

Netizen's Sarcasm Comments on @Rizkybillar's Instagram Account: Sociolinguistic Study

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Abstract

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This study discusses the types and functions of sarcasm in comments on Rizky Billar's Instagram account post on November 29, 2022, which reads "Every truth has two sides, it is important to see both, before deciding to accept one of them." This study is a qualitative descriptive study. The data collection technique used the listening and noting technique. The results show three types of sarcasm: propositional sarcasm (7 data), lexical sarcasm (6 data), and illocutionary sarcasm (6 data). In addition, nine functions of sarcasm were found: conveying rejection (2 data), conveying prohibition (1 data), conveying orders (2 data), conveying information (1 data), conveying affirmation (4 data), conveying questions (2 data), conveying comparisons (3 data), conveying similarities (1 data), and conveying opinions (2 data). The dominant types of sarcasm were proportional sarcasm and the function of conveying affirmation.

Keywords: Sarcasm, Instagram, Rizky Billar

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INTRODUCTION

Sarcasm is a language style in the form of harsh satire. This style of language refers to a rougher form of expression in the shape of mockery or bitter criticism that can hurt someone's feelings. Sarcasm may be ironic in nature or may not be. However, what is clear is that this language style consistently hurts feelings and is unpleasant to hear (Keraf, 2009). According to (Anshari & Al, 2018), harsh expressions, commonly referred to as sarcastic language styles, are figures of speech containing insults and even ridicule that sound unpleasant and may lead to misunderstandings between the speaker and the listener.

When viewed through an individual's language activities on social media, an interesting issue sometimes arises: does the language used on social media accounts reflect the user's personality? Certainly, the answer may vary depending on different perspectives. The attitudes displayed by social media users in responding to an issue also vary greatly. Many behaviors found on social media involve insulting, criticizing, and even expressing elements of hatred. As a result, the language used often appears impolite and harsh. Therefore, what should receive attention is the responsibility in using language in order to avoid misunderstandings (Pateda, 1992).

In reality, language cannot be separated from the context or information surrounding its users. In other words, the language used in communication is

highly diverse. This diversity occurs not only because speakers are different, but also because the social interactions they engage in are varied. Likewise, utterances produced by speakers give rise to different language styles.

Along with the rapid advancement of technology, most people now choose technology as a medium for communication. Social media itself is software utilized to make communication easier, faster, and more practical regardless of place. The presence of social media also helps reduce costs in many aspects, such as sending messages, uploading documents, photos, videos, and others. Today, various social media platforms are available for public use, such as Instagram, Twitter, TikTok, Facebook, WhatsApp, and many others. Among the many social media platforms currently popular worldwide, the researcher chose Instagram as the object of this study, focusing specifically on the Instagram account belonging to Rizky Billar.

Language is the primary tool of communication; through language, humans can express what is on their minds and in their feelings to others (Devianty, 2017). Through language, communication can occur, both individually and in groups. This communication is established through interactions among people in social life. Through language, individuals can obtain and exchange information with one another. Language also plays an important role in the development of social media. In practice, language is used as a means of communication and information delivery. With the existence of social media, people can communicate without having to meet face-to-face. This situation causes spoken language to often be transformed into written language. Therefore, the use of written language frequently appears on social media platforms.

The researcher chose Instagram as the object of this study because it has millions of users from various social backgrounds. One of Instagram's most prominent features is its ability to allow users to upload photos and videos quickly, as seen on Rizky Billar's Instagram account. In addition, Instagram provides a comment section where followers are free to leave comments on the account owner's posts, with netizens being the most active commenters. They frequently use sarcastic language in their comments. Netizens are people who are consistently active on social media and have the freedom to express anything on the platforms they use. Therefore, almost everyone who actively uses the internet may be referred to as a netizen (Hasanah et al., 2021).

