



Decoding TikTok Comedy: An In-depth Analysis of *KPPS* Humor

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Received: 2024-11-08 Accepted: 2025-07-27

DOI: 10.24256/ideas.v13i2.5806

Abstract

On social media, humour is frequently used to comment on current affairs. The purpose of this study was to identify the different kinds and purposes of humour utilized on TikTok about the KPPS phenomenon's virality. The researcher gathered 30 TikTok videos as data using the descriptive qualitative research method, and the study's two primary findings are as follows. First, the study identified five types of humour, with satire being the most prevalent (50%) among them. These categories include satire, irony, sarcasm, puns, and tall tales. Second, certain kinds of humour were employed for several reasons, including identification, differentiation, enforcement, and explanation. Additionally, a relationship between the kinds of humor and its purposes on TikTok was found. It implies that the speakers preferred specific kinds of humour for different reasons. Additionally, the speakers praised KPPS members above other culturally presumed acceptable occupations in Indonesia and denounced unethical actions by dishonest state officials or civil workers using a range of humour types and purposes. The popularity of the KPPS phenomenon and TikTok provides individuals with a safe and creative forum to voice their opinions while also raising awareness of the various social issues affecting their community.

Keywords: Humor; KPPS; TikTok

Introduction

The general election is a big event eagerly awaited by all Indonesian citizens. In the event held every five years, citizens will realize their democratic rights by voting for their president, vice president, House of Representatives, and regional representative council. That is why the citizens are eager to participate as the organizers of this event, known as KPPS (*Komisi Penyelenggara pemungutan Suara*) or Voting Organizer Group (VOG). The duties of KPPS include voting and counting the votes at the polling station, which includes realizing the sovereignty of voters (Biro Teknis dan Humas KPU, 2014) Considering this prominent role, citizens are

rushing to register as KPPS members.

The euphoria on KPPS cannot be separated from social media. Social media are online platforms which allow users to communicate, convey, collaborate, and cultivate among interrelated groups of individuals, organizations, and communities, which are made possible by accessibility and advancements in technology (Tuten, 2023). The popularity of the KPPS phenomenon occurred because during the democratic election, the KPPS' role became crucial. Their exhaustive and heavy workload, which is paid by a small amount of salary, encourages people to give protests in the form of humor.

Besides, the rigid recruitment process also makes people believe that it is a prestigious role, like a civil servant status in Indonesia. Being a civil servant in Indonesia has great cultural significance and is often seen as a desirable career. This belief is rooted in historical factors, including the legacy of the "*Priyayi*" class which is connected to social standing, stability, and authority. Originating from the historic Javanese aristocratic class, the "*priyayi*" term frequently occupied important administrative roles (Hasan, 2014). Thus, being a civil servant can give a sense of pride and social security in Indonesia.

Various discourses on KPPS emerged on social media, resulting in various user reactions. One of which is the emergence of humor related to KPPS on TikTok. TikTok is one of the social media that people are interested in nowadays. It is a musical video platform from Tiongkok released in 2016 (Dewanta, 2020). A report by Wearesocial (2024) indicates that the percentage of TikTok users aged 16-64 per month in 2024 reached 73.5%. The report in 2023 also revealed that users spent 38 hours and 28 minutes per month accessing TikTok which was the longest compared to other platforms.

In the Indonesian context, the longest time spent by users on social media was 38 hours and 26 minutes and it was on Tiktok (Wearesocial, 2024). Like other phenomena, TikTok users enjoy creating humor on viral topics. Virality is a behaviour as a reaction that happens after users view online materials (Taecharungroj & Nueangjamnong, 2015). With the advancement of technology, nowadays, people share much information, particularly the amusing one known as 'going viral' (Attardo, 2014). The growth of social media has become an accessible platform to express one's humorous abilities (Dalyan et al., 2022). Weitz (2016) added that the advancement of social media allows for a significant transformation of the way people joke. Additionally, although the fundamentals of humour production are the same online, people's jokes are influenced by the platforms they use. Therefore, it is noteworthy to scrutinize how people creatively joke on TikTok to communicate something.

Humor can be defined as any form of expression that is meant to make people laugh, be amused, be happy, or be excited; the sense of comedy; and identical emotional states (Attardo, Wagner, & Urios-Aparisi, 2013; Sartika & Pranoto, 2021). Similarly, Joshua (2020) defined humor as a literary device which is used to make readers laugh or to amuse readers. In a social setting, humor is defined as a mental

reaction of excitement evoked by a sense of joyful contradiction and manifested through laughing and grinning (Martin, as cited in Vivona, 2014). In conclusion, any expressions that cause people laugh, be amused, and be joyful are considered as humor.

