

## Forms and Functions of Sarcasm in CNBC's YouTube Comments on Global Recession

**Dzurrotun Nafisah**

English Literature Study Program, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang

[nafisahdzzz@gmail.com](mailto:nafisahdzzz@gmail.com)DOI: <https://doi.org/10.18860/lilics.v3i1.6149>

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Corresponding

Author:

Dzurrotun Nafisah

[nafisahdzzz@mail.com](mailto:nafisahdzzz@mail.com)**ABSTRACT**

*The purpose of this study was to determine the form and function of sarcastic comments contained in the CNBC Television Channel comment section so that the results of the study could solve the phenomenon of a possible global recession in 2023 and provide a broader understanding that sarcasm could make it easier for people to criticize an issue. The researcher only selected videos that discussed the potential 2023 global recession along with its causes and consequences. We used a quasi-qualitative method. Although this method could not be said to be qualitative, it still allowed the effective use of theory as a research tool. The theory used was Elisabeth Camp's theory (2011) to determine the form of sarcasm and Gorys Keraf's theory (2010) to determine the function of sarcastic comments. The result of this research was that from 12 YouTube videos, there were 83 data consisting of 6 forms of propositional sarcasm, 48 forms of lexical sarcasm, 12 forms of prefix sarcasm, and 17 forms of illocutionary sarcasm. Then, from 10 functions of sarcastic comments, only 6 functions were found: rejection, conveying affirmation, conveying information, expressing opinions, and submitting questions. From the results, it showed that netizens explicitly showed disagreement and preferred to express opinions based on the subjective truth of the party concerned in the video. Future researchers were suggested to explore variations in data and to dig deeper into the differences in the use of sarcasm based on age, gender, and cultural background.*

**Keywords:** *Global Recession Possibility, Sarcastic Comments, Sociolinguistic Analysis.*

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## INTRODUCTION

Language serves as a tool for not only establishing social bonds but also for transmitting information. The linguistic style employed by individuals often plays a crucial role in shaping social connections and conveying messages. Among the myriad forms of linguistic styles within a community, sarcasm stands out as a noteworthy example. Clyne et al. (2020) assert that sarcasm, as elucidated by Colston (1997), functions as a means for individuals to critique specific targets. Sarcasm, expressed through the form of comments on social media, serves as a means for individuals to convey sentiments contrary to their explicit intentions (Akula & Garibay, 2021).

Social media provides the latest and actual information that is happening in various countries around the world. One of the news currently being discussed is the possibility of a global recession in 2023 in many countries that may be affected. Several things may be the cause of the worldwide recession of various countries around the world, such as negative economic growth for two consecutive quarters, the Covid-19 pandemic, which struck multiple parts of the world approximately three years ago, and the invasion of war between Russia and Ukraine (Fishman & Miller, 2022). This issue has been widely discussed on various social media platforms, including YouTube. By using a sociolinguistics approach, this study analyzes sarcastic comments from the public or netizens in the comments column of the CNBC Television YouTube channel about news content about the possibility of a global recession that will occur in 2023. Hence, this study aims to explore forms of sarcasm written by netizens in the comments section of the CNBC Television YouTube channel using Elisabeth Camp's theory (2011) and identify the function of those sarcastic comments by applying the theory of Gorys Keraf (2010).

This study focused on news videos that were uploaded on the CNBC Television YouTube channel and discussed the possibility of a global recession in 2023. Given the abundance of CNBC Television news covering this topic, the researcher scrutinized not all discussions related to the possibility of a global recession. The researcher selected videos that addressed the substantial likelihood of the 2023 global recession occurring, along with the causes and consequences of this potential recession. In line with various linguistic approaches, this study employed the theories of Elisabeth Camp (2011) and Gorys Keraf (2010) in the field of sociolinguistics.

There were two studies that combined the same two theories as the ones that were applied in this study. The studies that combined these two theories were only concerned with events that had occurred, for example, in the research of Abdullah et al. (2022), who analyzed political sarcasm on the @podcastkeselaja TikTok account. They applied Camp's theory to analyze the form of political sarcasm in several @podcastkeselaja TikTok content and Keraf's theory for the function of sarcasm, which was used to deliver innuendos related to the political situation in Indonesia. Moreover, Chusna (2020) analyzed the form and function of sarcasm in the comments section on Joe Biden's Instagram account. She analyzed Joe Biden's post entitled "Get Vaccine," in which Joe Biden was doing a vaccine to prevent transmission of Covid-19. She used Camp's theory to analyze the form of sarcasm found in the comment column, then she used Keraf's theory to investigate the functions of the sarcasm that were addressed to Joe Biden. That way, the difference in this research lay in exploring the form and function of sarcasm on an event that had not yet happened or could be said with something still a possibility.