The researcher selected Rizky Billar's Instagram account, @rizkybillar, which currently has 13.4 million followers, as the object of this study because the account owner continues to be widely discussed by netizens. Rizky Billar was born on July 12, 1995, and is currently 30 years old. He is an actor, model, and presenter. He first became well known for his role as Dendi in the television soap opera *Anak Jalanan* on RCTI and as Iqbal in the soap opera *Jodoh Wasiat Bapak* on ANTV, as well as for being one of the presenters of the talent search program *D'Academy* broadcast on Indosiar. Rizky Billar's popularity increased significantly when his relationship with Lesti Kejora became public knowledge. Lesti Kejora herself is a very famous dangdut singer in Indonesia. Since their relationship was revealed, the media almost every day presented news about them. Their relationship became increasingly serious until they eventually decided to marry on August 19, 2021. Their married life became a trending topic

everywhere. They appeared harmonious and happy, and were later blessed with a son named Muhammad Leslar Al-Fatih Billar. Throughout their marriage, they were constantly flooded with positive comments and praise.

However, those compliments suddenly turned into insults and mockery when unpleasant news emerged, namely allegations of domestic violence (KDRT/Kekerasan dalam Rumah Tangga). On September 28, 2022, Lesti Kejora, Rizky Billar's wife, reported her husband for committing domestic violence against her. Rizky Billar was allegedly caught cheating, causing his wife to ask to be returned to her parents' house. However, Rizky Billar reportedly became emotional, pushed his wife onto the bed, and repeatedly choked her. Not only that, he allegedly dragged her into the bathroom and slammed her onto the floor several times, causing injuries to her arms and neck. As a result of these actions, on October 12, 2022, Rizky Billar was officially named a suspect by the Metro Jaya Regional Police and detained the following day. However, on October 15, 2022, Rizky Billar was officially released after Lesti Kejora withdrew her report. This incident shocked the public because the couple had always appeared affectionate and romantic, yet such news emerged unexpectedly. Since then, netizens began flooding the comment sections of @rizkybillar's Instagram posts with harsh criticism and insults.

After the incident, Rizky Billar decided to stop using his Instagram account for some time. Shortly afterward, Lesti Kejora reconciled with her husband, Rizky Billar, and they continued their marriage. However, this reconciliation did not stop netizens from criticizing him; instead, they continued posting even harsher insults. Eventually, Rizky Billar returned to using his Instagram account. This was seen in a post uploaded on November 29, 2022, which stated, "Setiap kebenaran memiliki dua sisi, penting untuk melihat keduanya, sebelum memutuskan untuk menerima salah satunya". The post received positive comments from people close to him, but not from netizens. Instead, they continued to post extremely harsh criticisms in the comment section of Rizky Billar's Instagram account, one of which is as follows.



The data above shows a netizen comment containing sarcasm directed at Rizky Billar. In the comment, it is clearly seen that the owner of the Instagram account @kyvcyoxti strongly disliked the statement uploaded by Rizky Billar. The user used the word "goblok," which describes a negative characteristic of a person and can be interpreted as meaning "very stupid."

In this study, the researcher will conduct an in-depth analysis of comments containing forms of sarcasm and the functions of sarcasm found in the Instagram post uploaded by Rizky Billar on November 29, 2022, which stated, "Setiap kebenaran memiliki dua sisi, penting untuk melihat keduanya, sebelum memutuskan untuk menerima salah satunya". Therefore, the title of this study is "NETIZENS' SARCASTIC COMMENTS ON THE INSTAGRAM ACCOUNT @RIZKYBILLAR: A SOCIOLINGUISTIC STUDY".

METHODS

This study applies a qualitative descriptive method as explained by Sugiyono (2016: 9), namely a method used to examine objects in their natural setting with the researcher serving as the primary instrument. Bogdan and Taylor (in Abdussamad, 2021) also state that qualitative research is a research procedure that produces descriptive data in the form of written or spoken expressions as well as the characteristics of observed individuals, with an approach directed toward settings and individuals holistically. Descriptive data are data containing information in the form of words, either spoken or written, as well as the behavior being observed (Faruk, 2012). This qualitative approach is expected to produce detailed descriptions of speech, writing, and observable behavior of individuals, communities, groups, or certain organizations in particular situations, which are then analyzed from a comprehensive perspective.

The qualitative descriptive research method is used in this study because the data presented are in written form. The focus of this study is to describe the types and functions of sarcastic language styles found in the Instagram account of Rizky Billar.

