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An integrative discursive pragmatics study of sarcastic humor in Instagram Reels, August–September 2025

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Abstract

This study aims to describe the pragmatic markers, meanings, and functions of sarcastic humor in Instagram Reels comments on the @laporpak_trans7 account during August-September 2025. Sarcastic humor on social media functions not only as entertainment but also as a medium for socio-political criticism and public responses to policy issues. This research employed a descriptive qualitative approach based on integrative discourse pragmatics. The data consisted of 50 sarcastic utterances collected from comments on five Instagram Reels videos. Data were gathered through observation and note-taking techniques and analyzed using cybertextual contexts. The findings indicate that sarcastic humor is marked by hyperbole, identity-based wordplay, direct satire, evaluative diction, and emoticons that help convey sarcastic intentions in digital communication. The meanings expressed through sarcastic humor include criticism of government policies, public officials' behavior, the use of state facilities, and policy transparency. Functionally, sarcastic humor serves as a medium for emotional expression, social criticism, symbolic reprimand of those in power, and representation of public opinion. The study concludes that sarcastic humor represents a multimodal form of communication and symbolic social resistance in digital spaces. Its novelty lies in integrating the analysis of pragmatic markers, meanings, and functions within cybertextual contexts, providing a more comprehensive understanding of sarcastic humor as socio-political expression in the digital public sphere.

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RESEARCH ARTICLE

An integrative discursive pragmatic study of sarcastic humor in Instagram Reels during the August-September 2025 period

Irene Imelda Gulo^{1*} , R. Kunjana Rahardi² ¹Magister Pendidikan Bahasa dan Sastra Indonesia, Universitas Sanata Dharma, Yogyakarta, Indonesia²Magister Pendidikan Bahasa dan Sastra Indonesia, Universitas Sanata Dharma, Yogyakarta, Indonesia***Corresponding Author**ireneimeldaguloo@gmail.com**ABSTRACT**

This study aims to describe the pragmatic markers, meanings, and functions of sarcastic humor in Instagram Reels comments on the @laporpak_trans7 account during August–September 2025. Sarcastic humor on social media functions not only as entertainment but also as a medium for socio-political criticism and public responses to policy issues. This research employed a descriptive qualitative approach based on integrative discourse pragmatics. The data consisted of 50 sarcastic utterances collected from comments on five Instagram Reels videos. Data were gathered through observation and note-taking techniques and analyzed using cybertextual contexts. The findings indicate that sarcastic humor is marked by hyperbole, identity-based wordplay, direct satire, evaluative diction, and emoticons that help convey sarcastic intentions in digital communication. The meanings expressed through sarcastic humor include criticism of government policies, public officials' behavior, the use of state facilities, and policy transparency. Functionally, sarcastic humor serves as a medium for emotional expression, social criticism, symbolic reprimand of those in power, and representation of public opinion. The study concludes that sarcastic humor represents a multimodal form of communication and symbolic social resistance in digital spaces. Its novelty lies in integrating the analysis of pragmatic markers, meanings, and functions within cybertextual contexts, providing a more comprehensive understanding of sarcastic humor as socio-political expression in the digital public sphere.

Keywords: Sarcastic humor; integrative discursive pragmatics; pragmatic meaning; pragmatic function; sosial criticism.

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INTRODUCTION

Humor is a form of communication that has undergone significant development within the modern social media ecosystem. In the digital age, social media no longer serves merely as a means of disseminating information, but also as a space for entertainment and self-expression (Maharani et al., 2025). In this context, humor serves as an effective communication strategy because it can convey messages in a lighthearted way while capturing the audience's attention. Therefore, humor on social media functions not only as a form of entertainment but also as a medium for implicitly conveying ideas, criticism, and social commentary.

One account actively producing humorous content on social media is the Instagram account @Laporpak_trans7, which is part of the television program *Lapor Pak*. As of September 26, 2025, this account had over 1.5 million followers, with a total of 4,208 posts. This popularity stems from its sketch comedy concept, which blends parodies of political issues, social phenomena, and popular culture into a cohesive narrative. The content is not only entertaining but also incorporates elements of satire and social criticism conveyed indirectly. This platform serves as a medium that not only makes viewers laugh but also encourages critical reflection.