This research was motivated by the gaps that had occurred. This might have needed to be investigated further. Perhaps it had never been integrated because the theories were not coherent. The theory from 'Camp' was suitable for analyzing sarcasm in English, while Keraf's theory was more appropriate for analyzing sarcasm in the context of the Indonesian language. In addition, the approach used in the research distinguished it from previous research that used sarcastic comments in the YouTube comments section. This study used a sociolinguistic approach that discussed sarcasm in public comments on the issue of the global recession that was predicted to happen the following year. One of the things that could attract the reader's attention from this research was that the researcher used the discussions of hot international issues that people in various parts of the world were discussing. Even so, this issue that was being talked about reaped the pros and cons. Numerous netizens responded to this issue as if it was not crucial. Many of them tended to underestimate it even though many had predicted the impacts of the global recession probability on the aspect of life, including the economy.

This research was an opportunity to discuss further in the field of anthropolinguistics regarding the use of sarcasm on social media, which had a connection with the culture of humans in various parts of the world. That was not all; this research helped future researchers learn the theories of Elizabeth Camp and Gorys Keraf, both of which could be used together to study English language objects and could be a reference to make it easier for them to learn both theories with the analysis that had been done in this research. Hence, this research was expected to provide practical benefits to a policy, where this research could solve a problem with the use of figurative language on social media even though the figurative language could offend or hurt someone.

## **RESEARCH METHOD**

This study adopted a post-positivistic paradigm and employed a quasi-qualitative methodology to delve deeply into the form and function of sarcastic comments within the comments section of CNBC Television YouTube videos. Although Bungin (2020) acknowledged that this research approach did not fall strictly under the category of qualitative due to its distinct structure, it still allowed for the effective utilization of theory as a research tool. Consequently, theory retained its instrumental role in facilitating thorough analysis.

The data required were sarcastic comments found in the comments section of the CNBC Television YouTube Channel. Relevant comments were selected using Social Norm Model Detection to consider the boundary between satire and casual comments. The detection was used to identify comments that contained sarcasm or criticism of the issue of a possible global recession in 2023. The researcher selected YouTube videos on the CNBC Television Channel from the many videos discussing the possibility of a 2023 global recession uploaded from April 7, 2022, to December 22, 2022. After the researcher made observations on the YouTube channel, this period had the most significance in the context of predicting the 2023 global recession, such as the estimated time of the global recession, the causes of increased recession risk, and actions to deal with the recession. In order to overcome the potential bias in the selection of comments, the researcher ensured that the selected videos and comments represented a variety of views on global recession predictions. Then, the researcher understood the two theories used to process the data. After understanding Camp's (2011) theory on the forms of sarcasm, the researcher identified comments containing sarcasm. Then, the researcher understood Keraf's (2010) theory on the functions of sarcasm and identified the data according to the theory.

To answer the first research question, the researcher categorized the sarcastic comments into the four categories of sarcasm forms proposed by Camp (2011). Meanwhile, to answer the second research question, we categorized the sarcastic comments into the categories of sarcasm functions proposed by Keraf (2010). The way the researcher categorized the data into the categories of the two theories was by a manual method. The classification made by the researcher had the tendency of misinterpretation that might have affected the results of the researcher's analysis. The researcher analyzed the data by considering the context of the video and external events relevant to the global recession prediction. The researcher presented the results of the analysis by using direct quotes from sarcastic comments and describing explanations related to these comments. We acknowledged that the researcher's interpretation of sarcasm might have been subjective, thus presenting the potential for different readers' viewpoints and interpretations. This was because sarcasm still had a relationship with culture, where everyone's culture was different. It could have been that to one person, a comment was sarcastic, but to another person, it was a normal comment and not sarcastic.

