Javanese Teenage Sarcasm on Facebook: Cultural Expression Online

Brama Gilang Ramadhan[1], Ainur Rochmania[2*]

[1,2]Communication Studies Program, Universitas Muhammadiyah Sidoarjo, Indonesia

*Coresponding Author's Email: ain.umsida@gmail.com

Abstract

This research delves into the prevalent use of sarcasm among teenagers on Facebook, exploring its forms, influencing factors, and resultant impacts on politeness principles. Employing a qualitative, descriptive methodology, data were gathered from youth comments exhibiting sarcasm or rudeness on Facebook. Results reveal widespread usage of harsh language, particularly among teenagers, leading to significant breaches of decency norms in communication. The study urges heightened awareness regarding inappropriate sarcasm usage on social media platforms, encouraging future research to elucidate further the intricacies of politeness principle violations.

Keywords: sarcasm, teenagers, social media

Introduction

Language is the specialized ability of humans to acquire and use complex communication systems, and language is a specific example of such a system. Over time, language has evolved into a huge asset. The richness of language has become increasingly widespread because in its application, language is not just a tool for human communication. Language brings dynamic changes to all aspects of human life, from cultural aspects to more complex matters such as politics and science (Wahyuni, 2021). The development of language has given birth to various branches of language use, one of which is linguistic style or majas. Rhetorical techniques have the principle of using certain variants to achieve certain effects, which is a common feature of literary language and a unique way of expressing thoughts and feelings orally and in writing. A figure of speech is a unique feature of language because it can build and develop imagination beyond the actual meaning of words by comparing, connecting, contrasting, and even repeating words (Anshari & Hafiz, 2018).

Language development is also influenced by complex information and communication technologies, such as gadgets. Gadgets are easy-to-use communication tools. the use of social media media now makes its users addicted and this has both positive and negative impacts. For example, on the social networking site Facebook, Facebook users can use sarcastic language that violates the principle of polite language. The researcher chose the facebook account because it not only fulfills the research needs, but also not much related to Javanese sarcasm language on facebook social media. In this study, the researcher will try to explain how the use of sarcasm language contained in facebook comments and in the language chosen for the study is Javanese language in (Hudaa dkk., 2016).

Javanese language is often used in Indonesia's multicultural society, and Javanese language is also more dominant even in social media is more comfortable to be used as sarcasm in multicultural society. this causes Because the levels in Javanese language are called ngoko,

madya and kramo. In addition to language proficiency, Javanese is taken for granted with its familiar sarcastic counterpart. Some Javanese words are familiar in multicultural society, there are even some words that contain sarcasm but are often used, such as asshole, gendeng, wedos, celeng, gatel and asu. These characters are no stranger to Indonesian society today. Although some of these words have negative elements, they are often used among close friends and coworkers in (Rahadini & Suwarna, 2014).

Adolescence comes from the Latin word adolensence which means to grow or grow into an adult. The term adolescence has a broader meaning that includes mental, emotional, social and physical maturity. This period is often referred to as the gray period, because the position of adolescents cannot be defined as children or adults. Adolescence is a transitional period or transition from childhood to adulthood, ranging in age from 12 to 21 years (Khairulyadi, 2017). This transition period makes the attitude and consistency of adolescents tend to change or better known as instability. In addition, other characteristics of adolescent development are: physical changes (growing), shifting attention to peers and gradually breaking away from family attachments, intense interaction with the opposite sex, periods of idealism, demonstrating self-competence, and especially the period of searching for identity.