Socio-political phenomena in Indonesia are one of the dominant themes in Lapor Pak's content. Issues such as government policies, economic conditions, and the behavior of public officials are frequently used as material for parody (Widayanti et al., 2023). This demonstrates that humor can serve as a medium that bridges complex social realities with a simpler, more easily understood form of communication. In this context, humor serves not only as entertainment but also as a vehicle for social criticism capable of conveying messages subtly yet effectively.

In addition to presenting content rich in sociopolitical parody, the @Laporpak_trans7 account also provides an active space for interaction through the Instagram Reels comments feature. This space allows netizens to respond to various issues featured in the content. These responses often take the form of humor, satire, irony, or sarcasm. These characteristics make the @Laporpak_trans7 account a relevant source of research data because it showcases humorous communication practices closely tied to socio-political issues while also revealing the public's response to these issues in the digital space.

The phenomenon of humor, satire, and sarcasm emerging in the digital space cannot be separated from the increasing openness of the public sphere in the post-Reformation era. Freedom of expression allows the public to voice opinions and criticism regarding various

social and political issues (Ramadhan & Achmad, 2024). In this space, humor has become one of the dominant forms of expression. Generally, humor is understood as a tool for telling jokes that elicit laughter (Akbari et al., 2022). In the context of communication, humor serves to create a more relaxed atmosphere, reduce tension, and build rapport between the speaker and the listener (Khaira et al., 2024). Thus, humor is not only viewed as a means of entertainment but also as a communication strategy with social and ideological dimensions.

Conceptually, humor can be classified into several types. Berger (2017) divides humor into four categories: linguistic, identity-based, logical, and action-based humor. In the context of social media, particularly on the @Laporpak_trans7 account, linguistic humor is the most dominant form. This is evident in the use of a linguistic style that incorporates wordplay, satire, and irony in conveying messages. Septiani (2023) states that linguistic humor encompasses various forms, such as satire, mockery, irony, and sarcasm. The diversity of these forms demonstrates that language plays a crucial role in creating a humorous effect while also conveying deeper meanings.

Among the various forms of linguistic humor, sarcasm is one of the most prominent. Kreuz (2018) defines sarcasm as a form of expression that is sharp and tends to be aggressive, thus having the potential to hurt certain parties. In line with this, Ismail (2013) emphasizes that sarcasm is characterized by expressions that are sharply mocking and derisive. Keraf (2004) also associates the term with meanings that are harsh and hurtful. Thus, sarcasm can be understood as a stylistic device used to convey sharp criticism through mocking expressions. Sarcastic humor generally contains a satirical meaning conveyed in a more stinging manner. However, in modern communication practices, sarcasm is not always interpreted negatively; rather, it is also used as a communication strategy to convey criticism indirectly so that it remains acceptable to the audience.

In Indonesia's sociopolitical context, the use of sarcastic humor has become increasingly relevant as the space for freedom of expression has expanded. Following the collapse of the New Order, the media sector has seen significant growth, reflecting the public's strong need for spaces for information and expression (Sakina & Hendrik, 2025). This situation has opened opportunities for the public to voice criticism of government policies and social phenomena through various media, including social media. This aligns with the constitutional guarantee of freedom of expression, which allows the public to express critical views more openly.

In practice, sarcastic humor serves two main functions: as a form of entertainment and as a vehicle for social criticism (Aprilia et al., 2025). On the one hand, sarcastic humor can

reduce tension in complex social situations. On the other hand, it serves as a mirror of social reality, allowing people to voice criticism without having to be confrontational. Thus, sarcastic humor can be understood as a communication strategy that combines elements of entertainment and criticism into a single entity.

The complexity of meaning inherent in sarcastic humor indicates that the criticism conveyed is not always explicit. Therefore, a pragmatic approach is necessary to understand the implied meaning behind such utterances. Pragmatics is a branch of linguistics that studies the meaning of utterances based on their contextual use. Levinson (1983) defines pragmatics as the study of the relationship between language and context, while Yule (1996) emphasizes that the meaning of an utterance is not always explicit but depends on the interpretation of the conversation partner. Consequently, the interpretation of an utterance is influenced by various factors, such as social, cultural, situational, and societal contexts.

