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Investigating Satirical Interpretation of Netizen Comments on Tiktok Toward Megawati

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Abstract

Freely to express opinions is one of the reasons netizens use social media as a forum for expressing themselves. Through the comment's column, netizens on TikTok use elements of satirical language to criticize, satirize Megawati with a sense of humor using polite and even vulgar language. The aim of this research is to discuss the satirical interpretation of people's comments on TikTok towards Megawati. The data was taken from 50 netizen comments on the official TikTok account Inilah.com. The results of this study show that there are three types of satire used by netizens to criticize Megawati, namely Horatian Satire, Juvenalian Satire and Manippean Satire, and netizens use Horatian satire as the dominant type with a percentage of 58% of all data analysis. In clarifying the data, the writer uses descriptive qualitative research with analytical description method. The data were analyzed using Harmon and Holman's theory. For practical purposes, it is hoped that the results of this research can become a new model for the study of satire. Theoretically, satire is not only used on social media but also elsewhere as a way for people to express their opinion about a subject and show that people are wiser in using their language for a particular purpose.
Keywords: Satire, Netizen, Tiktok, Megawati;

Introduction

People have the right to freely express their opinions and express themselves both orally and written to express their feelings, ideas, and criticism of something on social media. This often happens in everyday life, even nowadays people can easily express themselves in social media through the comment's column, where the comments can be seen by the same social media users and can also reply to each other's comments.

Conveying opinions and expressions on social media is part of online communication. Social media is the favorite of today's society and is the right choice

for people to communicate online because it is easier and can be done anywhere. Social media that is collectively produced by the community as a communication tool, one of which is TikTok, as the social media most widely used by the community besides Instagram, Twitter and Facebook. Through TikTok, people can reach wider information and the most viral at this time. Therefore, people cannot be separated from using TikTok as a very popular social media with 99.79 million registered users today because it helps people in so many ways.

Apart from being a tool of communication, an application for entertainment, TikTok is also widely used by the community for trading. With the activeness of the community using TikTok, people are free to respond to every post that appears on their homepage through the comment's column.

The language style in this case is satire. The use of satire language style in communication is familiar to social media users, there is an element of humor that makes the comment contain a funny meaning or maybe even has another meaning so that the reader must carefully interpret what the comment means. It is important to discuss the concept of satire itself in order to have a better understanding toward their messages.

The use of satirical words creates a selection of words, sentences that are viral and shocking in society.   People comment on social media can be used for satire, criticism, and entertainment on a variety of topics. this research focuses on the research subject, namely netizen comments that spread satire on TikTok social media referring to Megawati. Run-up to the Indonesian Democratic Party, of course government figures have been highlighted on social media and one of the figures who is often visited by netizen comments using satirical language is Megawati, who known serves as general chairman of the PDI. The satirical humor style contained in netizen comments has become an effective and absurd response to entertainment, education, culture and others that shifts, excludes, and reverses discourse, because it can create new discourse.

This research will help readers interpret the satirical meaning of netizen comments. The writer will discuss public communication using satirical language styles on Inilah.com TikTok Account, using social media as the research objects so the readers will be interested in gaining new knowledge about satirical language styles in communication through social media today.

Metode

This research used descriptive qualitative research with an analytical description method. This study aims to find out the satirical meaning in netizen's comments on TikTok. The analytical description method is carried out by describing the facts which are then followed by analysis or describing the data obtained (in the form of words) not poured in the form of numbers or statistical figures. The main instrument of the study is the writer herself supported by the data sheets.

The data from this research explain that the language style used by netizens to

criticize Megawati is satire. Taken from Inilah.com official TikTok Account, January 2023 there are fifty comments from the post were be analyzed as the final result of this study. The link to the post will be listed here: https://vt.tiktok.com/ZSNKsLLp9/. Then, the researcher collects the data on satire classifies the data and interprets the meaning of satire, get the finding and then discussion the finding, interpret the finding and last is make the conclusion. The data analysis techniques used are data reduction, data presentation, verification, and conclusions. Where the writer reduces the data or sorts the data into Horatian satire, Juvenalian satire and Manippean satire. Then the writer discards data that is not relevant to this study, author verify the data by re-confirming the correctness of the data that has been obtained then consulting with the supervisor and validating the data. The correctness of the data collected is then analyzed in order to draw conclusions.

Findings and Discussion

Findings

The data in the form of a table were taken from netizens' comments on TikTok https://vt.tiktok.com/ZSNKsLLp9/. After the writer reduces the data or sorts the data into linguistic styles, namely Horatian satire, Juvenalian satire, and Manippean satire. The writer presents data or organizes data systematically to make it easier to understand. The writer compiled data based on the form of table, interpretation, and function contained in netizens' satirical comments on the post. This study is presented in the form of a detailed explanation of words. Lastly, the writer's conclusions about language style and meaning are obtained from the netizen's satirical comments.