## **FINDINGS & DISCUSSION**

### ***Forms of Sarcasm Containing in Sarcastic Comments***

In this section, according to Camp (2011) the researcher described the four forms of sarcastic comments that were found in the comment sections on CNBC Television YouTube channel as follows:

#### ***Propositional Sarcasm***

In propositional sarcasm, the speaker's statement was more pragmatic, similar to the implicature model. This propositional sarcasm referred to a satirical statement in which someone conveyed an implicature that contradicted the actual proposition expressed by a sincere utterance.

##### **Datum 1**

*GP: You would think they could find a better liar with all that nervous shuttering. Of course they want to extend the date out. Hedge funds want to be the first ones out when it actually hits Q1 not Q4 2023 (We're predicting a recession for late 2023, says Deutsch Bank's Chadha (April 13, 2022))*

In Datum 1, a netizen with the pseudonym GP made a sarcastic comment in response to a news article predicting a recession in late 2023, as reported by Deutsch Bank's Chadha on April 13, 2022. GP's comment was a prime example of propositional sarcasm, as it involved a layered implication.

The next part, "Of course, they want to extend the date out," suggested that the individuals or entities involved in the prediction of the recession were intentionally trying to postpone it. This was the second layer of sarcasm, insinuating that there was a hidden agenda behind their actions.

Finally, GP's comment concluded with, "Hedge funds want to be the first ones out when it actually hits Q1 not Q4 2023." This part of the statement implied that hedge funds were strategically planning to exit the market before the predicted recession in Q1 2023 rather than waiting until Q4 2023, suggesting a calculated move to avoid financial losses.

In summary, this example of propositional sarcasm used a series of implied meanings to mock Chadha's credibility as a liar, question the motives of those making the prediction, and

hint at a conspiracy involving hedge funds. The sarcasm arose from the contrast between the seemingly sincere utterance and the hidden, satirical implications that contradicted it.

Datum 2

*FAC: Another economic genius... Lol 😏*

*(Buckled up for a long recession, says Piper Sandler's Kantrowitz (July 8, 2022))*

In Datum 2, a netizen with the pseudonym FAC made a sarcastic comment in response to a news article predicting a recession in late 2023, as reported by Piper Sandler's Kantrowitz on July 8, 2022. FAC's comment was an example of propositional sarcasm, as it involved an implication of innuendo that was out of proportion to the truth.

The part "Another economic genius..." suggested that FAC's comment was a satire directed at Kantrowitz. The passage satirized Kantrowitz as an economic genius, when the implication was actually the opposite—Kantrowitz was no expert in economics. The next part, "Lol 😏", the used of laughing emoji ("😏") indicated sarcasm by implying that it was laughable.

In summary, this example of propositional sarcasm used implied meaning to mock the credibility of Kantrowitz as a fool in economics when explaining that he was buckling up for a long recession. The sarcasm arose from the contrast between the seemingly sincere utterance and the hidden, satirical implications that contradicted it.

### *Lexical Sarcasm*

According to Camp (2011), lexical sarcasm was an extreme statement pronounced clearly and naturally. This form of sarcasm often began with a positive word but was followed by a phrase with a negative meaning afterward. These negative expressions clarified the sarcastic intent of a statement. This sarcasm usually targeted only one expression or one phrase in the spoken sentence.

Datum 3

*WRO: If you get a million dollars every time he said "you know"... You would be the richest person in the world*

*(We're predicting a recession for late 2023, says Deutsch Bank's Chadha (April 13, 2022))*

In Datum 3, a sarcastic comment by WRO served as an illustrative example of lexical sarcasm in action. The comment was used allegorically to evaluate the subject under discussion, which in this context was Chadha from Deutsch Bank. The figurative expression in the statement was found in the phrase, "If you get a million dollars," and it was promptly followed by, "you would be the richest person in the world."

"If you get a million dollars" was the positive beginning of the statement. This phrase seemed to suggest a great opportunity or reward. However, the negative twist came immediately after: "you would be the richest person in the world." This negated the positive start and implied that getting a million dollars was an absurdly unattainable outcome.

WRO's use of lexical sarcasm was aimed at critiquing Chadha's manner of speech. Chadha was noted for repeatedly saying "you know" during his explanations. By employing lexical sarcasm, WRO creatively evaluated Chadha's use of this phrase within the context of discussing the prediction of a recession.

The figurative expression, "If you get a million dollars," could be interpreted as a humorous exaggeration, suggesting that if someone were rewarded with a million dollars for every time Chadha said "you know," they would become incredibly wealthy. However, the hyperbolic twist, "you would be the richest person in the world," revealed the sarcasm. It implied that Chadha used the phrase excessively, turning it into a comically impossible scenario, highlighting the repetitive nature of his speech.