RESULTS AND DISCUSSION

Research Results

Based on the theoretical framework that has been presented, this study employs Camp's theory (2011) regarding the types of sarcasm, namely propositional sarcasm, lexical sarcasm, and illocutionary sarcasm. In addition, this study also refers to Keraf's theory (2008) concerning the functions of sarcasm, which include the functions of expressing rejection, prohibition, commands, information, affirmation, questions, comparisons, similarities, opinions, and greetings. The data in this study consist of sarcastic comments found in Rizky Billar's Instagram post uploaded on November 29, 2022, which stated, "Setiap kebenaran memiliki dua sisi, penting untuk melihat keduanya, sebelum memutuskan untuk menerima salah satunya".

Based on the research conducted through in-depth observation of sarcastic comments found in Rizky Billar's Instagram post uploaded on November 29, 2022, which stated, "Setiap kebenaran memiliki dua sisi, penting untuk melihat keduanya, sebelum memutuskan untuk menerima salah satunya", the researcher obtained the following findings.

1. Types of Sarcasm (Camp's Theory)

a) Propositional Sarcasm

Propositional sarcasm is sarcasm delivered through direct statements, but whose meanings are contrary to the speaker's actual intention. This study shows that propositional sarcasm is the most dominant type and the one most frequently found in this research.

Data 1: "mulut manis klkuan kaya.....😏😏😏😏 atur aja dah gmna enak ny😏😏".



b) Lexical Sarcasm

Lexical sarcasm is a type of sarcasm that uses certain words whose meanings are opposite to their literal meanings. In its usage, this form of sarcasm can be identified through words or expressions that appear neutral or even positive, but are actually intended to convey criticism or satire.

Data 2: “Si paling”



c) Illocutionary Sarcasm

Illocutionary sarcasm is a type of sarcasm that emphasizes the speech act or communicative intention rather than merely the use of words. The utterance delivered in such situations is not intended to be understood literally; instead, it is used by the speaker to satirize or mock something in a particular way.

Data 3: “www kembali lagi saksikan sekarang”



2. Functions of Sarcasm (Keraf's Theory)

a) Expressing Rejection

The function of expressing rejection is used to reject things that are disliked or even hated. This sarcastic function is employed by netizens to express their rejection of Rizky Billar's actions through sarcastic comments.

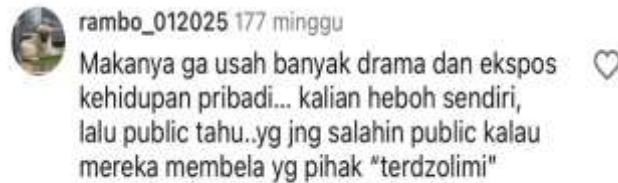
Data 4: “Halaahhh udah ga respect gue sama lu”



b) Expressing Prohibition

The function of expressing prohibition is used to convey restrictions against things that are disliked or even hated. This sarcastic function is employed by netizens to express prohibitions regarding Rizky Billar's actions through sarcastic comments.

Data 5: “Makanya ga usah banyak drama dan ekspos kehidupan pribadi... kalian heboh sendiri, lalu public tahu..yg jng salahin public kalua mereka membela yg pihak “terdzolimi””



Balas

c) Expressing Commands

The function of expressing commands is used to give orders to the interlocutor or other people to perform certain actions. This sarcastic function is employed by netizens to give commands regarding Rizky Billar's actions through sarcastic comments.

Data 6: "Kata-kata bijak lu gak ada efeknya lagi, udahlah...diam lebih baik, gak usah bnyk ngomong. 😏"



Balas

d) Expressing Information

The function of expressing information is used to convey information about something to the interlocutor or other people in a cynical manner. This sarcastic function is employed by netizens to provide information regarding Rizky Billar's actions through sarcastic comments.

Data 7: "Masih mending ada kesempatan hirup udara segar dah gak pake Baju Oren Lagi 😏😏"



Balas

e) Expressing Emphasis

The function of expressing emphasis is used to emphasize something to the interlocutor or other people in a mocking manner. This study shows that the emphatic function of sarcasm is the most dominant and the most frequently found function in this research.

Data 8: "Gk punya malu. Muka tembok"



Balas

f) Expressing Questions

The function of expressing questions is used to ask questions about something to the interlocutor or other people in a mocking manner. This sarcastic

function is employed by netizens to question Rizky Billar's actions through sarcastic comments.

