

ABSTRACT

AN ANALYSIS OF HUMOR USED IN SARCASTIC_US INSTAGRAM ACCOUNT

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Humor plays an important role in everyday life because humor can be used to relieve fatigue, stress and can also entertain people to raise a good mood. People can smile or even laugh when they see or hear something that has humor in it. Humor has many types. Recently, memes have become a trend on social media like Instagram. One of them was found in the Sarcastic_us Instagram account post which has seven million followers on Instagram.

The purpose of this research is to find out what types of humor are used on the Sarcastic_us Instagram account and understand the meaning of humor in the Sarcastic_us Instagram account posts. This study used 32 data taken from the Sarcastic_us Instagram account posts. The method used in this research is qualitative method. This research uses Sades theory.

The results of this study found nine types of humor in the Sarcastic_us Instagram account posts, namely riddle, pun, wit, sarcasm, irony, parody, anecdote, joke, and satire. In addition, this research shows that the words or actions that we do spontaneously without realizing it can make other people laugh but not only make others laugh. The words or actions we do consciously or spontaneously in a conversation have implied meanings that are not conveyed in These conversations are like ridicule, satire and also criticism that can hurt the feelings of others, and some comments given by netizens on several meme posts on the Sarcastic_us Instagram account, it shows that these memes are their personal experiences and also some of them agree with some the criticism contained in the meme.

Keywords: Meme, humor, Instagram.