Thus, humor and communication are intertwined and enrich human interaction. In communication, language allows people to convey their ideas, feelings, and emotions and express their wit and creativity. This interaction demonstrates the significant influence of language in forming a human social environment by showing how humor strengthens ties between individuals and reflects cultural norms and values. Humor is significant in establishing cultural interactions (Taecharungroj & Nueangjamnong, 2015).

Scholars have identified various types of humor. Shade (1996) classified humor into four based on its forms. Verbal humor deals with the use of language to create humorous expressions. Auditory humor is conveyed through a sound signal. Visual comedy conveys humor through visual cues. Figural humor makes use of drawing to deliver humor. In this study, the researcher focused on using verbal humor found in the KPPS humor on the TikTok platform.

This research focused on verbal humor, referring to the twelve types proposed by Shade (1996). First, a pun is the use of words implying various meanings and applications. Second, a riddle is usually presented as a question and answer, like a confusing statement used to amuse the hearers by tricking them. Third, a joke is related to using words, figurative language, and various expressions to make the hearers laugh. Jokes can be categorized further into four: phonological jokes (the use of sound to create jokes), surface structure jokes (the word grouping which creates confusion and leads to amusing results), deep structure jokes (jokes resulting from multiple interpretations of a single word or phrase), and metalinguistic jokes (the use of language structure to create jokes).

Fourth, a satire is humorous and critical at the same time. Strategies in satire include understatement, exaggeration, and distortion. Fifth, a limerick is a type of poem whose topic is unconstrained to accommodate a variety of absurdities that may lead to humorous responses. Sixth, parody is humor imitating a story, poem, or song that creates a humorous effect. Seventh, an anecdote is a verbal account of real or imagined events, turning a story into a brief, humorous tale by developing and elaborating on it. Eighth, a farce exploits a particular occasion as an opportunity for comedy. Ninth, irony is an expression in which the message conveyed is the opposite of what is intended. Tenth, sarcasm elicits laughter using ridicule, insults, and subtle mockery. Eleventh, tall tale employs hyperboles to recount truths or occurrences over the story's characters, storylines, and setting. Twelfth, with uses creativity to bring different concepts together, expressed impulsively.

Considering the significant role of humor in human communication, humor serves several functions. Meyer (2000) proposes four functions of humor:

identification, clarification, enforcement, and differentiation. In the identification function, humor boosts support by connecting speakers with their hearers, boosting speakers' reliability, and developing cohesiveness within the group. Through this strategy, the speakers are trying to relieve stress and elevate their hearers to have a more equal connection with the speakers. Clarification is the function of humor, in which speakers attempt to produce appealing phrases or concise accounts of their opinions to clarify problems or viewpoints. When the speakers attempt to gently enforce regulations through humor by offering critique while retaining a certain level of hearer identification, the speakers are applying the enforcement function of humor. When applying the differentiation function, the speakers occasionally attempt to set themselves apart from their rivals and compare their opinions with those of their rivals.

Some researchers have investigated similar topics. They include the study of humor and social media media (Ogungbee & Omolabi, 2020; Rullyanti & Nurdianto, 2019; Firjatullah et al., 2021; Jakob, 2023;) and KPPS (Ulandari et al., 2021; Rosita, 2020). Ogungbee & Omolabi (2020) studied humor related to Corona Virus (CMH) which reflected social, economic, and health problems in Nigeria and was shared through social media. This study analyzed the data obtained from WhatsApp and Facebook based on the theory of Pragmatic Acts by Mey (2001).

The study results show that CMH's pragmatic relevance is ingrained in its social functions since it acts as a warning to Nigeria's corrupt and ineffective leaders and a gauge of citizens' sense of freedom, especially regarding the nation's healthcare system. Furthermore, because it lessens and maintains status disparities while enhancing a sense of community, creating humor related to the Corona Virus is a mockery of people's social, economic, and health realities. Second, Rullyanti & Nurdianto (2019) investigated the language types employed in Chris Rock's stand-up comedy script.

Employing a qualitative descriptive method, the researchers indicate two language styles used in the script: ten rhetorical and seventeen figurative. In addition, hyperbole is the most dominant type of rhetorical language style, while epithet is the most dominant figurative language used in the script. Third, Firjatullah et al (2021) investigated verbal humor in Hololive English Selected Clips Best of Hololive EN – October. The theories from Shade (1996) and Attardo (1994) were used as the study insights, and content analysis was used to analyze the data.

The study results reveal that twenty-one verbal humor fit into nine categories. Besides, the theory of GTVH was used to analyze verbal humor. Fourth, Jakob (2023) conducted a pragmatic analysis of humor types and effects used in the English meeting club. According to the research, three forms of humor—teasing, banter, and joking—occur in meeting clubs. This humor fosters communicative teaching and learning, engages learners in the process, and improves students' English proficiency, particularly in speaking.

