



The Analysis Of Sarcasm Utterances Found In Barbie 2023 Movie

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Abstract

This study explores the types and functions of sarcasm in the Barbie movie released in 2023. Sarcasm, recognized as a powerful tool for conveying hidden messages and social criticism in the movies, serves as a means of evasion and indirect communication. Drawing on Systemic Functional Linguistics, the research focuses on classifying, interpreting, and understanding the functions of sarcasm uttered by various characters in the Barbie movie. The objectives is to find the types and the functions of sarcasm in the movie. Using Camp's theory for classification, the study analyzes 34 instances of sarcasm in the Barbie movie, categorizing them into four types: propositional, lexical, like-prefixed, and illocutionary sarcasm. The results reveal illocutionary sarcasm as the most prevalent type (44.11%), followed by like-prefixed sarcasm (32.35%). The research also identifies ten functions of sarcasm, with delivery of orders being the most common (41.17%). The methodology employed is qualitative, utilizing Spradley's ethnographic analysis model to interpret data obtained from the Barbie movie. The study emphasizes the importance of understanding the cultural and societal influences on sarcasm, considering its impact on interpersonal relationships. In conclusion, this research contributes to a deeper comprehension of sarcasm in the context of movies, particularly in a widely acclaimed movie like Barbie. The study encourages future exploration of the correlation between sarcasm and cultural themes, emphasizing the need for language learners to navigate the complexities of sarcasm and its potential impact on interpersonal dynamics.

Keywords: Barbie movie, sarcasm, cultural

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INTRODUCTION

In the world of movie, sarcasm is an important tool to convey hidden message and social criticism. Bouazizi & Ohtsuki (2016) states that sarcasm is used as an "evasion", where the person aims to hide their true feelings or opinions with sarcasm. According to Camp (2012) Sarcasm is when the person speaking means the opposite of what they are saying. That means people who express something are not based on the facts or do not match what they have said. Sarcasm is an indirect style of speech used to have a particular dramatic effect on the audience (McDonald, 1999). Someone uses sarcasm to express disbelief or disagreement but the way it is conveyed is done in an indirect way where the statement is the opposite of the meaning. For example, there is a place that is very dirty and then someone insinuates that the place is very clean. The sarcasm included in the movie is very important to attract the attention of the audience, they can understand the deeper meaning of sarcasm expressed indirectly. Sarcasm is widely used in various modern movie genres, whether comedy, horror, drama, or even action.

This study discusses the sarcasm utterances found in Barbie movie. This movie was released on July 21st 2023 and has a lot of sarcasm. Barbie movie has grown to become an icon in the children's animation industry. This movie tells the unique life of Barbie and Barbie's adventures in the real world. However, behind its cheerfulness and visual beauty, the Barbie movie may contain an overlooked sarcasm. This Barbie movie displays messages or expressions that use more implied or indirect language. This research was conducted to understand how the use of implied language depicts sarcasm in movie. According to Lesmana & Hartati (2023) In Systemic Functional Linguistics (SFL), language functions as a system of communication and meaning creation in society. In discourse studies, there are three functional distinctions of language based on Halliday (2014), such as ideational, interpersonal and textual. According to the three functions of language, sarcasm is included in the interpersonal function because sarcasm is related to interaction between individuals and self-expression where language is used to express opinions, build relationships and influence other people's feelings. This research focuses on the classification, meaning and function of sarcasm uttered by all the characters in the movie. It would be interesting to learn more about how the characters use sarcasm to convey messages. In this movie, sarcasm is also depicted as a way for characters to convey hidden messages or meanings by using indirect words. This research focuses on the classification, meaning and function of sarcasm uttered by all the characters in the movie. It would be interesting to learn more about how the characters use sarcasm to convey messages. In this movie, sarcasm is also depicted as a way for the characters to convey hidden messages or meanings by using indirect words so that the audience can understand what the characters convey.

Based on the background Based on the background that has been explained, the researcher is interested in answering the following questions:

1. What types of sarcasm are found in the Barbie movie?
2. What is the function of sarcasm are found in the Barbie movie?