Data 9: "MASIH BERANI YA NUNJUKIN AKTIFITAS NYA FI SOSMED ? UDAH GAK PUNYA URAT MALU ? @rizkybillar"



g) Expressing Comparison

The function of expressing comparison is used to compare something to the interlocutor or other people in a cynical manner. This sarcastic function is employed by netizens to make comparisons regarding Rizky Billar's actions through sarcastic comments.

Data 10: "Di depan sweet di belakang suakitttttt poll 🤔🤔🤔, berusaha tidak ada apa" itu sakit ya 🤔🤔🤔🤔"



h) Expressing Similarity

The function of expressing similarity is used to convey similarities between what is said or done by someone and another thing that is assumed to have similar characteristics. This sarcastic function is employed by netizens to draw similarities regarding Rizky Billar's actions through sarcastic comments.

Data 11: "Sama kaya dirimu memiliki dua muka 🤔"



i) Expressing Opinions

The function of expressing opinions is used to convey opinions about something to the interlocutor or other people in a cynical manner. This sarcastic function is employed by netizens to express their opinions regarding Rizky Billar's actions through sarcastic comments.

Data 12: "Aelahhh bellerr 🤔🤔 dri caption lo aja seakan2 lo masih ngerasa bener., Kocak lo bro"



DISCUSSION

This study examines sarcasm on Instagram social media through a sociolinguistic perspective. This sociolinguistic study is qualitative in nature; therefore, sociolinguistics is closely related to the detailed observation of actual language use. Sociolinguistics views language primarily as a social system, a communication system, and a part of a particular society and culture. This study applies a sociolinguistic approach because it analyzes language use within a social context, particularly how netizens express attitudes and provide social judgments through sarcasm on social media.

Based on the data obtained from the research findings above, the researcher identified types of sarcasm using Camp's theory (2011) and the functions of sarcasm using Keraf's theory (2008), which were found in the comment section of Rizky Billar's Instagram post uploaded on November 29, 2022, stating, "Setiap kebenaran memiliki dua sisi, penting untuk melihat keduanya, sebelum memutuskan untuk menerima salah satunya". The following discussion presents the analyzed findings of the study.

1. Types of Sarcasm

According to Camp's theory (2011), sarcasm is classified into several types based on the way it is delivered and the meaning intended. In line with this theory, the researcher found several comments on Rizky Billar's Instagram account that belong to the categories of sarcasm proposed by Camp.

a) Propositional Sarcasm

Data 1: "mulut manis klkuan kaya.....😏😏😏😏 atur aja dah gmna enak ny😏😏".

This comment belongs to propositional sarcasm because it uses a statement that appears logical but actually conveys the opposite meaning. The phrase "mulut manis" ("sweet-talking") is a positive proposition referring to Rizky Billar's public image. It is followed by the phrase "atur aja dah gimana enaknya," which further strengthens the sarcastic tone through an expression of apparent resignation that actually functions as mockery.

Data 2: "Eh yg kmrin itu bkan settingan y? bneran ya?😏"

This comment belongs to propositional sarcasm because it creates a contradiction between the impression of sincerity in the phrase "bneran ya?" ("is it really true?") and the reality known by netizens regarding Rizky Billar's behavior. The repeated question intensifies the doubt and sarcastic insinuation expressed by the commenter.

Data 3: "Prank ngak nii"

This short interrogative comment constructs a proposition that conflicts with the reality presented by Rizky Billar and the truth doubted by netizens. The commenter implies that what Rizky Billar stated in his upload cannot be trusted and is merely considered a prank or falsehood.

Data 4: "Beneran bahagia kah?😏"

This comment is in the form of a rhetorical question that contrasts the

proposition of happiness displayed by Rizky Billar on social media with a reality that appears highly doubtful to netizens, especially considering the domestic violence case publicly associated with him. The word “beneran” (“really”) signals that netizens do not genuinely believe in the happiness he portrays.

Data 5: “Ehh kaget aku bah muncul lagi IG nya”

This comment creates a contradiction between the proposition of surprise, marked by the word “kaget” (“surprised”), and the actual situation in which Rizky Billar had previously deactivated his account, while netizens had already predicted that he would eventually return to social media after his case was closed. The expression of surprise is therefore artificial and sarcastic.