From the analysis, the writer found that all netizen's comments have their own types because netizens have their own way of making their comments sound funny or aim to mocking at the same time. After making the analysis the table below is the results finding of the research about what types of satire that netizens used in the comments.

Table 1. The findings of the research

No	Types of Satire	Amount
1.	Horatian Satire	29
2.	Juvenalian Satire	15
3.	Manippean	6
	Total	50

The table above presented the results of the analysis on this study. The writer found that netizens mostly use Horatian satire in their comments and frequently use the Juvenalian satire. Horatian satire amount 29 comments, Juvenalian satire amount 15 comments and Manippean satire amount 6 comments.

Netizen used each of the types of satire with aims. Horatian satire used to make a joke, the comments readable funny and entertained readers. Juvenalian satire used to attack individuals, governments, and organizations to expose hypocrisy and moral transgressions. Therefore, netizen would do well to use irony and sarcasm in this satire. Manippean satire used to satirize individual character weaknesses and certain personality traits, such as mental attitudes.

Each comments have their own interpretation, it could be jokes, sarcasm that convey the opposite emotion. Netizen who given the comments used to know how to make the satirical comments sound as joke or to mock someone Netizen understood that from the context, the point of view from netizen helped the readers to know about each type of the satire that netizens use toward Megawati with this study.

Discussion

After all the analysis, types of satire that netizents used to criticized Megawati on the comments mostly is Horatian satire. This type of satire is more widely used because netizens prefer to use various styles of language to create sentences that are sounds fun. One of the language styles that used in horatian satire is metonymy, which is used to replaced one thing by a closely similar word. Sometimes metonymy is chosen because it is a well-known characteristic of a word (Aritonang et al 2022).

Horatian satire does not abuse others, in other hand this types of satire similar with positive impoliteness that has characteristics, such as: uses names and titles when they have good relations with others, using certain jargon, using taboo words, using derisive nicknames, and using taboo words, profane and other offensive languages (Pasaribu (2021). It could be found in the data 31. The word *bakso-bakso* in the data 31 does not mean as meatball, it refers to an informer in police who monitors netizen in their use on social media that has violate legal regulations or someone reports the comments to the police.

The comments that netizents use toward Megawati used negative politeness. In Juvenalian satire, negative impoliteness and sarcasm or mock politeness are used to made the comments. As an aspect of human communication features, it is a human phenomenon, represented unique cultures, as one of fundamental characteristic of human interaction (Pasaribu et al., 2021). The negative politeness can be realized by conventionally indirect like a comment in TikTok. Netizen uses sarcasm in their comments because it is like indirect communication that they did not saying it to Megawati directly. Sarcasm or mock politeness can be used to convey the opposite emotion. It can draw the conclusion that politeness is hampered by the awareness (Manik et al 2022). The example of Juvenalian satire could found in data 43 @JASJUS SUKA HS *"harga pulau berapa? "*. Netizen used sarcasm to convey the opposite emotion. Netizen does not mean asked how much of a island in general but refers to the two island that she was sold when she was the President of Indonesia.

Different aims from Manippean satire which is to satirize an individual character flaw, a particular personality trait, such as a mental attitude. The use of language of this type is to convey facts or explain an event that can be proven true. The example of this types found in the data 49 @ Ramadhan "*gambaran pemimpin ketika 03 menang* ". It can be interpreted that Megawati known as a *mother* in her party who will lead the party as she wants to do although she just a chairman but she can handle peoples of the party even a President. The comments mean Megawati has character flaw in society.

The results of this study is different with the results that studied by Andry & Syarif (2021). The most dominant type found in this study is the Horatian satire, where netizen use positive impoliteness on the comments contains humor and funny words to criticize Megawati because netizen loved to criticized their target with jokes to entertain readers. It's different from the results of the previous study that shows the most dominant type found is the Juvenalian satire because Rocky Gerung mostly use sarcasm that is harsh and reproachful words in his speech. Comment on social media is different from speech, where netizen made the comments consciously and indirectly, netizens have to think before typing something on social media because of the laws and regulations that is the reason of netizents dominant use Horatian in the comments. While, a speech by Rocky Gerung whose known as a philosopher speak in very spontaneous and matter-of-fact, if he wants to say something rude then he will say it in other words he speaks what he speak.

This study proven that there are three types of satire that netizen use in the comments toward Megawati. Beside Horatian satire, Manippean satire is the third as the common types of satire use by netizents. It's different from the study by Adetuyi (2019). Manippean satire in this study use politeness words and does not hurt the subject with a joke. While, it was found that Manippean satire in the previous study is contains religious satire and humorous criticism of human weaknesses uses this parameter to identify it in the Song of Lawino. The Manippean satire on this study has meaning with the original words but the Manippean satire on the previous study use as humorous criticism because it is a religious song.

