

ABSTRAK

Rubiati, Hajah. 2026. **Sarkasme dalam Kolom Komentar Media Sosial TikTok Pada Akun @daffaariqqqq Periode April-Desember 2025 Kajian: Pragmatik Siber.** Skripsi. Yogyakarta. Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Penelitian ini mengkaji penggunaan sarkasme dalam kolom komentar media sosial TikTok pada akun @daffaariqqqq periode April–Desember 2025 dengan kajian pragmatik siber. Penelitian ini bertujuan untuk mendeskripsikan bentuk-bentuk sarkasme, makna sarkasme, fungsi pemakaian sarkasme, serta faktor penentu penggunaan sarkasme dalam kolom komentar akun TikTok @daffaariqqqq. Sarkasme dalam media sosial menjadi fenomena kebahasaan yang menarik karena digunakan untuk menyampaikan sindiran, kritik, ejekan, maupun ekspresi emosi secara tidak langsung melalui komunikasi digital.

Penelitian ini menggunakan metode deskriptif kualitatif dengan objek berupa komentar netizen pada akun TikTok @daffaariqqqq. Pengumpulan data menggunakan teknik simak dan teknik catat. Teknik simak dilakukan dengan mengamati komentar yang mengandung unsur sarkasme, sedangkan teknik catat digunakan untuk mencatat data yang ditemukan dalam kolom komentar. Analisis data menggunakan model Miles dan Huberman yang meliputi pengumpulan data, reduksi data, penyajian data, serta penarikan kesimpulan. Verifikasi data diperoleh melalui triangulasi data.

Hasil penelitian menunjukkan bahwa ditemukan tiga bentuk sarkasme, yaitu a) *Self-Contradiction*, b) *Hyperbolic Combinations*, c) *Manner-Violation*. Makna pragmatik sarkasme yang ditemukan meliputi a) makna pragmatik ejekan, b) makna pragmatik sindiran, c) makna pragmatik kritik sosial, d) makna pragmatik ekspresi emosi, e) makna pragmatik humor kolektif. Fungsi sarkasme mencakup a) fungsi ejekan, b) fungsi kritik, c) fungsi ekspresi emosi, d) fungsi hiburan, e) fungsi penegasan identitas dan solidaritas kelompok. Adapun faktor penentu penggunaan sarkasme adalah a) faktor budaya humor digital, b) faktor konteks konten video, c) faktor ekspresi emosi, d) faktor rivalitas dan identitas kelompok, e) faktor pencarian atensi dan interaksi, f) faktor anonimitas dan jarak sosial.

Kata kunci: pragmatik siber, sarkasme, TikTok, komentar media sosial, dan komunikasi digital

ABSTRACT

Rubiati, Hajah. 2026. *Sarcasm in the TikTok Social Media Comment Section on the Account @daffaariqqqq April–December 2025: A Study in Cyber pragmatics*. Thesis. Yogyakarta. Indonesian Language and Literature Education Study Program, Faculty of Teacher Education and Educational Sciences, Sanata Dharma University.

This study examines the use of sarcasm in the TikTok social media comment section of the @daffaariqqqq account from April to December 2025 using a cyber pragmatic approach. The study aims to describe the forms of sarcasm, the meaning of sarcasm, the functions of sarcasm, and the factors determining the use of sarcasm in the comment section of the @daffaariqqqq TikTok account. Sarcasm on social media is an intriguing linguistic phenomenon because it is used to convey insinuations, criticism, mockery, or emotional expressions indirectly through digital communication.

This study employs a qualitative descriptive method, with the data consisting of netizens comments on the TikTok account @daffaariqqqq. Data collection utilized observation and note-taking techniques. The observation technique involved examining comments containing elements of sarcasm, while the note-taking technique was used to record data found in the comment section. Data analysis employed the Miles and Huberman model, which includes data collection, data reduction, data presentation, and drawing conclusions. Data verification was achieved through data triangulation.

The results of the study indicate that three forms of sarcasm were identified: (a) Self-Contradiction, (b) Hyperbolic Combinations, and (c) Manner-Violation. The pragmatic meanings of sarcasm identified include (a) the pragmatic meaning of mockery, (b) the pragmatic meaning of insinuation, (c) the pragmatic meaning of social criticism, (d) the pragmatic meaning of emotional expression, and (e) the pragmatic meaning of collective humor. The functions of sarcasm include (a) the function of mockery, (b) the function of criticism, (c) the function of emotional expression, (d) the function of entertainment, and (e) the function of affirming group identity and solidarity. The determining factors for the use of sarcasm are (a) the cultural factors of digital humor, (b) the contextual factors of video content, (c) the factors of emotional expression, (d) the factors of rivalry and group identity, (e) the factors of seeking attention and interaction, and (f) the factors of anonymity and social distance.

Keywords: cyber pragmatics, sarcasm, TikTok, social media comments, and digital communication