The developmental characteristics of adolescents will be evident in their daily interactions. In their social life, adolescents transform into the most dynamic person, and their attitudes will depend on themselves, their environment, their friends and even things that have nothing to do with them. As one of the many consumers of sarcasm, teenagers are very attached to sarcasm in their relationships. The unstable and impressionable nature of adolescence (as a transition from child to adult) is synonymous with sarcasm as an element of language that never stops developing. Some of the most common forms of sarcasm usage in teenage relationships show why teenage relationships are so closely related to sarcastic language styles in (Kediri & Damayanti, 2021). The erratic nature of teenagers makes them prone to emotional outbursts. He will prioritize emotions in every area of his life, and when his emotions are ignited, the teenager finds it difficult to control his emotions, so he vents them with sarcasm explicitly to whoever triggers them. The emotional nature of adolescents also encourages adolescents to hide their honesty, when they find things or people they don't like in their interactions, they prefer to cover up their lies by praising the things or people they don't like. A teenager will use sarcasm implicitly for cynical insults or because he cannot deal with the situation honestly.

The word sarcasm comes from the Greek sarcamos It means to tear flesh like a dog, to bite the lips angrily, or to speak with bitterness. One of the main characteristics of sarcasm is that it always contains bitterness and reproaches that are bitter, painful, unpleasant. compared to irony and cynicism, sarcasm is in a harsher position.Pay attention to the principles of politeness when speaking, so that the utterances spoken can be accepted and considered polite.

Sarcasm can also be poured into images, even videos with a specific purpose. Poerwadarminta in Taringan also explains that sarcasm means the use of language and therefore contains satire, satire, sarcasm, pain and scathing reproaches, language is harsher than irony and cynicism, expressing the opposite of. The statement further clarifies the use of sarcasm which is intended to directly or indirectly offend and satirize others. This is also in accordance with the assumption that text can be a medium used by some groups to transcend themselves while marginalizing others.The increasingly advanced human life makes the use of sarcasm not necessarily intended to insult. Sarcasm has been applied in everyday life as an aesthetic of writing, as a form of advice, as a form of learning, and as an everyday joke. This leads to the fact that sarcasm has developed into a culture that is inherent in human life. As a culture, irony brings not only advantages, but also disadvantages. Besides the aesthetic virtues of sarcasm, many people believe that sarcasm is something that should be morally avoided in communication.

When one person communicates with another in a sarcastic language style, one becomes the actor subject and the other the victim object. On the one hand, the actor subject will feel the aesthetic value and satisfaction of using irony. On the other hand, the victimized object judges how low the ethical value is.

Nowadays, communication between people is not only by word of mouth, but also by writing through information technology-based social media, such as twitter, facebook, blogs, and other online sites. Through social media, any information can be easily communicated to the public. The use of social media seems limitless, high dependency patterns have positive and negative effects, for example we can meet on social networking sites, one of which is on Facebook (Cahyanti & Sabardila, 2020). Through facebook social networking, social media users can easily disseminate information and obtain fast and accurate information. However, it cannot be denied that everyone reacts differently as a social media user, for example, the use of sarcasm language that leads to the violation of the principle of disrespectful language. Social media is an online communication tool or media where users can exchange information and learn about everything around the world regardless of distance and time. Social media is inherent in all circles, be it children, teenagers, or even adults. According to Atmoko, social media, especially Instagram, is an application on smartphones that is devoted to social media, and social media is one of the digital media whose function is almost the same as Twitter, but in a different form. take photos or share information about their use. Communicating using social media can be done anytime and anywhere through various media such as Facebook, Twitter, WhatsApp, Instagram, etc. making it easier for users to access it.

Of course, the use of social media has both positive and negative impacts. One of the positive impacts is that we can communicate and get to know everyone who is far away from us. The downside is the arguments that occur between users. These arguments are caused by the freedom of speech or the boredom of each user, which makes them interested in trying to argue on social media. Debates on social media can trigger mental health problems such as stress, depression, deep anxiety (Paramita dkk., 2022). Few people are proud and happy to argue on social media, so it can be said that arguing on social media is not fun and has a negative impact on its users. Debates on social media can trigger mental health problems such as stress, depression, anxiety. Even if the debate happens in cyberspace, it affects the real world. Few people are proud and happy to argue on social media, so it can be said that arguing on social media is not fun and has a negative impact on its users. The use of social media today is not limited, so there is bias in the use of language on social media. Divergence is a sarcastic form that deliberately attacks the opponent. This form of sarcasm shows a violation of communication ethics, because this kind of sarcasm is a form of incivility in social communication. This jeopardizes the formation of national character in (Hardiati, 2018).

