each amounted to 1, and the function as expression of opinion was 4. YouTube Got Talent" SkinnyIndonesian24.

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