Along with technological advancements, the context of language use now also encompasses digital or cybertextual contexts (Raharja, 2020). This shift in research has occurred alongside the evolution of perspectives in language studies, which initially focused on monomodal and bimodal approaches but have now shifted toward a multimodal approach (Rahardi, 2024). Within the framework of multimodality, the meaning or intent of utterances in online discourse can no longer be understood by considering just a single dimension of context; rather, it requires taking into account various interacting elements. Rahardi (2022a) argues that cybertextual context consists of several dimensions: visual, gestural, spatial, aural, and linguistic. The existence of this context demonstrates that communication on social media is complex and involves various elements beyond language. Therefore, an analysis of sarcastic humor cannot focus solely on linguistic aspects but must also consider the accompanying multimodal context.

Through platforms like Instagram, humor can be produced, disseminated, and consumed by a wide audience (Purnomo & Ahmad, 2018). This makes social media a strategic space for observing communication practices, including the use of sarcastic humor. In this context, an integrative discursive-pragmatic approach becomes relevant because it allows for the analysis of utterances not only in terms of meaning but also in terms of context and communicative function.

A number of previous studies have examined the phenomenon of sarcastic humor in digital media. Nasrudin (2022) found that sarcastic language takes various forms and tends to be dominant in political discourse. Ramadhan and Achmad (2024) demonstrated that satirical humor in digital content is used as a means of criticism through visual parodies.

Meanwhile, Najiyah (2025) revealed that interpretations of sarcastic humor can vary depending on the users' social context. Nevertheless, these studies remain limited to partial analyses of form and meaning.

Based on this overview, there is a research gap that requires further investigation: no study has comprehensively analyzed sarcastic humor from the perspectives of pragmatic markers, pragmatic meaning, and pragmatic function within the context of social media, particularly on Instagram Reels. Previous studies have generally focused on analyzing the linguistic form of sarcasm, the meaning of irony, or the function of social criticism separately. In digital communication, however, sarcastic humor manifests as a multimodal phenomenon that simultaneously involves linguistic elements and cybertextual context. Therefore, this study aims to: (1) describe the pragmatic markers of sarcastic humor in the "Lapor Pak" show's Instagram Reels; (2) describe the pragmatic meaning of sarcastic humor contained in the utterances in the "Lapor Pak" show's Instagram Reels; and (3) describe the pragmatic function of sarcastic humor in the context of political entertainment discourse in the "Lapor Pak" show's Instagram Reels. This study is expected to contribute to the development of pragmatic studies, particularly integrative discursive pragmatics, through an analysis of sarcastic humor in the digital public sphere that comprehensively integrates aspects of language, context, and communicative function.

METHOD

This study is a descriptive qualitative study, which aims to provide an in-depth description of the current state, information, and phenomena based on the conditions at the time the research was conducted (Ramdhan, 2021). This study focuses on describing the phenomenon of sarcastic humor in the Lapor Pak program, which is posted on Instagram via the official account @Laporpak_trans7. A qualitative approach was chosen because it allows the researcher to analyze discourse contextually both in the videos and in the comment sections thereby comprehensively revealing the markers, meanings, and functions of sarcastic humor.

The data sources for this study consist of video posts on the Instagram account @Laporpak_trans7 along with netizens' comments from August through September 2025. This period was chosen because it coincided with a number of significant socio-political events in Indonesia, including government policy discussions regarding inactive assets, an increase in DPR allowances, and a tax hike in Pati Regency. These conditions triggered a wave of public responses expressed through sarcastic humor on social media. The high

frequency of sarcastic humor during this period makes it a relevant moment for an empirical study. The research data consists of speech in the videos as context and netizens' comments containing indications of sarcastic humor. Based on the data collection process, a total of 50 instances of sarcastic humor were obtained from five selected videos.