Ulandari et al. (2021) analyzed the implementation and violation of politicians' discourse on the show of *Catatan Demokrasi Kita* in the episode of the

mystery of the death of hundreds of KPPS officers. The results of the study show two main findings. First, Leech's six politeness maxims, including tact, generosity, approbation, modesty, agreement, and sympathy maxims, were implemented by the politicians. On the other hand, five politeness maxims were violated, except the maxim of sympathy. Finally, Rosita (2020) conducted a discourse analysis study on colloquial language phrases in the news of the 2019 presidential election on *vivanews.com*. The study exposes that three types of word choices are found in online media: the experimental value (dramatic, powerful, persuasive, and communicative), the relational value (advice, a formal word using a foreign word, and an informal word using a mixture of regional language), and the expressive value (negative evaluation). Additionally, this study claims that language use contains hidden motivations of the speakers and is not objective.

This research is different from the previous research in some ways. The study of Ogungbee & Omolabi (2020) and Firjatullah et al. (2021) investigated humor on social media platforms, including WhatsApp, Facebook, and YouTube, while this study studied humor on TikTok. Rullyanti & Nurdianto (2019) studied the use of language styles in a stand-up comedy script, whereas this study investigated verbal humor in TikTok videos. Jakob (2023) conducted research on humor in education, while this research studied humor on a social media platform. Finally, the studies by Ulandari et al. (2021) and Rosita (2020) focused on investigating politeness maxims and critical discourse analysis on specific events, which were KPPS and the presidential election. Nevertheless, this study analyzed KPPS-related verbal humor.

This research aimed to analyze the use of verbal humor on TikTok videos related to KPPS. It attempts to answer two main questions: (1) what were the types of KPPS-related verbal humor found on TikTok? and (2) what were the functions of the KPPS-related verbal humor found on TikTok? Through the perspective of TikTok, a platform that influences and reflects current social trends, this study provides a novel viewpoint on the rapidly evolving areas of digital humor. Thus, this study builds a multidisciplinary framework for comprehending humor in the digital era by linking multiple disciplines, such as media studies, sociology, and linguistics.

Method

A descriptive qualitative research design was used in this study to analyze humor related to KPPS on TikTok. Qualitative research collects verbal data, describes them using thematic analysis, and interprets the findings (Creswell, 2012). Since this study focused on verbal humor, the data were in the form of words taken from the TikTok videos, which were collected in October 2024. Since the researcher obtained, reduced, classified, and examined the data, the researcher was the main instrument in this study (Creswell, 2013). Documents in the form of online dictionaries and other online sources were utilized as additional tools to perform the investigation.

The data analysis steps by Creswell (2013) were used to analyze the data. They

can be seen in Figure 1 as follows.

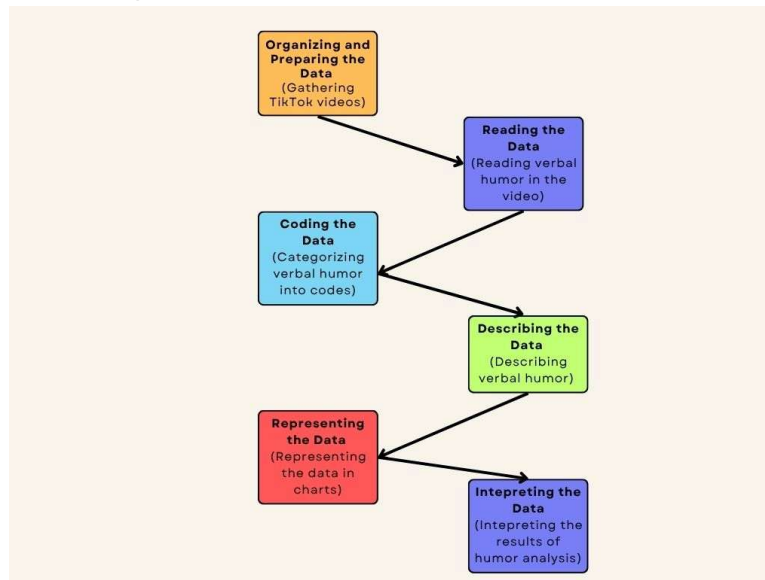


Figure 1. Data analysis steps

Figure 1 above outlines the data analysis steps, which include organizing and preparing the data, reading the data, coding the data, describing the data, representing the data, and interpreting the data. In the first stage, organizing and preparing the data, the researcher searched for some TikTok videos under the hashtag #jokesKPPS2024. This hashtag was chosen to filter the data among other KKPS jokes. From this hashtag, the researcher found 30 videos, which met the criteria including: (1) the KPPS theme, (2) verbal humour, and (3) the year of posting in 2024.