This study demonstrated that Juvenalian satire and Horatian satire also found in netizents comment beside Horatian satire. The comments that contain Juvenalian satire use sarcasm, mock and some account use vulgar word to criticized Megawati in the comments. The horatian satire in this study aims to entertained readers with jokes and some words that sounds funny when read it. Different results from a study of satire that studied by Fajar (2022) shows that satirical political communication 2019 Indonesia's presidential election on social media considered vulgar, sexist, and pornographic as the common used of satire in the comments. It can conclude that the Juvenalian satire in this study less than the previous study and the vulgar language used in previous study was more numerous and rougher which may hurt the subject.

This results of investigations into the types of satire in this study shows that

Horatian satire is the dominant types that netizen uses in the comments toward Megawati, the horatian satire in this study aims to entertained readers. Similar results to the previous study that studied by Sihombing (2022), shows horatian satire as the most dominant types of satire in the study. But there are the differences of both studies, the object and the reason of the use of horatian satire are different. The previous study shows that horatian satire is the most dominant types because Arie Kriting is a comedian that shows his action in live. Although his aims use the horatian satire is entertained his audience but he also must take care of his words because everyone can watch him and his performed can watch in every social media so the horatian is the previous study smoother than netizen did. Netizen is not a comedian but often use a jokes to criticize their target it is because an aspect of human communication features, it is a human phenomenon, represented unique cultures, as one of fundamental characteristic of human interaction (Pasaribu et al., 2021). Netizen freely to convey their feeling in the comments through the harsh humor in social media because they can use fake name in their social media so everyone cannot know them.

This study proven that horatian satire has aims to entertained readers through jokes and funny words that netizents create toward Megawati.   So, each comment that contain horatian satire invites netizen laughter when it reads.   The Horatian satire in this study has different aims from the study of satire that studied by Paramita (2018). If the aims of this study are to entertained the readers, the previous study use horatian satire to influence the readers. It shows from the percentage of the data analysis of the study. The result showed that the aims of satire have different, 23% of humor or horatian satire 23% of satirized, 30% to influence readers. It can be concluded that, this study uses Horatian satire as the dominant types which is 58% because the reason of netizen uses the horatian satire is to entertained readers with some words that contains humor and sounds funny. But the previous study is dominant to influence the readers because sometimes satire also use to influence readers with the words that sometimes use a different meaning from the original word or sentences. The meaning of the sentence contains ambiguous meaning.

It can be concluded that, there are many research that studied about satire and shows that each type of satire has different way to created them. But this study discovered new findings that different from the previous study, that each type of satire can be used to criticize all groups even to an official government, or even the former President of Indonesia. Netizens have so many ways to make the comments interesting to read, because netizens in Indonesia likes humor that is the reason this study use horatian satire as the dominant types. Netizents did not differentiate who they criticize on social media whether she is an official government, a President, rich or poor people. Everyone is the same in the point of view of netizen so they freely made the comments with sarcasm, mock, negative politeness, vulgar language to criticize the subject. Netizens use many types of satire in social media comments not only to entertain but to convey their aspirations indirectly with

various types of satire, even netizens use fake accounts and some may use the real one.

Conclusion

From the study that has been done about the Investigating Satirical Interpretation of People Comments on TikTok Toward Megawati, the writer concludes that: 1. Based on the results, there are three types of satire that were used in interpretation satirical language on netizen comments. Horatian satire, Juvenalian satire and Manippean satire. Writer found mostly types of satire that netizen used toward Megawati is Horatian satire amount 29 comments which aims is to make people laugh, entertained readers.

The second types are Juvenalian satire which aim to mock Megawati with sarcasm, it was found that Juvenalian amount 16 comments from the data analysis. And 6 comments to Manippean satire which aims to satirize an individual character flaw, a particular personality trait, such as a mental attitude; 2. Horatian satire is a type of satire that used jokes and the interpretation of the comments readable fun, invites readers laugh. Juvenalian satire uses sarcasm to mock someone and the interpretation of the comment convey opposite emotion.

Netizen made the comments because that is the way they can expressed their feeling about Megawati indirect way so netizen freely said anything in the comments with jokes, mock, impoliteness, and sarcasm. Manippean satire use to convey facts or explain an event that can be proven true. The interpretation of the comment has the same meaning with the comments; 3. The results of this study is different with the previous research. The writer found the most dominant type of satire uses in this study is Horatian satire that have positive politeness in it.

The horatian satire found in netizen comments different from horatian satire in another object. Because, in social media netizens freely to convey themselves and sometimes they use the real name and also the fake one as username in their social media. The reasons of netizen using satirical expression in the comments are to convey social issue such as morality, humanity, attitude, culture, religion and politics with a humor. It is very influential on the psychic of the target satire. It can be said that the comments provide a moral message to social media users specially TikTok about the conditions that occur in Indonesia use fun words.

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