Based on the research questions above, the researcher aims to achieve the following objectives.

1. To find out the types of sarcasm are found in the Barbie movie.
2. To explain the function of sarcasm are found in the Barbie movie.

Previous studies which discusses sarcasm in movie has been completed by many researchers. Some studies dealing with sarcasm in movies have been conducted by Padmatantri & Sutrisno (2020), Sherin & AdiSutrisno (2019) and also Bachtiar & Hardjanto (2018). They chose movie because they wanted to examine more deeply how the characters in the movie convey messages using sarcastic expressions such as intonation, body language and conversational relationships with the speaker. There are 3 studies that applied Camp theory to categorized sarcasm, these studies was conducted by Melawati (2021), Shelldyriani & Munandar (2020) and also Sari (2023). They only categorize their data using Camp's theory by explaining its meaning without including its function. Unlike the previous study by Sinaga, Mustika & Tamam (2023) which discussed types of sarcasm which was also based on Camp theory and equipped with functions based on Keraf theory.

From the previous studies review, the researcher chose the Barbie movie to be used as data because this movie is really liked by all groups from children to the elderly. Apart from that, this colorful movie is a movie that is eagerly awaited by all corners of the world because it is very legendary and there is also an indirect message hidden in it. The data taken is the sarcastic utterances expressed by all the characters in the movie. Like the previous study above, researchers used Camp theory to categorize the types of sarcasm found in the Barbie movie. This study also discusses the meaning and function of categorized sarcasm utterances. The benefits of this study are increasing language literacy by having a deeper understanding of the language and communication context, practicing social skills through facial expressions and voice intonation, and also helping to create a relaxed atmosphere without tension.

REVIEW OF THE LITERATURE

To classify the sarcasm utterances in the Barbie movie, this study used Camp's theory. According to Camp (2011), the types of sarcasm are divided into four classes:

1. Propositional sarcasm. According to Maula & Muhayani (2022), a speaker who says words that are the opposite of the correct words is a form of propositional sarcasm. The utterance conveyed are feelings that are not in accordance with what is said or are not in accordance with the facts.
2. Lexical sarcasm. Woi & Juita (2022) states that lexical sarcasm occurs when speech spoken with positive words has a negative meaning or vice versa. The words used actually have a positive meaning, but are used in the context of expressing disappointment with a situation.
3. Like-Prefixed sarcasm. Researchers can immediately understand that the speaker is teasing his interlocutor by using the word "like", either implicitly or explicitly (Woi & Juita, 2022). This type of sarcasm refers to the use of the word "like" in the sarcasm sentence conveyed. Sometimes there doesn't have to be the word "like", but the most important thing is an expression of sarcasm, such as comparing two things.
4. Illocutionary sarcasm. According to Woi & Juita (2022), Illocutionary sarcasm involves a harsh address towards a person or group so as to elicit a reaction from the interlocutor. Illocutionary sarcasm has a veiled and hidden meaning in the story (Abdullah et al, 2022). This emphasizes the hidden message or meaning behind an expression rather than the original meaning.

This expression of sarcasm also has a function with what is conveyed by the speaker. This research uses theories from Keraf (2008:143) such as 1) rejection; (2) conveying the prohibition; (3) delivery of orders; (4) delivery of information; (5) conveying confirmation; (6) delivery of questions; (7) delivery of comparisons; (8) conveying equations; (9) conveying opinions; (10) greetings.

METHODOLOGY

By using a qualitative approach, the author studies the types of sarcasm along with their meaning and function expressed by all the actors in the Barbie movie. Fraenkel et al, (2012) state that qualitative research is usually referred to as research that looks at the quality of relationships, activities, situations or material. Words,

phrases, clauses, sentences, discourse, text, lyrics, or videos are some examples of descriptive qualitative research design data. Meanwhile, this study analyzed the form of sentences in the expressions of all characters containing sarcasm in the Barbie movie. Data were analyzed using a descriptive approach by identifying types of sarcasm along with their meaning and function used in the Barbie movie starring Margot Robbie and Ryan Gosling. All data on utterances of sarcasm that have been collected will be classified using Camp (2011). Then, the researcher identified several functions of sarcasm based on those presented by Keraf (2008:143).