Then the researcher read the data by reading the words containing humor in the videos. The researcher also jotted down the words in the videos containing the verbal humor. In the third stage, the researcher classified the data into humor types and functions and coded them. The insights of Shade (1996) on verbal humor types and Meyer (2000) on humor functions were employed. For example, the codes for the humor types include P (Pun); RDL (Riddle); JK (Joke); STR (Satire); LMK (Limerick); PRD (Parody); AND (Anecdote); IRN (Irony); FRC (Farce); SCM (Sarcasm); TTL (Tall Tale); and WT (Wit). Additionally, the humor functions were symbolized by the following codes: IDF (Identification); CLF (Clarification); EFC (Enforcement); and DFT (Differentiation). As the ethical consideration on using the social media contents, the researcher managed to give credits but keep the confidentiality of the creators by mentioning the creators' names using the initials in each humor code. After the data were coded, the researcher synthesized the patterns found in each category and provided the descriptions. Next, the data were represented in tables based on the codes. Finally, the researcher interpreted the data.

The background as an Indonesian with expertise in English linguistics provides

the researcher with dual perspectives. Both the emic perspective in understanding the linguistic, cultural, and political discourses in Indonesia and the etic perspective to analyze the data more objectively but also demands cultural confirmation. Data triangulation was established to ensure this study's credibility (Creswell, 2013) by using data from multiple sources. The researcher triangulated the data from TikTok as well as other documents related to the research issue, such as dictionaries and online resources.

Results

The types of KPPS-related verbal humor found on TikTok

This section answers the first research question about the types of KPPS-related verbal humor found on TikTok. The data were obtained from thirty humor found on TikTok. The following figure will illustrate the types of humor found.

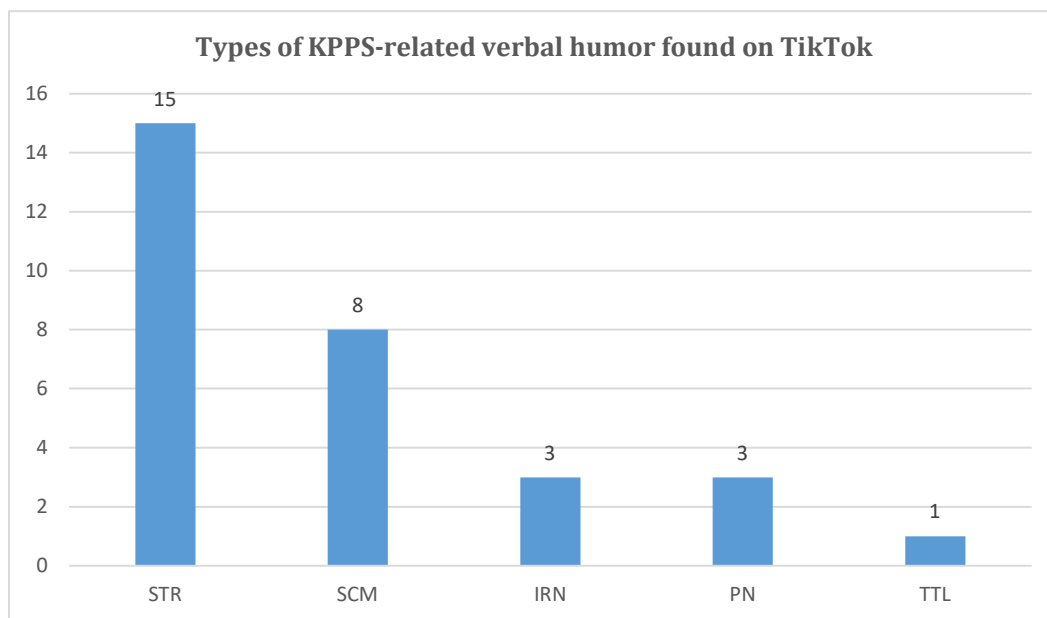


Figure 1. Types of KPPS-related verbal humor found on TikTok

Figure 1 above shows the types of KKPS-related verbal humor found on TikTok. There were five types of verbal humor found. Satire (50%) is the most dominant type of humor found followed by sarcasm (26.67%), irony (10%), pun (10%), and tall tale (3.33%). The following is the description of each type of humor.

Satire

Satire refers to the use of humor to criticize something. Fifteen (50%) data belonging to satire were found in this study. These two data exemplify the use of satire.

Datum 1

ALHAMDULILLAH!!! Hallo dek, mau sama abdi negara gak? Sekarang abang sudah jadi abdi negara dilantik menjadi KPPS (RA.STR-1.IDF)

ALHAMDULILLAH!!! Hello sis, do you want to be with a civil servant? Now I have become a civil servant inaugurated as KPPS (RA.STR-1.IDF)

In datum 1 above, the speaker claims to be a civil servant because he was inaugurated as KPPS. Further, the speaker asks whether the listener wants to be with him. This is satire because the speaker intends to criticize women who prefer having relationships or getting married to civil servants because being a civil servant is still considered a prestigious occupation in Indonesian culture. Thus, being inaugurated as a KPPS member motivates him to create humor as if he is a civil servant because he works on the organizing committee of the general election.