This period was selected due to the high intensity of content addressing social and political issues that were responded to through sarcastic humor, making it relevant to the research focus. The selection of the five videos was conducted purposefully based on several criteria, namely: (1) they addressed current socio-political themes and garnered widespread attention from social media users; (2) the comment sections contained utterances indicating sarcastic humor with a variety of pragmatic markers; and (3) they were uploaded within the study's timeframe and had a high level of interaction, indicating the high relevance of the discussed issues to the public.

Data collection was conducted using the observation method, followed by note-taking. The observation method is a technique for obtaining data by observing language use, both spoken and written (Mahsun, 2017). In this study, the observation method was used to analyze the discourse in the videos as well as the comment texts on the Instagram posts. Furthermore, the note-taking technique was used to systematically record the results of the listening process (Amalia et al., 2021). All relevant data were transcribed and then organized into data classification tables to facilitate the identification and analysis process.

The research process was carried out in several stages. First, the researcher downloaded and watched videos and comments from the Instagram account @Laporpak_trans7 corresponding to the research period. Second, all relevant utterances were transcribed into text. Third, the data were systematically recorded and entered into an identification table. Fourth, the data were analyzed to identify utterances containing sarcastic humor. Fifth, the data were classified based on the categories of pragmatic markers, pragmatic meaning, and the pragmatic function of sarcastic humor. From the classified data, the most representative examples were selected to illustrate each category of findings and were analyzed in depth in the results and discussion section. Sixth, the data were analyzed using an integrative discursive pragmatic approach.

In the analysis phase, this study drew upon a theoretical framework of pragmatics and cybertextual context. The analysis of pragmatic markers of sarcastic humor referred to the classification of linguistic humor, while the analysis of meaning was conducted using a pragmatic approach that emphasizes the relationship between utterances and context (Levinson, 1983; Yule, 1996). Meanwhile, the analysis of function and context utilized the

cybertextual context theory proposed by Rahardi (2022a; 2024), which encompasses visual, gestural, spatial, aural, and linguistic dimensions. Thus, the analysis focused not only on linguistic aspects but also considered the multimodal context accompanying utterances in digital media.

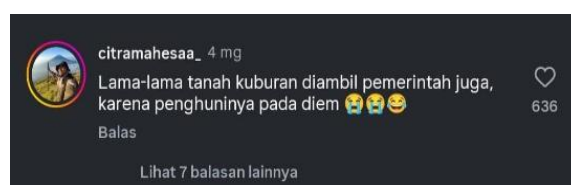
To ensure data validity, this study employs theoretical triangulation. Theoretical triangulation is conducted by comparing analysis results across multiple perspectives: pragmatics, humor theory, and cybertextual context theory. In addition, persistent observation was conducted by repeatedly examining the data to ensure consistency in interpretation. Data validity was further strengthened through expert judgment to minimize the researcher's subjectivity in interpreting the data. The experts involved were faculty members with expertise in pragmatics and cybertextual pragmatics. The discussion process involved submitting data samples along with preliminary analysis results to the experts for review and confirmation, after which the researcher made revisions based on the feedback provided. Through these steps, the data obtained is expected to possess a high level of validity and reliability.

RESULTS AND DISCUSSION

This section presents the research findings along with a comprehensive discussion aimed at addressing the research questions and objectives. The analysis focuses on three main aspects: pragmatic markers, pragmatic meaning, and the pragmatic function of sarcastic humor found in Instagram Reels content on the @laporpak_trans7 account.

Overall, this study utilized 50 utterances obtained from five Instagram Reels videos, which were classified based on the markers, meanings, and functions of sarcastic humor. However, in this discussion section, only five representative data points selected through purposive sampling are presented. The selection of these data points was based on the consideration that each one is capable of representing variations in marker forms, the depth of pragmatic meaning, and the communicative functions of sarcastic humor within the context of political entertainment discourse on social media.

Figure 1



Utterance:

@citramahesaa_ "Lama-lama tanah kuburan diambil pemerintah juga, karena penghuninya pada diam 🤔🤔😂".

Data Source:

<https://url-shortener.me/6JNP>

Pragmatic Markers of Sarcastic Humor

A sarcastic humor tagline, "tanah kuburan diambil 🤔🤔😂" used as extreme satire (hyperbole) to vent emotional reactions to government policies.