Methods

This research method is descriptive qualitative. This is because the researcher uses data in the form of words and utterances found on the homepage of Facebook social media. The data collection technique in this research uses listening and recording techniques, namely listening and recording every comment and ironic Javanese text from Facebook users. The data source of this research is a screenshot file of Facebook users' posts or comments in abusive Javanese. Researchers made observations by listening to every post and comment of Facebook users, collecting data then analyzed and categorized and sorted according to the level of rudeness in writing and speech, while still referring to the theory of language politeness proposed by Leech in (Cahyo dkk., 2020).

Result and Discussion

The result of this study is the rampant use of sarcasm in writings and comments by social media users, especially Facebook users, is familiar, and we have often encountered it. Social media users seem not to care about politeness in speech behavior on social media. It turns out that there are still many social media users who understand that social media is a medium without values, rules and norms. Because of this perspective, they do not hesitate to use abusive language (sarcasm) to describe their actions. Many factors can influence the sarcasm language style, including the lack of awareness of using social media as a communication tool in (Beden, 2020). Based on this, researchers argue that it is necessary to increase public awareness to be able to use social media correctly or wisely, and pay attention to the norms of courtesy in speech behavior on Facebook. The following are examples of sarcasm sentences in Facebook comments and statuses:

Figure 1. The sarcasm marker word "Kemayu" in Facebook

The sarcasm marker in the discourse status of the facebook user above is the word kemayu which means in Indonesian is pretentious. In the status, the facebook user satirizes the object by doing a sarcastic sentence against women who use the whitening effect in the android smartphone camera now.
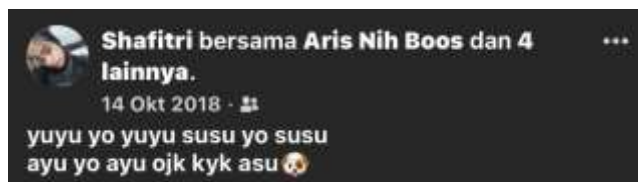

Figure 2. The sarcasm marker word "Asu" in Facebook

The sarcasm marker in the facebook user's discourse status is the word asu which means in Indonesian is dog. In this status, the facebook user satirizes the object with the intention that even though he has a beautiful face, the behavior of the intended object is like a dog.

Figure 3. The sarcasm marker word "Mpek" in Facebook

The sarcasm marker in the status column of the facebook user's discourse is the word mpek which means in Indonesian is female genitalia. In the comment, the facebook user wants to find information to other facebook users about prostitution that is still open and has a service that suits the facebook user's taste.
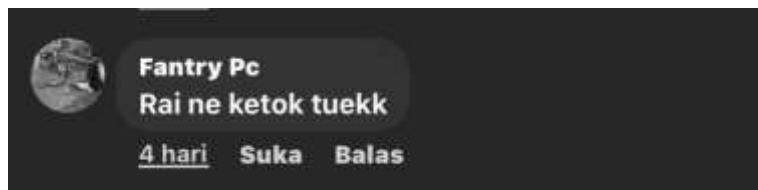

Figure 4. The sarcasm marker word "Tuek" in Facebook

The sarcasm marker in the facebook user's comment column is the word tuek which in Indonesian means old. In the comment, the Facebook user reproaches the object by saying his face looks old.

Figure 5. The sarcasm marker word "Rondo" in Facebook

The sarcasm marker in the facebook user's discourse status is the word rondo which means in Indonesian is widow. In the status, Facebook users are looking for information about wanting to exchange gambling slot chips with the object of other Facebook users who are no longer married.

This research also explains the factors that contribute to the offense. It is nothing more than a lack of understanding of politeness in language that contributes to these violations. Below is a review of the reasons for using sarcasm when writing comments and statuses on Facebook social media.