Datum 2

LIHAT TEMAN-TEMAN UDAH PADA SUKSES PADA POSTING PELANTIKAN KPPS. APA BENER ANGGOTA KPPS DAPET TUNJANGAN PENSIUN DAN SK NYA BISA DI GADAIKAN KE BANK (BAB.STR-4.CLF)

I SEE FRIENDS HAS ALREADY BEEN SUCCESSFUL FROM THEIR POSTS ON KPPS INAUGURATION. IS IT TRUE THAT KPPS MEMBERS GET PENSION FUND AND THEIR DECREES CAN BE MORTGAGED TO THE BANK (BAB.STR-4.CLF)

Datum 2 indicates that the speaker sees his friends have been successful from their KPPS inauguration posts on social media and wonders whether it is true that KPPS members will get the pension fund and use their decrees to get a mortgage. It is a satire because the speaker criticizes civil servants' rights and practices. The speaker creates humor by associating his occupation as a KPPS member with that of a civil servant. A pension fund indicates that it is the right of a civil servant. In addition, it is a common practice in Indonesia that after receiving their decrees, civil servants will use them to get loans.

Sarcasm

Sarcasm is a type of humor expressed by a speaker by making scorn, ridicules, or disdains. The researcher found eight (26.67%) sarcasm data. These two data exemplify the use of sarcasm.

Datum 3

Semenjak aku dilantik jadi anggota kpps, maaf seleraku bukan kamu lagi (DA.SCM-1.DFT)

Since I was appointed as a kpps member, sorry you are no longer my type (DA.SCM-1.DFT)

The speaker is being sarcastic to the listener, who was once loved by the speaker, by saying that the speaker has become a KPPS member and is no longer interested in the listener. It can be implied that the speaker is ridiculing the listener, who probably rejected him previously.

Datum 4

Sejak dilantik jadi anggota KPPS gaya temanku sudah seperti anggota dewan (RD.SCM-3.DFT)

Since being appointed as a KPPS member, my friend's style has been like the House of Representative member (RD.SCM-3.DFT).

In datum 4, the speaker expresses sarcasm by ridiculing his friend's style after he is appointed as a KPPS member. He associates his friend's style with the style of the House Representative member or someone having authority. It implies that the speaker's friend has changed since he became a KPPS member. This humor implies that his style will completely change when someone has authority.

Irony

An utterance is considered ironic if the speaker's intended meaning is contradictory from its denotative meaning. The researcher discovered three (10%) data belonging to irony on TikTok. These two data exemplify the use of irony.

Datum 5

Rela jual Tanah 2 hektar sama pulau karet demi jadi KPPS pas pelantikan cuma dapat uang 50k sama nasi kotak (HRA.IRN-1.EFC)

Willing to sell 2 hectares of land and a rubber island to become KPPS, but on the inauguration, I only got 50k money and a box of rice (HRA.IRN-1.EFC)

In datum 5, the speaker exaggerates his sacrifices to be a KPPS member by selling two hectares of land and a rubber island, but he only gets a small amount of money and food. It contradicts the fact that registering for a KPPS member is free. It also depicts that the speaker expected to be paid a lot once he became a KPPS member. In fact, he did not get what he expected because he only got a small reward.

Datum 6

Terlanjur jual sawah ortu 2 hektar buat daftar KPPS ternyata gagal di pantukir (RF.IRN-2.EFC)

Already sold 2 hectares of my parents' rice field to register for KPPS, but it failed in the final determination (RF.IRN-2.EFC)

The meaning the speaker tries to express in datum six here is similar to the

previous datum. He exaggerates his scarification to be a KKPS member by selling two hectares of his parents' rice fields but fails in the final determination stage. Again, it contradicts the fact that registering for a KPPS member is free. It shows that the speaker expected that he would have been a KPPS member once he had paid a lot. In fact, he failed in the last stage.

Pun

A pun is humor created by the speaker by making use of wordplay. The researcher discovered three (10%) data belonging to puns. These two data exemplify the use of puns.

Datum 7

aku gagal jadi anggota kpps karna gabisa bedain antara kotak suara dgn kotak amal (RF.PN-2.CLF)

I failed to become a member of the kpps because I could not distinguish between the ballot box and the charity box (RF.PN-2.CLF).

Datum 7 implies that the speaker failed to be a KPPS member because he could not distinguish between a ballot box and a charity box. A ballot box here refers to a sealed box in which voters place their filled-out votes (Cambridge Dictionary, 2024), while a charity box is a box into which donations are placed, usually in a public place (KBBI VI Daring, 2016). The general election is generally associated with the ballot box, whereas a charity box is associated with a box where people donate money. The speaker creates a pun by making wordplay using the word "box," which refers to the same 'box,' but both boxes are used similarly, and the people put something inside them. People put ballots into the ballot box, while money is put in the charity box.