This lexical sarcasm served the dual purpose of humorously critiquing Chadha's speech patterns and emphasizing that Chadha's excessive use of "you know" did not instill confidence in his explanation about the recession prediction. In essence, lexical sarcasm added a layer of humor and critique to the commentary, making it a powerful tool for conveying subtle, satirical messages.

Datum 4

*Nick: We are about to enter a depression due to the incompetence of the Biden administration !*

*(We're clearly in a bear market and the risk of recession is increasing: Ed Yardeni (June 14, 2022))*

In Datum 4, a sarcastic comment by Nick served as an illustrative example of lexical sarcasm in action. The comment used clear and extreme language to evaluate the subject being discussed, which in this context was Ed Yardeni. The sarcasm in the statement was found in the phrase, "We are about to enter a depression," followed by, "due to the incompetence of the Biden administration."

"We are about to enter a depression" was the extreme beginning of the statement. This sentence suggested that a depression was imminent. Then, it was clarified with the next sentence, "due to the incompetence of the Biden administration." This indicated that Nick satirized and criticized President Joe Biden with a clear and natural expression that Joe Biden's administration was bad and incompetent in leading the U.S., causing its citizens to enter into an era of depression, namely a global recession. In essence, lexical sarcasm used natural and clear sentences in uttering extreme statements.

### *Prefix Sarcasm*

Prefix sarcasm, commonly referred to as 'like'-prefixed sarcasm, combined sarcastic statements with declarative sentences. In contrast to propositional sarcasm, which contained very strong implicature uttered by the speaker and was contradictory, this prefix sarcasm indicated a rebuttal statement uttered by the speaker.

Datum 5

*Rio Lope: he talks like an elementary student*

*(We're predicting a recession for late 2023, says Deutsch Bank's Chadha (April 13, 2022))*

In Datum 5, we encountered a sarcastic comment made by Rio Lope. Rio's comment humorously critiqued Chadha's speaking style, comparing it to that of an elementary school student. The sarcasm arose due to the manner in which Chadha spoke, particularly his stuttering and hesitancy when discussing the predicted recession in late 2023, as reported in the video.

"He talks like an elementary student." This statement served as a direct critique of Chadha's speaking style. It was presented as a declarative sentence, but the sarcasm became evident through the use of the word "like" as a prefix.

Rio Lope's comment employed prefix sarcasm to mock Chadha's manner of speech during the discussion of the recession prediction. By stating that Chadha "talked like an elementary student," Rio playfully implied that Chadha's speech was characterized by simplicity or hesitancy, much like that of a young child.

The sarcasm here was unmistakable due to the use of the word "like" as a prefix. This introductory word signaled to the audience that the comment was intended to be humorous and satirical rather than a literal assessment of Chadha's linguistic abilities. In essence, Rio Lope's comment highlighted Chadha's perceived lack of confidence or eloquence during the discussion, using sarcasm to add a touch of humor and critique to the observation.

Prefix sarcasm, with its clear and direct expression of sarcasm using introductory phrases like "like," allowed for quick and easily identifiable humorous commentary, making it a straightforward tool for conveying sarcastic messages.

Datum 6

*Be Realistic: normal economic cycle... why is this such a drama?*

*(Commodities telling us demand is down, recession is likely, says Market Rebellion's Jon Najarian (July 6, 2022))*

In Datum 6, a netizen with the pseudonym Be Realistic made a sarcastic comment in response to Jon Najarian from Market Rebellion, who stated the prediction of a recession due to declining commodity demand, as reported on July 6, 2022. This sarcasm arose because Be Realistic disagreed with the prediction of a recession caused by declining commodity demand.

"Normal economic cycle... why is this such a drama?" This statement served as a direct criticism of Jon Najarian's explanation. It was presented as a declarative sentence with a question following it, but the sarcasm became clear through the phrase "why is this such a drama?"

Despite Be Realistic's comment not using the prefix "like," Be Realistic implied that Jon Najarian's explanation in the video was like a drama. He seemed to be exaggerating about the recession prediction, even though Be Realistic knew that the economic cycle remained normal and there was no downturn. The sarcasm prefix, with its clear and direct expression of sarcasm using introductory phrases instead of "like" but rather "such," allowed for quick and easily identifiable humorous comments, making it a straightforward tool to convey sarcastic messages.