This was found on the Instagram Reel account @laporpak_trans7 on August 7, 2025. In the video clip, comedians Wendy, Kiki, and Andika discuss a policy that's currently a hot topic: bank accounts left inactive for three months will be frozen, and land left unused for two years will be seized by the government. One of the comedians even quipped, "tapi rakyatnya nganggur gak diapa-apain". This clip serves as a parody of public policies deemed illogical. In response, netizens have shared their concerns through sarcastic humor.

A comment posted by the account @citramahesaa_ "Lama-lama tanah kuburan diambil pemerintah juga, karena penghuninya pada diam 🤔🤔😂" contains markers of sarcastic humor evident in the phrase "tanah kuburan diambil" and the use of the emoticons 🤔🤔😂. The phrase "tanah kuburan diambil" serves as the primary marker because it demonstrates hyperbole an exaggerated depiction of a situation through the extreme possibility that the government would even take cemetery land. The use of this element creates an absurd and unrealistic effect, thereby evoking a tone of sarcastic humor (Berger, 2017).

Additionally, the emoticon 🤔🤔😂 serves as a nonverbal marker that reinforces the expression in the comment. The combination of crying and laughing emojis clarifies the tone of sarcastic humor established by the speaker in the digital space (Rahardi & Budhiono, 2024).

The Pragmatic Meaning of Sarcastic Humor

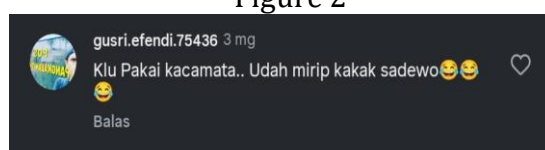
From a pragmatic perspective, the statement "the government has taken the cemetery land" is not intended as a literal statement, but rather as an extreme satire of government policies deemed excessive. This statement contains an implicature of criticism toward policies perceived as expanding without limit. Through absurd hyperbole, the speaker implies that the public feels it has no safe space free from policy intervention. The element "because the residents remain silent" reinforces this implied meaning by suggesting that the

public's passive attitude is a contributing factor to the policy's continuation without resistance. From a pragmatic perspective, this meaning cannot be grasped through literal semantic analysis alone but requires a deep understanding of the underlying sociopolitical context.

The Pragmatic Functions of Sarcastic Humor

The statement “Lama-lama tanah kuburan diambil pemerintah juga, karena penghuninya pada diam 🤔🤔🤔” serves as a means of expressing emotions regarding a government policy that is currently the subject of heated debate. Through sarcastic humor, the speaker channels feelings of frustration, anxiety, and discomfort toward the policy in a lighter, humorous way.

Figure 2



Utterance:

@gusri.efendi.75436, “Klu Pakai kacamata.. Udah mirip kakak sadewo 😏😏😏”

Data Source:

<https://url-shortener.me/6j07>

Pragmatic Markers of Sarcastic Humor

The sarcastic humor tag “mirip kakak sadewo 😏😏😏” uses a name pun as a form of identity-based satire to deliver a direct rebuke.

A Reels video uploaded by the Instagram account @laporpak_trans7 on August 14, 2025, features a political comedy sketch parodying the tax hike policy in Pati Regency. In the video, Cak Lontong plays the role of an official who insists on raising taxes to save the logistics sector without regard for the people's plight. Meanwhile, Adjis plays an ordinary citizen pleading for the policy to be revoked. This video references a real-life event in which the Regent of Pati announced a 250% tax hike, sparking public backlash and protests. The situation prompted numerous comments from netizens who responded to the issue with sarcastic humor.

These comments contain markers of sarcastic humor, evident in the phrase “mirip kakak Sadewo” and the use of the 😏😏😏 emoticon. The phrase “mirip kakak Sadewo” serves as the primary marker because it involves a pun on the official's name changing “Sudewo” to “Sadewo.” This name pun is used to create a humorous effect while simultaneously mocking the identity of the figure being discussed (Berger, 2017). Additionally, the 😏😏😏 emoticon serves as a nonverbal marker that reinforces the

humorous tone of the comment. The combination of laughing emojis clarifies the mocking expression constructed by the speaker in the digital space.