Data 6: “Ditandai 1 indonesia”

This comment belongs to propositional sarcasm because it creates a contradiction between the proposition of recognition or public acknowledgment, which is usually positive, and its negative implication in this context. Rizky Billar is recognized throughout Indonesia not because of achievements, but because of the domestic violence case that damaged his public image.

Data 7: “Urat malu dah putussss...sedunia melihat ada apa peristiwa lalu????”

This comment creates a contradiction between the proposition of having no shame, marked by the phrase “urat malu dah putussss,” and the reality of Rizky Billar’s life known to netizens, indicated by the phrase “sedunia melihat ada apa peristiwa lalu.” These two propositions reinforce one another in mocking Rizky Billar for allegedly having no sense of shame despite the public being aware of his case.

b) Lexical Sarcasm

Data 1: “Si paling”

This comment uses the phrase “si paling,” which in contemporary social media slang carries a negative lexical meaning referring to someone who acts as though they are always the best, most correct, or superior, despite reality suggesting otherwise. The expression is intentionally used to belittle and mock Rizky Billar, who is perceived as self-righteous. This comment is unique because it represents lexical sarcasm that is syntactically incomplete, yet highly effective due to its deliberate ellipsis, allowing readers to infer the negative meaning themselves.

Data 2: “Bacod, udah ngebanting siapa hari ini? 🤔”

This comment uses the word “bacod,” which lexically has a negative meaning referring to someone who talks excessively without substance. It is followed by a sarcastic question directly referring to the domestic violence case in order to openly ridicule Rizky Billar. This comment is interesting because it combines lexical sarcasm with a rhetorical statement, making it one of the most explicit comments referencing the domestic violence case involving his wife.

Data 3: “Omong busuk”

This comment uses the phrase “omong busuk,” which lexically conveys a negative meaning, referring to Rizky Billar’s words as lies, meaningless, and disgusting. The diction “busuk” (“rotten”) is intentionally chosen to demean his statements through harsh and degrading connotations.

Data 4: “Munafik wkwk”

This comment uses the word “munafik” (“hypocrite”), which lexically carries a negative meaning referring to someone who pretends to be good in public while behaving differently in reality. It implies that netizens no longer trust the statements expressed in Rizky Billar’s social media uploads and instead perceive them as pretentious attempts to appear wise.

Data 5: “Bergantung hidup sma istri”

This comment uses the phrase “bergantung hidup” (“dependent on his wife”), which lexically carries a negative meaning implying Rizky Billar’s weakness or inability as a husband or man. The phrase is deliberately chosen to demean him by emphasizing his alleged dependence on his wife as the breadwinner.

Data 6: “geli sm lu”

This comment uses the word “geli,” which lexically expresses disgust, revulsion, and discomfort toward Rizky Billar’s behavior. The word is intentionally chosen to directly and explicitly convey mockery and humiliation.

c) Illocutionary Sarcasm

Data 1: “www kembali lagi saksikan sekarang”

Literally, this comment sounds like an invitation to watch something entertaining, but its illocutionary act is actually mockery and satire directed at Rizky Billar for once again becoming a public spectacle. Netizens imply that his personal life resembles entertainment content available for public consumption, especially now that he has returned to social media activity.

Data 2: “Geisha : cinta dan benci 😊😊😊”

Literally, this comment refers to the song *Cinta dan Benci* by the band Geisha. However, the illocutionary act is sarcasm and ridicule aimed at Rizky Billar’s relationship with his wife, which is perceived as full of contradictions between love and hatred. Netizens use the song title as an indirect way to criticize the unhealthy and dramatic dynamics of their marriage.

Data 3: “Ngomong opo koe”

This comment contains the Javanese phrase “ngomong opo koe,” meaning “what are you talking about?” Although it is literally a simple question, its illocutionary force is ridicule and insult, suggesting that Rizky Billar’s words in his upload are meaningless, irrational, and unworthy of consideration.

Data 4: “Sehat bang wkwk”

Literally, this comment resembles a greeting or inquiry about someone’s condition. However, the illocutionary act is sarcastic ridicule directed at Rizky Billar, implying that he appears suddenly healthy and active again on social media as if nothing had happened, despite previously being involved in a domestic violence case.