### *Illocutionary Sarcasm*

The sarcastic context in locutionary sarcasm was not only seen as an element in the utterance. However, it could also be seen from the whole context, including the accompanying speech acts. Therefore, a statement of sarcasm in this form was a unified whole.

Datum 7

*Jim Beam: Late 2023? 🤔 More like July 2022*

*(We're predicting a recession for late 2023, says Deutsch Bank's Chadha (April 13, 2022))*

In Datum 7, we encountered a statement made by a user with the pseudonym Jim Beam. Jim Beam's statement exemplified illocutionary sarcasm, where the netizen expressed disagreement with the prediction of a recession in late 2023, as presented by Chadha from Deutsch Bank in a video dated April 13, 2022.

"Late 2023?" This question served as a rhetorical challenge to the prediction of a recession occurring in late 2023. Jim Beam's tone suggested skepticism and disbelief regarding this timeline.

"😂 More like July 2022." The use of the laughing emoji ("😂") signaled sarcasm by contrasting the predicted date with an earlier date, July 2022. This implied that Jim Beam found the late 2023 prediction laughably inaccurate and suggested that the recession was more likely to have already occurred by July 2022.

Jim Beam's illocutionary sarcasm went beyond a simple expression of doubt about the recession prediction. Instead, it drew on a broader context that encompassed various factors contributing to the economic outlook. By suggesting that the recession might have already happened by July 2022, Jim Beam indirectly referenced key economic indicators and events, such as the decline in technology sector growth, the Russia-Ukraine conflict, and concerns about income and inflation—factors that could have impacted the timing and severity of a recession.

The use of the laughing emoji further underscored the sarcasm, indicating that Jim Beam found the late 2023 prediction highly unlikely and even comical in the face of the economic challenges and uncertainties mentioned in Chadha's video.

Illocutionary sarcasm, as demonstrated in this example, relied on a comprehensive understanding of the context and used multiple layers of communication to convey skepticism and irony effectively. It served as a nuanced form of critique and commentary that engaged with various elements of the discourse, making it a powerful tool for expressing sarcastic sentiments.

Datum 8

*Super8nacho: First it was recession by end of this summer, then end of this year, and now end of next year...*

*(We're predicting a recession for late 2023, says Deutsch Bank's Chadha (April 13, 2022))*

In Datum 8, we encountered a statement made by a user with the pseudonym super8nacho. Super8nacho's statement exemplified illocutionary sarcasm, where the netizen expressed disagreement with the prediction of a recession for late 2023, as presented by Chadha from Deutsch Bank in a video dated April 13, 2022.

"First it was recession by end of this summer, then end of this year, and now end of next year..." Super8nacho's lengthy statement was a subtle allusion to Chadha. At first, he said that the recession would occur at the end of summer, but that did not happen. Then, there was more information that the recession would occur at the end of 2022, but new information stated that the recession would occur at the end of 2023.

Sarcasm in this context was used to satirize Chadha's inconsistency in speaking. Super8nacho was considered inconsistent in providing information regarding the prediction of a recession, so the accuracy of the information was doubtful.

### ***Functions of Sarcasm Containing in Sarcastic Comments***

According to Keraf (2010), there were 10 functions of sarcasm, namely sarcasm as a form of rejection, as a form of conveying prohibition, as a form of conveying affirmation, as a form of conveying information, as a form of conveying order, as a form of conveying equality, as a form of conveying comparison, as a form of expressing an opinion, as a form of submitting a question, and as a form of greeting. However, in this study, the researcher adjusted the

sarcastic comments of the netizens on the CNBC YouTube channel and found only six functions of sarcasm that were often discovered. The six functions were sarcasm as a form of rejection, as a form of conveying prohibition, as a form of conveying affirmation, as a form of conveying information, as a form of expressing an opinion, and as a form of submitting a question.

### *The Function of Sarcastic Comments as a Rejection*

Datum 1

*SH DMD: Disagree*

*With high employment, and powerfully profitable companies like Microsoft and Apple, long recession is unlikely*

*This guy is shorting*

*(Buckled up for a long recession, says Piper Sandler's Kantrowitz (July 8, 2022))*

The function of sarcastic comments as a form of rejection could be analyzed in Datum 1 as follows:

**Context:** The discussion revolved around a prediction of a long recession, as reported by Piper Sandler's Kantrowitz on July 8, 2022. The initial statement in the conversation was positive, suggesting that a long recession was unlikely due to factors like high employment and the profitability of companies like Microsoft and Apple.