The Pragmatic Meaning of Sarcastic Humor

From a pragmatic perspective, the statement “mirip kakak Sadewo” is not intended as a literal statement about physical resemblance, but rather as a jab at the official’s identity, which is linked to the character in the video. This statement reflects indirect criticism of the official, who is seen as stubborn in defending the tax hike policy.

The Pragmatic Functions of Sarcastic Humor

The statement “Klu pakai kacamata.. Udah mirip kakak Sadewo 🤔🤔🤔” serves as a direct rebuke of the official criticized in the comment. Through sarcastic humor, the speaker rebukes the official’s attitude, which is seen as stubborn in upholding the tax hike policy without considering the public’s circumstances.

Figure 3



Utterance:

@anisaprima 97, “ini menyuarakan suara RAKYAT 🙌 jangan baper klo jadi DPR ,, di kritik dikit emosi 🤔”.

Data Source:

<https://url-shortener.me/6JON>

Pragmatic Markers of Sarcastic Humor

The sarcastic caption “jangan baper klo jadi DPR 🤔” a direct jab at certain members of the House serves as a representation of the people’s voice regarding the House’s performance.

This finding comes from a video clip on the Instagram account @laporpak_trans7, uploaded on September 2. The video features a series of subtle jabs directed by Ayu, Jerome Polin, Wendi, Surya, Andika, and Commander Andrey regarding the increase in House of Representatives allowances. This video surfaced amid widespread news coverage of salary and allowance hikes for House members including housing allowances and other benefits—which bring their monthly income to around 100 million rupiah. This issue has sparked strong public backlash and a wave of demonstrations since August 25, 2025.

In this context, a comment from @anisaprima 97 stands out as an interesting example of public reaction: : “ini menyuarakan suara RAKYAT 🙌 jangan baper klo jadi DPR ,, di kritik

dikit emosi 🤔”. This comment contains elements of sarcastic humor evident in the phrase “jangan baper klo jadi DPR” and the use of the emojis 🤔 🤔. The phrase “jangan baper klo jadi DPR” serves as the primary marker because it conveys a direct, mocking jab aimed at the DPR. The word “baper” is used to portray the DPR as overly sensitive to public criticism.

Additionally, the 🤔 emoticon serves as a form of support for the video’s content, which is seen as representing the people’s voice, while the 🤔 emoticon acts as a nonverbal marker that reinforces the humorous tone of the comment and underscores the mocking tone established by the speaker.

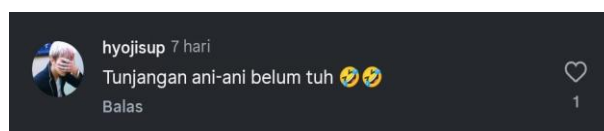
The Pragmatic Meaning of Sarcastic Humor

From a pragmatic perspective, the statement “jangan baper klo jadi DPR” is not meant as literal advice, but rather as a direct jab at the House of Representatives, which is seen as easily offended when receiving criticism from the public. This statement reflects criticism of officials who are perceived as being unresponsive to public aspirations.

The Pragmatic Functions of Sarcastic Humor

Based on the integrative discursive-pragmatic approach (Saptaningsih & Sari, 2015), this comment illustrates the interaction between language, social context, and public ideology. Through sarcasm, the public asserts its position as a critical subject in digital discourse, not merely a passive spectator. The statement “ini menyuarakan suara RAKYAT 🤔 jangan baper klo jadi DPR ,, di kritik dikit emosi 🤔” serves as a representation of the people’s voice regarding the performance of public officials. Through sarcastic humor, the speaker conveys the public’s aspirations and criticism of the House of Representatives in the form of a comment that is lighter in tone yet still communicative.

Figure 4



Utterance:

@hyojisub, “Tunjangan ani-ani belum tuh 🤔 🤔”.

Data Source:

<https://url-shortener.me/6JPB>

Pragmatic Markers of Sarcastic Humor

The sarcastic humor tag “ani-ani 🤔 🤔,” which alludes to the greed and lifestyle of public officials, serves as a form of social criticism directed at the perks enjoyed by these officials.