Data 5: “Ya in aja”

Literally, this comment sounds like advice or encouragement to simply agree with something. However, its illocutionary act conveys sarcasm and apathy. The implied meaning is that whatever Rizky Billar does is predictable and pointless to oppose because he will continue acting however he pleases.

Data 6: “Tahan sebentar yaa.. cicilan dan endorse kita masih banyak 😊😊”

Literally, this comment appears as a plea or persuasion supposedly directed from Rizky Billar to his wife, Lesti. However, the illocutionary act is ridicule and sarcasm suggesting that their relationship is maintained merely for financial interests such as installments and endorsement deals, rather than genuine love.

2. Functions of Sarcasm

According to Keraf's theory (2008), the functions of sarcasm are classified into several types based on the way they are delivered and the intended meaning. In line with this theory, the researcher found several comments on Rizky Billar's Instagram account containing sarcastic functions consistent with the characteristics proposed by Keraf.

a) Expressing Rejection

Data 1: “Halaahhh udah ga respect gue sama lu”

This comment conveys sarcastic rejection directly and firmly. Netizens state that they no longer have respect or sympathy for Rizky Billar because of his actions that disappointed many people. The rejection is expressed explicitly as a form of disagreement and total refusal toward his behavior and public image.

Data 2: “Kok msh punya muka tampil di umum orang macam gni□”

This comment expresses sarcastic rejection toward Rizky Billar's return to the public sphere. Netizens strongly reject his public presence because he is perceived as shameless despite his negative reputation related to the domestic violence case.

b) Expressing Prohibition

Data 1: “Makanya ga usah banyak drama dan ekspos kehidupan pribadi... kalian heboh sendiri, lalu public tahu..yg jng salahin public kalua mereka membela yg pihak “terdzolimi””

This comment conveys a sarcastic prohibition urging Rizky Billar not to create excessive drama or expose his private life on social media. Through satire, netizens remind him that public judgment is a natural consequence of the actions of public figures and cannot simply be blamed or silenced.

c) Expressing Commands

Data 1: “Kata-kata bijak lu gak ada efeknya lagi, udahlah...diam lebih baik, gak usah bnyk ngomong. 😊”

This comment conveys a sarcastic command directed at Rizky Billar to remain silent and stop speaking because his words are considered no longer credible or meaningful. This perception stems from his domestic violence case, which led netizens to feel disgusted by the contradiction between his wise words and his behavior.

Data 2: “Sudah keblokir kerjaan lu di indo, mending jadi tki arab aja bray. Kasihan jadi beban istri”

This comment conveys a sarcastic command seemingly advising Rizky Billar to work abroad as a migrant worker. Behind the statement lies ridicule regarding his allegedly ruined career in Indonesia following the domestic violence case, which led to public boycotts within the entertainment industry.

d) Expressing Information

Data 1: “Masih mending ada kesempatan hirup udara segar dah gak pake Baju

Oren Lagi 😊😊”

This comment conveys sarcastic information referring to the widely known fact that Rizky Billar had legal issues and faced possible imprisonment. Netizens emphasize that he was “fortunate” to remain free and avoid prison after the report was withdrawn by his wife, although the statement is clearly intended as ridicule.

e) Expressing Emphasis

Data 1: “Gk punya malu. Muka tembok”

This comment conveys emphatic sarcasm regarding Rizky Billar’s character, portraying him as completely shameless after the controversy surrounding him. The two short clauses, separated only by a period, reinforce one another and create layered emphasis, reflecting the netizens’ strong disgust and condemnation.

Data 2: “Udah baikan dan dimaafin masih aja mau nyari pembelaan, heran”

This comment conveys emphatic sarcasm suggesting that Rizky Billar is ungrateful despite having been forgiven by his wife. Instead of learning from his mistakes, he is perceived as continuing to seek justification through social media posts. The word “heran” (“strange/amazing”) intensifies the condemning tone.

Data 3: “Gue yakin lu cuma nutup”i kesalahan lu aja”

This comment conveys emphatic sarcasm expressing the netizen’s certainty that Rizky Billar’s actions on social media are merely attempts to cover up his mistakes rather than sincere accountability. The word “yakin” (“sure”) reinforces the emphasis.

