



# **SASTRA DAN TRANSFORMASI DIGITAL**

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F.X. Sinungharjo

# SASTRA DAN TRANSFORMASI DIGITAL

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Fakultas Sastra – Universitas Sanata Dharma

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## THE PURPOSE OF SARCASTIC UTTERANCES IN NIGEL NG'S COMEDY YOUTUBE CHANNEL *UNCLE ROGER WORKS AT FOOD TRUCK*

**Anindita Dewangga Puri**

### **1. Introduction**

Community life and humor are inextricably linked. Humor in a society is not only utilized to make people laugh, it can also be used to relieve tension. According to Wijana (2003) in his book *Kartun: Studi Tentang Permainan Bahasa*, humor is a type of wordplay that can make people smile and laugh. It is consistent with Ross's (1998) definition of humor as "anything that makes someone laugh". At the moment, humor is becoming increasingly diverse, such as humor in comic strips, humor in movies, memes, stand-up comedy, and so on. Human's ability to produce humor has involved into one of their skills. As a result, this capacity will always evolve along with the development of time and also culture.

The usage and variation of humor as a language and social phenomenon have grown over time. Nowadays, it is easy for people to enjoy humor through the digital platform, it is because of the development of technology. One of the digital platforms that provide humor to entertain the audience is comedy YouTube. It is one of the video-sharing that allows people to share and access it freely. This research focuses on one of the comedy YouTube channels by Nigel Ng. He is a Malaysian stand-up comedy who lives in

London. Uncle Roger is the only character he made to entertain his audience who is well-known with his orange polo shirt and speaks in broken sentences (Wolseley, 2021).

Since there is a phenomenon that sarcastic utterances can be used to create a humorous situation, it is interesting to discuss the sarcastic utterances from that YouTube channel. The object of this research is one of the Nigel Ng's comedy YouTube channels entitled *Uncle Roger Work at Food Truck*. Here, there are a lot of sarcastic utterances that can be found to create a humorous situation. The researcher would like to analyze the purpose of sarcastic utterances employed by Uncle Roger on that YouTube channel.

## **2. Research Method**

This research uses a qualitative method to analyze the data. According to Sudaryanto (1993), there will be three steps to discovering the aims of this research. The first step is for the researcher collected the data. The data is limited to the utterances employed by Uncle Roger in Nigel's Ng Comedy YouTube channel *Uncle Roger Works at food Truck* that consist of sarcastic utterances. The second step is data analysis. To reach the aim of this research, the researcher used the pragmatics approach. It is important to use pragmatics as the approach since in analyzing the data, the researcher needed to see the context of the conversation on the video. The third step is the result of the data. After the researcher analyzed the data, it will be displayed in formal and informal methods.

In analyzing the data, there are several theories related to the pragmatics approach such as the theory of pragmatics, the theory of context, and the purpose of sarcastic utterances. The theory of pragmatics by Yule (1996) and the theory of

context by Yule (2006) are used to identify the utterances of Uncle Roger that consist of sarcastic utterances. As stated by Yule (1996) that pragmatics is the study of speaker meaning, it helped the researcher to understand the meaning of the utterances employed by Uncle Roger. Whereas, to analyze the purpose of sarcasm, the researcher used the theory from Attardo (2002) in his book *Humor and Irony in Interaction: From Mode Adoption to Failure of Detection*. According to Attardo (2002), there are six purposes of sarcasm, they are to show group affiliation, sophistication, evaluation, to show politeness, persuasive aspect, and retractability. After the researcher classified the purpose of sarcastic utterances, it is displayed in a table and the data are explained according to their purposes.

### 3. Results and Discussion

From the data analysis, here are the result of the research. The researcher provides the data result in the terms of the table according to the purposes of sarcasm utterances employed by Uncle Roger in Nigel’s Ng Comedy YouTube channel *Uncle Roger Works at food Truck* including the number of frequencies.

Table 1. The Purpose of Sarcastic Utterances

No.	The Purposes	Frequency
1	Group Affiliation	6
2	Sophistication	14
3	Evaluation	9
4	Politeness	5
5	Persuasive Aspect	3
6	Retractability	5
<b>Total</b>		<b>42</b>



There is a total of 42 data consisting of sarcastic utterances that the researcher found on the YouTube channel. The researchers find six the purposes of sarcastic utterances in Nigel's Ng Comedy YouTube channel *Uncle Roger Works at food Truck*. Below is the explanation of each purpose.

### *Group Affiliation*

The purpose of these sarcastic utterances is to state the standard or value from a certain group (Attardo, 2002). Here is one of the examples of the conversation between Uncle Roger and Vanessa. This conversation happens at the beginning of the video. Uncle Roger introduces where he works and also introduces his boss.

#### **Datum 2 (00:37 - 00:55)**

**UR** : This is my boss for today.

**Vanessa:** Hi, I'm Vanessa.

**UR** : Okay, Vanessa, what is Rice Guy? **Uncle Roger don't do research before any job.**

**Vanessa:** Well, Rice Guys, we're all about serving a little bit of Chinese home cooking to the workers in the city. So really, staple foods like chicken rice, and pork rice tasu, and mapo tofu.

The bolded sentence shows a sarcastic utterance to show group affiliation. As we know in general or as a standard that before we get a job, we have to know the background of the company and why do we apply for this job. It shows a standard that society knows in searching for a job. However, in the video, Uncle Roger shows his sarcastic utterance by saying **Uncle Roger don't do research before any job**. While after that, Vanessa as the boss explains the job. Uncle Roger indirectly asks Vanessa to explain the job.