The data used are utterances from all the actors in the Barbie movie. The data source is the Barbie movie which was released on July 19th 2023 with a duration of approximately 1 hour and 49 minutes.

Documentary techniques are the most suitable for this research. The process of reading, studying, and analyzing research results to gather necessary information is known as documentary. The following procedures were used to collect data: Downloading videos and scripts, watching Barbie movie videos, reading complete sentences from the script, identifying sarcasm utterances, separating types of sarcasm sentences, administering the data or inventorying them into tables, and the final step was recoding the data.

According to Wijaya (2018), Spradley's (2016) ethnographic analysis model was used to analyze the data after it was collected. Ethnography is a methodology that uses direct observation. Cultural theme analysis, domain analysis, taxonomic analysis, and componential analysis are the four steps used to collect ethnographic data (Wijaya, 2018).

First, domain analysis is carried out to collect general information about the object under study, this includes the genres in the movie and the people involved. Second, taxonomic analysis is used to provide further description of the selected domain and identify its internal structure. The types of sarcasm, their meaning and their function produced by interaction are the main variables studied. Third, componential analysis is carried out to identify cause-and-effect relationships between the components studied. In this step, the utterances of all actors are categorized based on sarcasm, meaning and function of speech at each stage. Finally, cultural themes are studied to find out how the domains relate to each other. Theories about interpersonal communication are used to interpret research findings.

FINDINGS AND DISCUSSION

The table shows utterances of sarcasm as seen in the Barbie movie (2023). Overall, all the utterances found in the movie are compatible with the types of sarcasm proposed by Camp (2011). The most frequent utterance was Illocutionary sarcasm with 15 occurrences (44.11%), followed by 11 expressions of Like-Prefixed sarcasm (32.25%), Lexical sarcasm occurring 5 times (14.70%). Proportional sarcasm only appears 3 times (8.82%) throughout the movie.

Table 1. Types of Sarcasm in Barbie Movie

No	Sarcasm	Amount	Percentage(%)
1.	Proportional Sarcasm	3	8,82%
2.	Lexical Sarcasm	5	14,70%
3.	Like-Prefixed Sarcasm	11	32,35%

4.	Illocutionary Sarcasm	15	44,11%
Total		34	100%

Based on the data, there are ten functions of sarcasm found in Barbie movie (2023) such as 1) rejection; (2) conveying the prohibition; (3) delivery of orders; (4) delivery of information; (5) conveying confirmation; (6) delivery of questions; (7) delivery of comparisons; (8) conveying equations; (9) conveying opinions; (10) greetings.

Table 2. Functions of Sarcasm in Barbie Movie

No	Functions of sarcasm	Frequency	Percentage(%)
1.	Rejection	0	0%
2.	Conveying the prohibiton	0	0%
3.	Delivery of orders	14	41,17%
4.	Delivery of information	5	14,70%
5.	Conveying confirmation	3	8,82%
6.	Delivery of questions	4	11,76%
7.	Delivery of comparisons	1	2,94%
8.	Conveying equations	4	11,76%
9.	Conveying opinion	3	8,82%
10	Greetings	0	0%
Total		34	100%

1. Proportional Sarcasm

1.	0,0:28:38.62	Have I died and gone to heaven?
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Context: When Barbie and Ken met the laborers, the laborers were amazed to see Barbie's appearance which was not like a normal human being and one of the laborers uttered this expression. This statement expresses the admiration of a man who meets Barbie with her beautiful face, like an angel in heaven. But what actually happened was that the man didn't die and went to heaven for real. The function of the expression above is delivery of a question, which means a man who is amazed to see Barbie with her beautiful face that is like an angel in heaven then makes the man wonder and ask questions.

2.	0,1:32:56.47	I'm a liberated man. I know crying is not weak.
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Context: Ken was shocked that the Mojo Dojo Casa House that Ken had created suddenly turned back into Barbie land, making Ken disappointed and crying. The meaning of this expression is that Ken states that he is a liberated man and that crying is not a weakness for a man. This statement exposes irony by satirizing stereotypes of masculinity that often consider crying as a sign of weakness or inability to control emotions. Sarcasm arises from the discrepancy between Ken's statement and what actually happened, namely that crying is not weak. The function of the expression above is delivery of information to Ken for Barbie.