**Sarcastic Comment:** SH DMD responded to this statement with a sarcastic comment: "This guy was shorting." However, it was important to note that this comment was relatively subtle and did not contain explicit sarcasm markers like humor or irony. Instead, the sarcasm was implied through the context and the statement that preceded it.

**Function of Rejection:** The key element that functioned as rejection in this sarcastic comment was found in the sentence: "*long recession was unlikely.*" SH DMD used this statement to reject or challenge the optimistic view that a long recession was improbable. By responding with "*This guy was shorting,*" SH DMD implied that the person expressing optimism about the economy was actually taking a negative position or "shorting" the market.

In essence, the function of the sarcastic comment was to reject the preceding statement's optimistic outlook on the economy. It did so by subtly insinuating that the person making the optimistic statement might have had a hidden, negative agenda or might not have been accurately assessing the economic situation. This form of sarcasm served as a way to express disagreement and skepticism within the context of the conversation.

Datum 2

*Jimbo Jimbo: There is genuinely no topics in the world where 98% of people agree so thats funny*  
*(98% of CEOs are expecting a recession, says Conference Board chief (December 7, 2022))*

The function of sarcastic comments as a form of rejection could be analyzed in Datum 2 as follows:

**Context:** The discussion revolved around 98% of CEOs expecting a recession, as reported by the chief of Conference Board on December 7, 2022.

**Sarcastic Comment:** Jimbo Jimbo responded to this statement with a sarcastic comment: "There was genuinely no topic in the world where 98% of people agreed, so that was funny." However, it was important to note that this comment was relatively subtle and did not contain

explicit sarcasm markers like humor or irony. Instead, the sarcasm was implied through the context.

Function of Rejection: The key element that functioned as rejection in this sarcastic comment was found in the sentence: "There was genuinely no topic in the world where 98% of people agreed." Jimbo Jimbo used this statement to reject or challenge the optimistic view that 98% of CEOs simultaneously shared the same opinion regarding the recession. By responding with "so that was funny," Jimbo Jimbo implied that 98% of CEOs collectively expecting a recession was an impossibility.

In essence, the function of the sarcastic comment was to reject the statement that 98% of CEOs agreed with the recession forecast. This was done by subtly insinuating that the person making the statement was making an inaccurate assertion, as on any topic in this world, it was unlikely that 98% of them actually agreed with it.

### *The function of Sarcastic Comments as a Conveying Prohibition*

Datum 3

*MB MB: Please stop fooling the retail guys, you said we bottomed in Jan end*

*(We're clearly in a bear market and the risk of recession is increasing: Ed Yardeni (June 14, 2022))*

The function of sarcastic comments as a form of conveying prohibition could be analyzed in Datum 3 as follows:

Context: The discussion centered around the state of the market, with Ed Yardeni, the speaker in the video, expressing an opinion that the market had hit its lowest point, and there was an increasing risk of a recession. Specifically, Yardeni mentioned the possibility of a recession occurring between July and September.

Sarcastic Comment: MB MB responded to Yardeni's statement with a sarcastic comment: "Please stop fooling the retail guys." The sarcasm in this comment was evident in the polite phrasing ("please") and the implied critique.

Function of Conveying Prohibition: The key element in this sarcastic comment that functioned as a form of conveying prohibition was the phrase: "Please stop fooling the retail guys." MB MB used this statement to indirectly express the prohibition or warning to Yardeni not to deceive or mislead retail investors.

The sarcasm here arose from the contradiction between Yardeni's statement about the market bottoming out in the future and the claim that retail investors should not be fooled. MB MB implied that Yardeni's earlier prediction of the market bottoming out in January was at odds with the current assessment, and retail investors should not have been misled into making investment decisions based on Yardeni's changing views.

In essence, the function of the sarcastic comment was to convey a form of prohibition or caution. It suggested that Yardeni should have refrained from making contradictory statements that could have potentially confused or deceived retail investors. This type of sarcasm served as a means of indirectly criticizing Yardeni's inconsistent remarks while conveying a message of caution to protect retail investors from potential confusion or misinformation.