### *Sophistication*

The second purpose is a sophistication that tells the speaker's emotion toward the listener. This conversation happens between Uncle Roger and two of his customers (customers 4 & 5). The customers want Hainan chicken rice with brown rice.

**Datum 19 (03:51 - 04:11)**

**UR** : Hello, hello, how are you doing?

**C 4&5** : Pretty good, pretty good. Okay.

**UR** : Okay, what you want today?

**C 4&5** : Can I get some Hainan chicken rice?

**UR** : Hainan chicken rice? Okay, no problem.

**C 4&5** : Do you have it with brown rice though?

**UR** : With brown, with what?! Brown rice? Brown rice?

**Haiya! Brown rice is the most disgusting rice, you might as well have piss.**

According to the data above, Uncle Roger shows his feeling toward brown rice by saying **Haiya! Brown rice is the most disgusting rice, you might as well have piss**. As we know that Uncle Roger does not like brown rice, he prefers eat white rice. That utterance is categorized as sarcastic utterances since it shows Uncle's Roger feeling in order to show that the customers should not buy Hainan chicken with brown rice, because it is disgusting.

*Evaluation*

The next purpose of sarcastic utterance is as evaluation to criticize someone in a form of compliment. Below is the example of conversation between Uncle Roger and Vanessa. In that conversation, Uncle Roger criticizes Vanessa's food truck.

**Datum 8 (01:58 - 02:06)**

**UR** : Why you cannot afford better food truck?

**Vanessa:** Well, it's a very nice car, Uncle Roger.

**UR** : Really, **nice car don't go (mimics engine vibrating) when you go above five miles an hour.**

When Uncle Roger drives Vanessa's food truck, he feels that there is something wrong with the food truck. Uncle Roger ask Vanessa for the better food truck, but for Vanessa, it is a good truck and there is no wrong with the truck. That is why Uncle Roger gives compliment to Vanessa by saying **nice car don't go (mimics engine vibrating) when you go above five miles an hour.** He also shows that his opinion is right by giving an engine vibrating mimic to Vanessa.

### *Politeness*

Politeness aims to make the sarcastic utterances less aggressive (Attardo, 2002). In the conversation between Uncle Roger and his customer below, Uncle Roger asks his customer about what they want to buy. However, his customer looks at salad, in which the food truck does not sell salad.

### **Datum 24 (05:09 - 05:22)**

**UR** : Hello, hello, how are you doing?

**C 8** : How are you?

**UR** : Good, good, good

**C 8** : You all right?

**UR** : What you want?

**C 8** : Do you sell salad?

**UR** : Salad?

**C 8** : Yeah, can I get the...

**UR** : **Do you know the name of this food truck? It's Rice Guy, not Salad Guy.**

According to data above, sarcastic utterance is shown Uncle Roger by saying **Do you know the name of this food truck? It's Rice Guy, not Salad Guy.** Here, Uncle Roger indirectly saying to his customer that this food truck only sells the food which consists of rice. So, there is no salad here. Uncle Roger uses politeness in form of sarcastic utterance to make his utterance less aggressive.

### *Persuasive Aspect*

The aim of this sarcastic utterance is to persuade the listener so that the utterances can be accepted as a truth. In the example below, the conversation between Uncle Roger and his customers is when the customers ask Uncle Roger to add MSG to the food.

#### **Datum 21 (04:25 - 04:42)**

- UR** : Hello, hello, how are you doing?  
**C 6&7** : Doing good, could we have two Hainanese roast chicken please?  
**UR** : Two Hainanese roast chicken, no problem.  
**C 6&7** : Yeah can we have extra MSG?  
**UR** : Extra MSG, oh my god, this is my favorite customer! **MSG is the best, is king of flavor.**

As we can see on the conversation above, Uncle Roger employed a sarcastic utterance by saying **MSG is the best, is king of flavour.** It happens after the customers want Uncle Roger to add extra MSG to their food. This utterance aims to persuade the listener and also the audience that watch the video that there is no problem in using MSG in our food. Actually, the food truck is free from MSG and this makes Uncle Roger disappointed with the food truck, because MSG is not allowed to use here.

### *Retractability*

It states something and also express something opposite at the same time (Attardo, 2002). The following example is the utterance of Uncle Roger that shows retractability to the audience.

**Datum 10 (02:14 - 2:17)**

**UR** : Today, Uncle Roger gonna **try my best to behave myself. No yelling at customer unless they are idiot.**

Before Uncle Roger starts his job, he makes sure to the audience that he will not do the same mistakes to the customers. It is because, in the previous video, Uncle Roger is fired by the previous restaurant because he yelled to the some of the customers. By saying **Uncle Roger gonna try my best to behave myself**, he does not want to make the same mistake as the previous one. However, he continues his utterance **No yelling at customer unless they are idiot** that opposite to his previous utterance to express that he still yells at the customers if they do not behave.

#### **4. Conclusion**

According to the research above, there is total 44 data sarcastic utterances employed by Uncle Roger on Nigel Ng's comedy YouTube channel *Uncle Roger Works at food Truck*. There are six purposes of sarcastic utterance from that YouTube channel, they are to show group affiliation, as a sophistication, as evaluation, to show politeness, as a persuasive aspect, and retractability. The most purpose of sarcastic utterance used in the YouTube video is sophistication that aims to show the speaker's emotion toward his or her utterances. In his YouTube Channel, Uncle Roger tends to express his feeling or emotion toward his customers and audiences by using sarcastic utterances.



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