1. **Showing Presence or Existence**

   Facebook social media is a medium that provides space for anyone to write, upload, and access photos and videos freely, including criticism and comments on content uploaded by others. So, you have to admit, the replies that appear in the comment section are all sarcasm. It was out of presence. They are trying to show that they are in the crowd, and among other things, they want to show the public who they are. The goal is for them to be recognized, praised, thus getting their own satisfaction in (Carolline & Halimah, 2022).

2. **Expressing One Self**

   Social media is a medium that is not limited by time and space. On social media, everyone is free to express their feelings and expressions in their uploads. However, it

cannot be denied that this overflow of emotions and expressions is one of the factors that make Facebook users sing sarcasm in comments. This is due to the jealousy of Facebook users over the characters that are the subject of the posts. This jealousy is influenced by the feelings of netizens who like or dislike the character who is the subject of the upload.

3. Communication is Not One-Way

Social media comes in the form of free media, everyone can use it without exception. This social media is a very significant form of progress, where everyone is free to communicate without face to face (nonface to face). Long-distance or non-face-to-face communication can cause Facebook users to blindly insinuate the recipient of the speech. This is because Facebook users believe that the person being bullied will not be able to see them (not face to face), especially now that many Facebook users hide behind fake accounts. Even without realizing it, certain parties can identify the use of fake accounts and real accounts.

4. Facebook as a Free Social Media

Facebook is a free social media, meaning that anyone can use it for free anytime, anywhere. Excessive use of social media can make Facebook users dare to express their feelings with harsh sentences or language or sarcasm. The influence of social media also exposes them to so much information that these Facebook users view social media as an addiction. If they are not on social media for a day, they will miss out on a lot of information. The unfettered freedom of social media often leads to abusive language(Man dkk., 2021)

5. Behavior on Social Media

There is a coincidence of similarities between what Facebook users show on social media and their daily behavior on social media. What Facebook users show on social media with sentences containing humor is their common way of communicating. They believe that this is common knowledge as a joke. Although sarcasm language has the potential to unintentionally hurt other people's feelings, it is still considered polite to use it. It is not uncommon for people to use social media solely as a means to criticize or judge others by writing and posting comments with abusive or childish language, even though the comments are intended for and are not considered harmful or detrimental to others, the writing is still considered unnatural. The practice of using sarcastic language has become commonplace, no longer considered part of social etiquette. The rise of sarcasm on social media shows that the Indonesian population consists of low-income speakers, lacks character, and does not practice the ethics of politeness in language. If this is not prevented, it will have a greater impact and will create a new culture, thus lowering the country's reputation as a good, caring and noble country. The common language of sarcasm on social media often changes the identity of individuals. Therefore, it is imperative to prevent the rise of sarcasm on social media by offering everyone, especially teenagers, counseling regarding the phenomenon. To prevent social media users from becoming frustrated with the excessive use of deviant sarcasm, they should understand the impact of this style on social media in (Prasetya, 2022).

Conclusion

From the results of the previously discussed research on the use of Javanese sarcasm in adolescents in Facebook social media. In the end, the conclusion that can be drawn is that the responses and statements of facebook users still use a lot of harsh words, especially with regard to teenagers. They have violated many principles of politeness in speaking. From some of the researchers' data, the most common Javanese innuendos found on social media are rude words that intend to express displeasure towards other users in a comment. In addition, there are also ironic words that intend to criticize or mock others, but many Facebook users use the term as a joke and are shown to someone who is already familiar with other people's comments. Some of the factors that lead to the use of abusive Javanese language in facebook social media include the desire to show the existence of social media users, facebook as a form of social media that is not limited, as a place of expression, and not one-way. Whereas it is clear that both users and partners need to pay attention to language politeness. The goal is to create mutual respect among social media users. It is hoped that further research can further clarify the forms of violation of the principle of politeness. The goal is to make readers more aware of sarcastic language that should not be used on social media.

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