2. Lexical Sarcasm

1.	0,0:14:52.54	And this is my Dreamhouse. It's Barbie's Dreamhouse. It's not Ken's Dreamhouse. Right?
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Context: After Barbie and Ken finished partying, Ken wanted to stay over tonight with Barbie but Barbie refused. The meaning of this expression is that

Barbie doesn't want Ken to stay over tonight in her house because Barbie's house is not occupied by Ken. The function of the expression above is to convey confirmation where Barbie confirms to Ken that it is really Barbie's dream house, not Ken's dream house.

3.	0,1:15:18.83	It's too hard, it's too contradictory, and nobody gives you a medal or says thank you.
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Context: At this moment, Barbie felt that she was no longer perfect as a woman, felt that she was not good enough, so Gloria gave this statement. The meaning of this expression is the right to be a perfect woman as said by Gloria in the movie Barbie "*You have to never get old, never be rude, never show off, never be selfish, never fall down, never fail, never show fear, never get out of the line.*" And all of that is truly impossible as a woman. After all, no one gave appreciation or even appreciation. The function of the expression above is to delivery of information from Gloria to Barbie that this is the fact.

3. Like-Prefixed Sarcasm

1.	0,0:56:31.25	Oh, and we have a female president and it's fun and work and friendship and female 24/7.
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Context: During Barbie, Gloria and Sasha's trip to Barbie land, they were singing together, but Sasha seemed to be in a bad mood because she didn't like Barbie then Gloria said this statement. The meaning of this expression is that Barbie Land has a female president who has fun involving work, friendship and womanhood continuously and non-stop or 24/7. The function of the expression above is to convey equations that female president equates to hours and days, namely 24 hours a day and 7 days a week.

2.	0,0:59:18.00	What about mini-baby? Like this mini-fridge.
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Context: When Barbie arrived at Barbie Land, she was surprised because her dream house had turned into the Mojo Dojo Casa House where the house was controlled by Ken. Then Ken was satisfied with Barbie's childlike disappointment and uttered sarcasm. The meaning of this expression is to convey hidden innuendo by comparing someone to something using the word "like". Ken teased Barbie by making a similarity between a mini-baby and a mini-fridge. The function of this expression is conveying equations where Ken compares Barbie's small body to something like a mini-baby and a mini-fridge.

4. Illocutionary Sarcasm

1.	0,0:28:34.66	Oh. You got fries with that shake?
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Context: When Barbie and Ken met the laborers, the laborers were amazed to see Barbie's appearance attracting attention with her body goals and one of the laborers said this expression. This statement was conveyed by a man who saw the appearance of Barbie and Ken walking towards him. According to Urban Dictionary, the meaning of this expression is used when someone with a good background walks in front of you and "shaking" their ass. When you ask if they want fries with it, it's as if you're asking if they want to have sexual intercourse. The fries are meant to depict a dick. The function of the expression above is to send questions from a man who says that Barbie has a great ass and they like how it sways from side to side when walking.

2.	0,0:47:55.65	You know what? Um, before I get in the box, could I just run to the restroom and make sure my hair is perfect?
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Context: The fake Mattel company wanted Barbie to get into the Barbie box but Barbie knew that she would be trapped by them so Barbie wanted to escape by going to the restroom to tidy up her appearance. The function of the expression above is to deliver questions, that is, Barbie asks to go to the restroom for a moment to make sure her hair is perfect, even though what actually happens is that Barbie wants to run away.