Datum 8

maaf mas, tintapora lebih menggoda daripada pedangpora (YA.PN-3.CLF).
sorry bro, tintapora is more tempting than pedangpora (YA.PN-3.CLF)

In datum 8, the speaker is comparing 'tintapora' and 'pedangpora'. The word pedangpora is derived from "pedang pura," which means a gate of swords (Zainudin, 2023). Pedangpora refers to the ceremony as a symbol of solidarity and brotherhood among military personnel, marking the acceptance of the soldier's spouse into the military family. On the other hand, the term 'tintapora' actually does not exist. This wordplay is created by combining the word 'tinta' meaning 'ink' with 'pora'. The word 'tinta' is used here to replace the word 'pedang' meaning 'sword' by associating KPPS with 'tinta' because 'tinta' is generally used to mark that someone has given a vote. The speaker asserts that tintapora is more tempting than pedangpora. It implies that marrying a KPPS member is more appealing to them than marrying a soldier. The humor here is created by using the pun as if marrying

a KPPS member is more appealing than marrying a soldier that is a civil servant.

Tall tale

A tall tale is a ridiculous story narrated by the speaker by exaggerating something. The researcher found 1 datum of tall tale on TikTok. This datum exemplifies the use of tall tale.

Datum 9

Setelah suami dilantik KPPS, beliau langsung sidak menuju pasar-pasar modern, memastikan harga2 dipasar mengalami kelonjakan kenaikan atau tidak (TA.TTL-1.IDF)

After my husband was appointed as a KPPS member, he immediately went to modern markets for unannounced inspection to make sure that prices in the market had increased or not (TA.TTL-1.IDF).

The datum above illustrates that the speaker narrates a story about what her husband did after he was appointed as a KPPS member. She creates humor by depicting the task of a KPPS member as an official who generally does unannounced inspections of public places after being appointed. This story is impossible because the speaker's story is ridiculing the KPPS job because KPPS works in the general election and has nothing to do with inspection.

The functions of the KPPS-related verbal humor found on TikTok

This section answers the second research question about the functions of KPPS-related verbal humor found on TikTok. Referring to the theory of Shade (1996), all functions of humor were found in this study, namely identification, enforcement, clarification, differentiation, and clarification. The following figure will illustrate the functions of humor found.

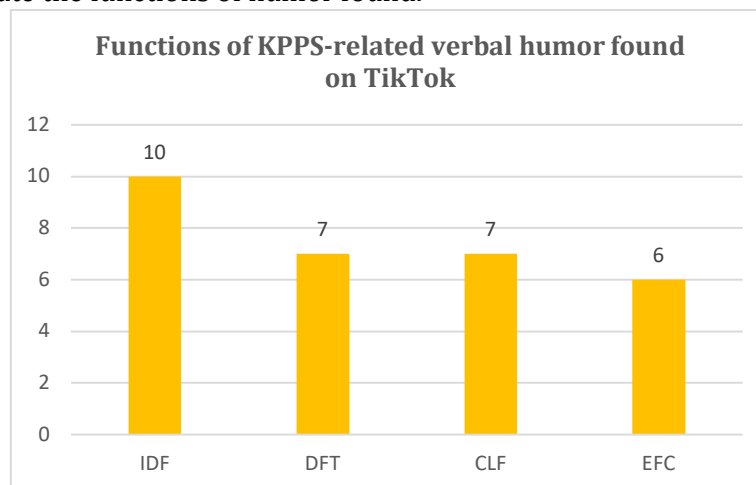


Figure 3. Functions of KPPS-related verbal humor found on TikTok

Figure 2 above illustrates the functions of KKPS-related verbal humor found on TikTok. Identification (33.34%) is the most dominant function of humor found followed by differentiation (23.33%), clarification (23.33%), and enforcement (20%). The following is the description of each function of humor.

Identification

In identification, the speaker creates humorous utterances to build support, boost the credibility of the speaker, and position the audience in the equal place with the speaker. This datum exemplifies the identification function of humor.

Datum 10

Aku dan Pacarku sama-sama Anggota KPPS. Alhamdulillah, Akhirnya Dapet Pasangan yang "SETARA." Jadi Ga ngerasa too Much and too Less (MO.STR-13.IDF)
My girlfriend and I are both KPPS members. Alhamdulillah, Finally I Got an 'Equal' Partner. So, I don't feel too Much and too Less (MO.STR-13.IDF)

In the datum above, the speaker creates humor by identifying himself as having an equal position with his girlfriend. Both are KPPS members. It is emphasized by the utterance "So I don't feel too Much and too Less" indicating that the speaker is enhancing his credibility and considering he and her girlfriend to have equal levels and are good together.