Datum 4

*Gamer tobster: Don't tell this news to the "good ole" Brandon people.....they will tell you EVERYTHING is on fire!*

*(98% of CEOs are expecting a recession, says Conference Board chief (December 7, 2022))*

The function of sarcastic comments as a form of conveying prohibition could be analyzed in Datum 4 as follows:

Context: The discussion revolved around 98% of CEOs expecting a recession, as reported by the chief of Conference Board on December 7, 2022.

Sarcastic Comment: Gamer Tobster responded to the chief of Conference Board's statement with a sarcastic comment: "Don't tell this news to the 'good ole' Brandon people.....they will tell you EVERYTHING is on fire!" The sarcasm in this comment was evident in the polite phrasing ("good ole") and the implied critique.

Function of Conveying Prohibition: The key element in this sarcastic comment that functioned as a form of conveying prohibition was the phrase: "Don't tell this news to the 'good ole' Brandon people." Gamer Tobster used this statement to indirectly express the prohibition or warn the chief of Conference Board not to tell the recession expectations to the Brandon people. Brandon people here meant people who supported Biden.

In essence, the function of the sarcastic comment was to convey a form of prohibition or caution. It suggested that the news about 98% of CEOs expecting a recession should not have been heard by Brandon people. If that had happened, something would have happened to the Conference Board.

### *The Function of Sarcastic Comments as a Conveying Affirmation*

Datum 5

*Madina Vadache: Let's the resection begin love it 🍷 🍷 🍷 enjoying circus...*

*(Commodities telling us demand is down, recession is likely, says Market Rebellion's Jon Najarian (July 6, 2022))*

The function of sarcastic comments as a form of conveying affirmation could be analyzed in Datum 5 as follows:

Context: The conversation revolved around the state of the commodities market, with Jon Najarian from Market Rebellion suggesting that the demand for commodities was down and that a recession was likely.

Sarcastic Comment: Madina Vadache responded to this statement with a sarcastic comment: "Let's the resection begin love it 🍷 🍷 🍷 enjoying circus..." The sarcasm was evident in the use of emojis (🍷 🍷 🍷) and the phrase "enjoying circus."

Function of Conveying Affirmation: The key element in this sarcastic comment that functions as a form of conveying affirmation is the phrase: "enjoying circus." Madina Vadache uses this phrase to indirectly affirm or support the notion that a recession is likely due to reduced commodity demand.

The sarcasm arose from the contrast between the positive emojis ("🍷 🍷 🍷") and the phrase "enjoying circus." By using the word "enjoying," Madina Vadache sarcastically implied that she found the situation entertaining, which in this context referred to the prospect of a recession triggered by a decline in commodity demand. The word "circus" was used metaphorically to liken the stock market's drama to a circus, highlighting the chaotic and unpredictable nature of the situation.

In essence, the function of the sarcastic comment was to convey affirmation or agreement with the assessment that a recession was likely due to the decline in commodity

demand. Madina Vadache used sarcasm to underscore her belief that the actions and dynamics in the stock market were contributing to the economic situation, emphasizing her support for this perspective in a somewhat humorous and indirect manner.

Datum 6

*Nedin Ozzi: Thanks to sleepy joe 😄😄😄😄😄😄*

*(If the U.S. goes into recession, the entire global economy goes into recession, says Julia Coronado (September 26, 2022))*

The function of sarcastic comments as a form of conveying affirmation could be analyzed in Datum 6 as follows:

**Context:** The conversation revolved around the statement of Julia Coronado, which said that the entire global economy would go into recession as well if the U.S. went into recession. The statement was delivered on September 26, 2022.

**Sarcastic Comment:** Nedin Ozzi responded to this statement with a sarcastic comment: "Thanks to sleepy joe 😄😄😄😄😄😄" The sarcasm was evident in the phrase "sleepy joe" and the use of laughing emojis "😄😄😄😄😄😄".

**Function of Conveying Affirmation:** The key element in this sarcastic comment that functioned as a form of conveying affirmation in this phrase: "sleepy joe." Nedin Ozzi used this phrase to indirectly affirm the notion that the U.S. goes into recession.

The sarcasm arose from the contrast between the phrase "sleepy joe" and the laughing emojis ("😄😄😄😄😄😄"). By using the phrase "sleepy joe", Nedin Ozzi sarcastically implied that he/she thought President Joe Biden had been sleepy during his administration. This sarcastic comment was meant to underscore that Joe Biden's administration was bad enough that it could go into recession.