As seen in the analysis above, according to Champ, the four categories of sarcasm are found in the Barbie movie. However, there were differences in the number of sarcasm categories found. Results of analysis of sarcasm utterances expressed by all characters in the Barbie movie with a total of 34 data. The data that is most widely available is Illocutionary sarcasm with 15 data. Then the second highest data was 11 data, namely Like-Prefixed sarcasm. The third position is Lexical sarcasm with 5 data, followed by the fourth position is Proportional sarcasm with only 3 data. Then, according to Keraf, (2008) the function of sarcasm, the Barbie movie only covers 7 categories out of 10 functions of sarcasm. The highest data is delivery of orders with 14 data. The second position is delivery of information of 5 data. The third position is 4 data contained in the delivery of questions and conveying equations. The fourth position is 3 data from conveying confirmation and conveying opinion. Finally, there is only 1 data from delivery of comparisons.

The illocutionary sarcasm type was the first dominant type found in the Barbie movie with a percentage of 44.11%. Like previous studies, this research found similarities related to the types of sarcasm that occur, for example research by Padmantri & Sutrisno (2020) which found the most types of illocutionary sarcasm were 17 data. This means that all the characters who play in the movie often express sarcasm towards each character using illocutionary sarcasm. The expressions conveyed by each character cause a reaction from the person they are talking to by emphasizing the hidden message so that they can understand its meaning. They also state that illocutionary sarcasm is more complex because it must be understood in a broader sense.

The second dominant type of sarcasm that mostly used in Barbie movies was like-prefixed sarcasm with a percentage of 32.35% because several utterances from each character often compare one thing with another. The third dominant type of sarcasm used in the Barbie movie is lexical sarcasm with a percentage of 14.70%. This type of sarcasm leads directly to sarcasm which has a negative meaning but the speaker conveys it with positive words or vice versa. Lastly, the type of sarcasm that is least used in the Barbie movie is proportional sarcasm with a percentage of 8.82%. There is the least amount of sarcasm spoken in the opposite way because all the characters in the Barbie movie do not always express sarcasm that is not in accordance with the fact.

The researcher analyzed the function of sarcasm into ten functions based on Keraf ((2008). Delivery of orders is in the highest position with a percentage of 41.17%, which means that all the characters playing in this Barbie movie express sarcastic utterances aimed at conveying a message to the person they are talking to. Apart from that, delivery of information is in the second highest position with a

percentage of 14.70%. This means that all the characters often utter sarcasm and also add information to the person they are saying. There are also four functions that are rarely used which have a total data percentage of 11.76% in delivery of questions and conveying equations. And also conveying confirmation and conveying opinion with a percentage of 8.82%. Delivery of comparisons which only appeared once with a percentage of 2.94%. Rejection, conveying the prohibition and greetings that do not appear in the Barbie movie at all.

From the discussion above, it can be seen that in this Barbie movie there are various types of sarcasm utterances with different delivery in terms of facial expressions, voice intonation and the context of the language used so that we must be able to understand the meaning of the expression and it can be received clearly by the person we are talking to. Based on Fahmi, Sidiq & Tjarsinah (2018) stated that sarcasm can be studied to understand culture and society as a spatial identity. The use of sarcasm makes it possible to understand how people's cultural situations in everyday life are influenced by the environment. In this case, sarcasm can also be used to create a sense of togetherness and closeness between one another. However, keep in mind that sarcasm can be interpreted differently by different groups or individuals within a culture. Certain cultures may prefer to use sarcasm as humor or a way of expression, while other cultures may prefer to speak directly. Thus, the relationship between sarcasm and cultural themes becomes very complicated.

CONCLUSION

After analyzing 34 data of sarcasm, the researcher could classify the types of sarcasm of their use in Barbie movies. Illocutionary sarcasm is the most dominant type of sarcasm used in Barbie movies. We found that via illocutionary sarcasm, the characters in the Barbie movie often express sarcasm utterances by hiding a hidden message or meaning in them. As for the function of the sarcasm, delivery of orders is the most dominant sarcasm function used in the Barbie movie. Apart from making fun of or ridiculing them using sarcasm, behind that they also have a good aim towards the person they are talking to by giving a positive and useful message. The findings of this research can be used as a reference to enrich knowledge of the use of sarcasm in movies. By knowing that sarcasm can attack or harm other people, English language learners must be more careful and thorough in choosing words and sentences to comment on other people. Future researchers can explore the correlation between sarcasm and culture and the functions used in sarcasm utterances.

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