Differentiation

When the speaker contrast himself with another person, he applies the differentiation function. This datum exemplifies the differentiation function of humor.

Datum 11

Setelah dilantik menjadi anggota KPPS, diriku merasa bukan lagi warga biasa (IP.STR-6.DFT)
After being appointed as a KPPS member, I feel that I am no longer an ordinary citizen (IP.STR-6.DFT)

Datum 11 illustrates that the speaker is differentiating himself from others by regarding himself as an unordinary citizen. It implies that after being appointed as a KPPS member, the speaker feels proud of himself.

Clarification

In the clarification function, the speaker uses humor to clarify specific issues that do not need confirmation. This datum exemplifies the clarification function of humor.

Datum 12

Setelah di lantik jadi anggota kpps, SK nya saya gadaikan buat beli bus (NH.STR-9.CLF)

After being appointed as a member of the kpps, I mortgaged the decree to buy a bus (NH.STR-9.CLF)

The speaker above states that after being appointed as a KPPS member, he mortgaged the decree to buy a bus. The speaker created this humorous utterance to clarify an issue regarding the common practice done by civil servants. It is common knowledge that some civil servants mortgage their decrees as soon as they are appointed and obtain them. They usually use the decree to get loans and buy their needs. For example, they will buy houses, vehicles, or lands.

Enforcement

Using humor to enforce norms applies the enforcement function. The speaker gives criticism which requires the correction from the audience. This datum exemplifies the enforcement function of humor.

Datum 13

Seandainya Waktu Itu Aku Selilpin Amplop Di formulir Pendaftaran Pasti Aku Lolos Seleksi Dan Sudah Hidup Bahagia Jadi Anggota KPPS (HP.SCM-6.EFC)

If only at that time I had slipped an envelope into the application form, I would have passed the selection and lived happily as a KPPS member (HP.SCM-6.EFC).

The speaker above recounted that if he gave some money to the committee, he would be a KPPS member. It implies that it is a common practice during selection or recruitment where the applicants bribe the committee to pass the selection. Through humorous utterances, the speakers speak against the practice.

Discussion

Based on the results of the study which were presented in the previous section, this section elaborates the results and relate them to the results of the previous research. Based on the data analysis, the study discovered the types and functions of KPPS-related verbal humor on TikTok.

The study figures out that there are five types of humor found on TikTok. Satire is the most dominant type of humor. It is used to criticize the KPPS occupation. The speakers mostly use satire by associating the occupation with civil servants. As it has been mentioned, a career as a civil servant holds a significant social prestige and pride, rooted in the "*priyayi*" legacy associated with stable social position, authority, and welfare. Furthermore, the speakers exaggerated the privileges that KPPS members have, including adequate facilities, high salaries, pension funds, and other assets that the KPPS members do not have.

The use of exaggeration to express satire is in line with the results of the study

by Xi (2023), which states that exaggeration is used in satire to highlight and condemn misconduct. Burgers & Brugman (2022) also add that satire seeks to raise the public's consciousness of present-day issues and question people's preconceptions. Satire is also used to emphasize that the speakers have higher social status than before by identifying themselves as ideal husband or wife candidates, ideal son or daughter-in-law, and respected people in society.

The speakers use irony to express their expectations about the rewards they will get as KPPS members, which contradicts the facts. The speakers make ironic utterances by exaggerating the rewards that KPPS members get and their tremendous sacrifices ending in failure. These impossibilities create humorous effects for the audiences. In line with this, Hasyim & Hanidar (2022) found in their research that the use of a language that uses exaggeration of the situation's actuality to convey nonliteral meaning can be humorous.

Similar to satire, the data showing sarcasm in this study were used by the speakers to emphasize their increase in social status after being appointed as KPPS members. However, this is expressed through sharper and harsher utterances than satire. Khamdamovna (2020) also claims that, like satire, sarcasm entails using mockery to fight against negative aspects of reality characterized by its bluntness and sharpness of exposing, and sarcasm, as opposed to irony, conveys the most substantial level of offense and disdain.

Using puns, the speakers use wordplay to associate the things related to KPPS with other things. For example, the speaker associates the *pedangpora*, a prestigious ceremony for soldiers, with *tintapora* as if the KPPS role is as prestigious as that of a soldier. Thus, structured words play a major part in pun formation in which the cognitive method of breaking a word down into its constituent parts forms the foundation of wordplay, resulting in ambiguity from which a different meaning results from disassemblment and analysis (Satvoldieva & Qizi, 2020).

The study also found that the speaker uses a tall tale to tell an absurd story about being a KPPS member and to associate the role with an official with great authority. Singasiti & Singhasiri (2022) also argue that, depending on the situation, humor can still be made for various reasons, including expressing oddities or having a character to mock.