In essence, the function of the sarcastic comment was to convey affirmation or agreement with the assessment that the U.S. went into recession because of Joe Biden's careless leadership.

### *The Function of Sarcastic Comments as a Conveying Information*

Datum 7

*dom luhn: In a bull market everyone is an expert, in a bear market you see the fakes from far. People like Jim and Cathy woods should be cancelled. Giving financial advice that ruins people's financial situation.*

*(Jim Cramer breaks down stocks that can withstand a recession (June 16, 2022))*

The function of sarcastic comments as a form of conveying information could be analyzed in Datum 7 as follows:

**Context:** The conversation was centered around the dynamics of bull and bear markets, with Jim Cramer discussing stocks that could withstand a recession.

**Sarcastic Comment:** Dom luhn responded to this discussion with a sarcastic comment: "In a bull market everyone was an expert, in a bear market you saw the fakes from far." The sarcasm was evident in the contrasting statements about bull and bear markets.

Function of Conveying Information: The key element in this sarcastic comment that functioned as a form of conveying information was the contrast between bull and bear markets and the assertion that "you saw the fakes from far" in a bear market.

"In a bull market everyone was an expert": This part of the statement provided information about the nature of a bull market. It suggested that during a bull market, when the stock price index was on the rise, many people might have appeared to be experts because investments tended to perform well.

"In a bear market you saw the fakes from far": This part of the statement provided information about the contrasting nature of a bear market. It implied that during a bear market, when the stock price index was in a prolonged decline, it became evident who the genuine experts were, and those who might have appeared knowledgeable in the bull market were revealed as "fakes."

The sarcasm in this statement served to emphasize the information being conveyed. By contrasting the behavior of experts in bull and bear markets, Dom luhn provided insight into the dynamics of these market conditions. Additionally, Dom luhn mentioned Jim and Cathy Woods as examples of individuals who might have been seen as "fakes" in a bear market, suggesting that they offered financial advice that might not have held up during challenging economic times.

In essence, the function of the sarcastic comment in this case was to convey information about market dynamics and how expertise could be perceived differently in bull and bear markets. It highlighted the contrast between periods of market growth and decline and subtly critiqued individuals like Jim and Cathy Woods in the context of this information.

## **CONCLUSION & SUGGESTION**

This study concluded that the researcher found 4 forms of sarcasm, which were propositional sarcasm, lexical sarcasm, prefix sarcasm, and illocutionary sarcasm. The most dominant form of sarcasm was lexical sarcasm, which was the most extreme form of sarcasm. This form was delivered clearly and naturally. In addition, lexical sarcasm was a form of sarcasm that had a touch of hyperbole in conveying its sarcastic expression. The use of hyperbole in the lexical form found served as a layer of humor to criticize something, so that the sarcastic message written by netizens was well conveyed. Moreover, the researcher found 6 out of 10 functions of sarcastic comments, which were sarcastic comments as rejection, as conveying prohibition, as conveying affirmation, as conveying information, as expressing opinion, and as submitting questions. The most dominant function was expressing opinion. It showed that netizens preferred to express opinions that were more based on the objective truth of the party concerned in the video. It provided an understanding that sarcasm could be used as a tool to convey opinions to relevant parties regarding the matter being discussed. The use of sarcasm on social media was a practice of freedom of expression on an issue that occurred.

The primary recommendation is to broaden the research scope, both in terms of the variety of sarcasm utterances and the contexts in which they are used. This approach can deepen and diversify insights related to the use and understanding of sarcasm. In pursuit of a more comprehensive analysis, it's suggested that future researchers explore a wide array of data sources. This could involve combining social media comment analysis with the study of dialogues from television shows, public debate transcripts, or even literary texts where sarcasm is a significant element. Expanding the data sources to include platforms like Twitter,

TikTok, movies, and series could provide a richer understanding of sarcasm's use across different media and contexts.

Another crucial aspect for future research is the consideration of social context in the use of sarcasm. How sarcasm is employed and perceived can vary significantly depending on the audience and the social environment. Future studies might explore how sarcasm is influenced by social variables like age, gender, and cultural background. Investigating these variables could unveil patterns or differences in sarcasm usage across different demographic groups.

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