This finding is taken from a video clip on the Instagram account @laporpak_trans7, uploaded on September 1, 2025. In the video, Surya, Wendi, Andika, Ayu, and Jerome Polin appear in a political comedy sketch highlighting the House of Representatives' salary increase and the excessive allocation of allowance budgets. The comedians humorously discuss various allowances ranging from gas money to official housing and other perks that are considered unreasonable. The humor in this video serves as a parody of officials who often enjoy numerous state-provided perks while the public struggles with difficult economic conditions.

In this context, a comment from @hyojisub appeared: , "Tunjangan ani-ani belum tuh 🤔🤔". This comment contains markers of sarcastic humor evident in the use of the word "ani-ani" and the 🤔🤔 emojis. The word "ani-ani" serves as the primary marker because it refers to a mistress of a married man, thereby evoking a negative, mocking association. The use of this term creates a humorous effect while simultaneously delivering a sharp jab at the officials being discussed.

Additionally, the 🤔🤔 emoticon serves as a nonverbal marker that reinforces the humorous tone of the comment. The combination of laughing emojis clarifies the mocking tone the speaker is conveying in the digital space.

The Pragmatic Meaning of Sarcastic Humor

The meaning behind this statement is a satirical commentary on the greed and lifestyle of public officials. From a pragmatic perspective, the statement "Tunjangan ani-ani belum tuh 🤔🤔" is not intended as a literal statement about a specific type of allowance, but rather as a satire of the greed and lifestyle of officials who are perceived as excessively enjoying state benefits. This statement reflects an indirect criticism of officials' behavior that is perceived as unethical.

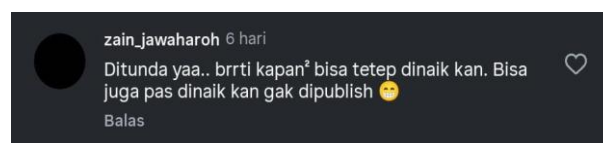
The Pragmatic Functions of Sarcastic Humor

The utterance "Tunjangan ani-ani belum tuh 🤔🤔" serves as a form of social criticism directed at the perks enjoyed by officials. Through sarcastic humor, the speaker expresses a response to officials' behavior, which is perceived as excessive in their use of state resources.

From an integrative discursive-pragmatic perspective, this utterance demonstrates that sarcastic humor is used as a communication strategy to convey criticism safely. Netizens use humor to correct officials' behavior in a way that is more acceptable in the digital public sphere. In line with Keraf's (2004) view, sarcasm is a linguistic form capable of delivering

sharp jabs while also producing a humorous effect. Therefore, the use of sarcastic humor in this data can be understood as a form of symbolic resistance by the public against social inequality, particularly regarding officials' lifestyles and use of state facilities.

Figure 5



Utterance:

@zain_jawaharoh, "Ditunda yaa... brtti kapan-kapan bisa tetep dinaik kan. Bisa juga pas di naik kan ga dipublish 🙄 "

Data Source:

<https://url-shortener.me/6JPS>

Pragmatic Markers of Sarcastic Humor

The sarcastic humor tag "nggak dipublish 🙄" which alludes to a lack of transparency in policy serves as an expression of public dissatisfaction with the government's policies.

This finding comes from a Reels video clip on the Instagram account @laporpak_trans7, uploaded on September 1, 2025. In the video, comedians depict a humorous scene during the announcement of a 50% raise in allowances for comedians. However, Commander Andre rejected the raise for a trivial reason he wanted to eat first so the decision to grant the raise was postponed. This scene then became the subject of satire among netizens, who saw it as a reflection of the government's inconsistent and non-transparent policies.

One interesting comment came from the account @zain_jawaharoh, who wrote, "Ditunda yaa... brtti kapan-kapan bisa tetep dinaikkan". This comment contains markers of sarcastic humor evident in the phrase "ga dipublish" and the use of the 🙄 emoji. The phrase "ga dipublish" serves as the primary marker because it implies a jab at the possibility of a policy being implemented without being openly announced to the public. The use of this phrase conveys a subtle critique of policy practices deemed lacking in transparency.