Additionally, the researcher also found four functions of humor in the data. They include identification, enforcement, differentiation, and clarification. The speaker uses an identification function to identify themselves as having higher social status, leading to their equal status with the audience. Enforcement is used by the speakers to enforce the norms. These are generally in the form of criticisms of various illegal practices, e.g., bribery. The speakers use the clarification function to clarify some issues related to KPPS that do not need any corrections. For example, the speakers associate KPPS members with civil servants who generally mortgage their decrees to get loans. The speakers use differentiation to distinguish KPPS members from other people due to the rise of their social status, implying that they

are not equal to the audiences. In conclusion, humor on TikTok is used to depict the role of KPPS members as equal to civil servants and criticize some bad practices done by the civil servants. The findings diverge from Purwati's (2022) study of humor's classification and functions. She reveals that the most dominant type of humor function found in a talk show is clarification, indicating that Indonesians prefer to condense their opinions into catchy phrases or short narratives.

The study also uncovered the correlation between the types and the functions of humor used on TikTok. Satire is mostly used to demonstrate identification function because the speakers identify KPPS members to have equal status to the audiences. Sarcasm is mostly used to express the differentiation function by excluding the audiences from KPPS members because KPPS members have higher social status. In line with this, Singasati & Singhasiri (2022) suggest that the writer's purpose to be humorous plays a significant role in the inconsistent connections between vocabulary creativity and humor strategies.

Regarding the humor usages among different demographics, this study discovered two main findings. First, the humor on KPPS was produced and consumed by mostly younger age groups. This implies that humor on KPPS is primarily suited to younger generations that are also dominated by digital natives. The characteristics of humour generally created by these age groups involve a fast-paced editing process, the use of trending sounds/ music, or memes that are noticeably different from the forms of humour used by older age groups.

Besides, the humour creation in these age groups regarding the KPPS role also implies that younger generations in these age groups are fighting for jobs the most. The data from the Central Bureau of Statistics confirms this by showing that people in the age groups ranging from 15 to 29 years old have contributed to the high unemployment in Indonesia (Badan Pusat Statistik, 2025). Since these age groups contribute the most humour on TikTok, the platform has become a place to share solidarity for those searching for jobs.

A similar study on the use of humour on social media among cancer patients found that one of the functions of humor is to socially empower oneself and others (Demjén, 2016). Second, it was found that most of the humour found was mostly used to criticize the role of civil servants in society. Though, the role seems exclusive and prestigious, some bad practices were commonly uncovered. The humour found on KPPS also implies that the job positions that seem to be unavailable for some people are highly accessible for others due to their power. Therefore, one of the potential negative impacts of this humor trend is it may lead to stereotypes towards civil servant positions in society.

Overall, the types and functions of humor employed on TikTok are used by the speaker to glorify the occupation of KPPS over culturally assumed prestigious occupations in the Indonesian context, civil servants, and criticize bad practices committed by unscrupulous civil servants or state officials. The existence of social media, especially TikTok, and the virality of the KPPS phenomenon have become a

potential platform for users to express their criticism creatively and harmlessly. This allows users to raise their awareness about various social issues happening around them and be critical of them. A similar case is found in Africa, where several researchers investigated social networking sites and internet sites are used as a political movement and additional means to demand responsibilities, rights for humans, and effective government (Msimanga et al., 2021)

Conclusion

This research successfully uncovers the types and functions of KPPS-related verbal humor found on TikTok. The research discovered five types of humor: satire, irony, sarcasm, puns, and a tall tale. Furthermore, those humor types were used to convey functions like identification, enforcement, differentiation, and clarification. A correlation between the types and the functions of humor used on TikTok was also discovered. It indicates that the speakers preferred certain humor to serve different purposes.

Furthermore, various types and functions of humor identified in the study were employed by the speakers to praise the KPPS members above other culturally presumed respectable occupations in Indonesia and denounce unethical actions by dishonest state officials or civil servants. To conclude, the popularity of KPPS phenomena and the presence of TikTok allows users to have a forum to creatively and innocuously voice their disapproval. This study has limitations regarding the cultural nuances and the platform used in this research since this is related to a particular event in Indonesia.

First, understanding the cultural nuances and references within KPPS humor requires a deep understanding of Indonesian culture and language, and misunderstandings of cultural references may impact the analysis. Second, TikTok is a dynamic platform, and trends and humor styles can change rapidly. Consequently, the findings of this study may not be applicable to future iterations of KPPS humor. Therefore, the researcher recommends that other researchers explore comparing KPPS humor to similar comedic styles in other cultures to identify universal and culturally specific humor elements or analyze how technological advancements and platform changes influence the production and consumption of KPPS humor.

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