ABSTRACT

MULTIMODAL DISCOURSE ANALYSIS OF HUMOR & SARCASM ON "EMOTIONAL DAMAGE" VIDEO FOOTAGE MEMES

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This study aims to reveal the existence of the sense of sarcastic humor that is hidden in some visual data in the form of semiotic and verbal data in the form of transcriptions that have been selected from several video data. The approach used in this analysis is using Multimodal Discourse Analysis (MDA) by Kress and Van Leeuwen (2006) and combined with theory from The Language Metafunction by Halliday and Matthiessen (2014).

By using a qualitative method, the data is using the iconic meme from Steven He saying "Emotional Damage" that is used as a reaction video after watching someone's video that has been roasted or in the Indonesian slang says as *"kena mental"*. Either ironically or unironically.

The results found are in the form of three interpretation results generated from video data, in the form of insult, satire, and dark humor. Based on these three results, it is revealed that there is an underlying purpose, making the sarcastic humor of the "Emotional Damage" meme from Steven He a bridge between ironic and non-ironic humor. The research contributes to a deeper understanding of contemporary communication nuances and the multifarious dimensions of humor and sarcasm.

Keywords: humor, language metafunction, MDA, sarcastic humor