Additionally, the 🙄 emoji serves as a nonverbal marker that reinforces the sarcastic tone of the comment. This emoji clarifies the playful tone the speaker is establishing in the digital space.

The Pragmatic Meaning of Sarcastic Humor

From a pragmatic perspective, the phrase "ga dipublish" is not intended as a literal statement regarding the publication of information alone, but rather as a jab at government

policies perceived as lacking transparency. This phrase reflects indirect criticism of decision-making practices that are perceived as not being open enough to the public.

The Pragmatic Functions of Sarcastic Humor

The statement “Ditunda yaa... brrti kapan-kapan bisa tetep dinaikkan. Bisa juga pas dinaikkan ga dipublish 😏” serves as an expression of public dissatisfaction with the government’s policies. Through sarcastic humor, the speaker conveys dissatisfaction with policies perceived as unfair and not in the public’s best interest.

Overall, the comment “Ditunda yaa... brrti kapan-kapan bisa tetep dinaikkan. Bisa juga pas dinaikkan ga dipublish 😏” demonstrates how sarcastic humor is used as a polite yet sharp means of protest. This joke is not only funny but also serves as a form of social criticism against the government’s lack of transparency and its tendency to delay policies for specific interests. Through this style of humor, the public demonstrates a clever way to express dissatisfaction without having to be confrontational or directly attacking.

CONCLUSION

This study shows that the sarcastic humor on the @laporpak_trans7 Instagram Reels account is a form of digital communication that cannot be understood merely as entertainment, but rather as a form of negotiation of social meaning, political criticism, and ideological expression by the public in the virtual public sphere. Based on an analysis of 50 instances of sarcastic humor, it was found that sarcastic humor is constructed through the integration of linguistic and cybertextual elements.

From a pragmatic perspective, sarcastic humor is characterized by the use of hyperbole, identity puns, direct sarcasm, and diction that contains mockery or reinforces evaluative meaning. In addition to verbal elements, this study also found that emojis such as 😂, 🤔, 😏, 🙄, and 🙌 function as nonverbal markers that clarify the speaker’s intent, reinforce the nuance of sarcasm, and guide the interpretation of humor within the context of digital communication. These findings confirm that the meaning of humor on social media is multimodal and cannot be analyzed solely through verbal language.

From a pragmatic perspective, the sarcastic humor in this study’s data contains critical implicatures regarding various sociopolitical issues, such as government policies deemed irrational, the behavior of public officials perceived as insensitive to the public, the excessive use of state resources, and policy practices considered lacking in transparency. Thus,

sarcastic humor functions as a medium for conveying indirect criticism, allowing the public to express dissatisfaction without resorting to direct forms of communication.

From a pragmatic functional perspective, sarcastic humor serves a broader purpose than merely creating a humorous effect; it acts as a means of collective emotional release, social criticism, symbolic rebuke of authority, and a representation of the public voice. Humor serves as a relatively safe and effective communication strategy for conveying social resistance amid a fast-paced, participatory, and open digital culture.

Theoretically, this study reinforces the relevance of the integrative discursive pragmatic approach in analyzing linguistic phenomena on social media, as it can simultaneously explain the interrelationships between linguistic forms, cybertextual contexts, pragmatic meaning, and social functions. Thus, pragmatic studies can no longer focus solely on the relationship between utterances and conventional contexts but must accommodate the multimodal dimensions that characterize contemporary digital communication.

Prospects for future research could be directed toward analyzing sarcastic humor on other digital platforms such as TikTok, X, and YouTube Shorts, utilizing a larger dataset and a broader range of issues. Additionally, further research could examine audience reception to explore how sarcastic humor is understood, negotiated, and influences the formation of public opinion in the digital sphere.

DECLARATIONS

Ethical considerations

"Not applicable"

Use of artificial intelligence (AI)

"The authors declare that the generative artificial intelligence (AI) tool [ChatGPT] was used exclusively for language editing and/or grammatical improvement. The use of AI did not influence the scientific content, study design, data analysis, data interpretation, results, or conclusions of the manuscript. Full responsibility for the content remains with the authors."

Conflict of Interest

"The authors declare no conflicts of interest".

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