Data 4: “kalimat tdk sesuai sihh sama contoh yg terjadi sebagai public figur ♡”

This comment conveys emphatic sarcasm asserting that the caption uploaded by Rizky Billar does not match his actual behavior as a public figure. Netizens directly emphasize the inconsistency between his online image and real-life conduct.

f) Expressing Questions

Data 1: “MASIH BERANI YA NUNJUKIN AKTIFITAS NYA FI SOSMED ? UDAH GAK PUNYA URAT MALU ? @rizkybillar”

This comment conveys sarcastic rhetorical questions that are not intended to receive answers, but rather to ridicule and embarrass Rizky Billar for continuing to be active on social media despite being under negative public scrutiny.

Data 2: “Bang lu kok gak malu sih muncul lagi ke permukaan? Rahasiannya apa bang wkwkw”

This comment conveys sarcastic rhetorical questions directly addressed to Rizky Billar. The commenter is not genuinely seeking answers, but instead using the questions to mock and shame him for returning to social media after the domestic violence controversy.

g) Expressing Comparison

Data 1: “Di depan sweet di belakang suakitttttt poll 🤔🤔🤔, berusaha tidak ada apa” itu sakit ya 🤔🤔🤔🤔”

This comment conveys sarcastic comparison between two contrasting conditions: “di depan sweet” refers to Rizky Billar’s affectionate public image, while “di belakang suakitttttt poll” refers to the alleged abusive reality known by

netizens. The contrast between these two conditions builds the sarcastic meaning.

Data 2: “Sok sok an mesra di kamra padahal aslinya ngebantinh 🤔”

This comment conveys sarcastic comparison between Rizky Billar’s public display of affection and the alleged violent reality behind it. The conjunction “padahal” explicitly marks the contrast between image and reality.

Data 3: “Pinter bkin caption tpi tdk brlaku untk khidpan nytanya what the fuck 😏”

This comment conveys sarcastic comparison between Rizky Billar’s ability to create appealing captions on social media and the contradiction between those captions and his real-life behavior. The conjunction “tapi” explicitly marks the contrast.

h) Expressing Similarity

Data 1: “Sama kaya dirimu memiliki dua muka 🤖”

This comment conveys sarcastic similarity by equating Rizky Billar’s Instagram upload with his own personality, implying hypocrisy or having “two faces.” The phrase “sama kaya” explicitly establishes the comparison for the purpose of ridicule and mockery.

i) Expressing Opinions

Data 1: “Aelahhh bellerr 🤔 🤔 dri caption lo aja seakan2 lo masih ngerasa bener., Kocak lo bro”

This comment conveys a sarcastic opinion regarding Rizky Billar’s caption. Netizens express the opinion that he still behaves as though he is right, despite reality suggesting otherwise. The opinion is delivered in a mocking and demeaning manner.

Data 2: “EMANG BUKAN SALAH BILLAR KALO LESTY KECEKEK... TAPI SALAH LESTY YG BUCIN AKUT”

This comment conveys a sarcastic opinion through layered irony, seemingly defending Rizky Billar by claiming it was not his fault, while simultaneously criticizing Lesti and implicitly condemning Rizky Billar as well. The opinion is expressed cynically through sarcastic contrast between the two parties.

CONCLUSION

Based on the results of the research and data analysis in the previous chapter concerning sarcastic comments found in Rizky Billar’s Instagram post uploaded on November 29, 2022, which stated, “Setiap kebenaran memiliki dua sisi, penting untuk melihat keduanya, sebelum memutuskan untuk menerima salah satunya”, three types of sarcasm were identified, namely propositional sarcasm, lexical sarcasm, and illocutionary sarcasm. Among these findings, there were 7 data of propositional sarcasm, 6 data of lexical sarcasm, and 6 data of illocutionary sarcasm.

Furthermore, ten functions of sarcasm were identified, namely expressing rejection, expressing prohibition, expressing commands, expressing information, expressing emphasis, expressing questions, expressing comparison, expressing similarity, expressing opinions, and expressing greetings. Among these findings, there were 2 data of expressing rejection, 1 data of expressing prohibition, 2 data of expressing commands, 1 data of expressing information, 4 data of expressing

emphasis, 2 data of expressing questions, 3 data of expressing comparison, 1 data of expressing similarity, and 2 data of expressing opinions, while no data related to expressing greetings were found.

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