Humor Techniques of Netizens Comment On Instagram: A Semantics Analysis

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Abstract. Humor is definitely the thing that makes people laugh. Humor can be seen anywhere, directly or indirectly, on TV or social media. The aim of the study is to analyze the humor techniques found in comments on video posts that are currently viral in Indonesia. This study is conducted using a qualitative method and Berger's technical theory of humor. This study uses one technical category from the four technical categories discovered by Berger, namely technical language. The language techniques consist of ridicule, infantilism, bombast, puns, sarcasm, irony, satire, misunderstanding, repartee, outwitting, and sexual allusions. The data about humor was collected based on comments from diverse users of Instagram, specifically those followed by the study's primary author.

1 Introduction

Semantics is the study of the meaning of words, phrases, and sentences. Semantics deals with the conventional meaning conveyed by the use of words (Abdurrahman, 2019). This study is critical to learn because every written and spoken text needs a meaning to deliver. Leech states that meaning is an idea or concept that can be transferred from the speaker's mind to the hearer's mind by embodying them in the form of one language or another (Swarniti, 2021).

In the current era of technological advances, humans not only communicate face to face but also by using social media. Through social media and internet networks, humans enter into a giant net so that distances are no longer felt and there is no time difference. Social media is an online platform that is used by people to build social networks or social relationships with other people who have similar interests, activities, backgrounds, or real-life connections (Damanik &

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Mulyadi, 2020). One form is by giving comments to each other about what an individual sees and feels in a post or news.

There are many social media that are generally used to communicate, including WhatsApp, Facebook, Twitter, Instagram, and so on. Instagram is a very popular photo and video-sharing social media platform in Indonesia. Through Instagram, users can also easily find news or information that is currently viral and is being discussed today.

One of the news that is currently viral in Indonesia is the news about an Indonesian artist, Aldi Taher, who was informed that he is running for two parties as a member of the legislature. Instagram account with the username @drama.socialmedia and @awreceh.id recently uploaded videos of an interview between Aldi Taher and a television station. In the interview, Aldi Taher always gave answers beyond reason when being interviewed about his candidacy as a member of the legislature.

The post then became humor for netizens who saw it. In response to the video, thousands of comments from netizens were found. The comments given by netizens actually have similarities, namely they contain humor that makes people who read them laugh.

Humor is synonymous with anything funny, which makes people laugh. Humor is something that causes laughter in individuals because of internal stimulation (not physical stimulation) that arises from what other people do or say (Anastasya, 2013). Humor is not merely as entertainment to release the psychological burden of the audience, but also as a vehicle for social criticism of all forms of inequality that occur in the community.

Arthur Asa Berger, an academic, suggests that there are 41 humor techniques based on 4 basic categories of humor technique classification. The classification of humor techniques are Language (the humor is verbal), Logic (the humor is ideational), Identity (the humor is existential), and Action (the humor is physical or nonverbal) (Anastasya, 2013). Based on these four categories, the humor contained in the comments column on posts by accounts @drama.socialmedia and @awreceh.id is included in the first category, namely language. In the language category, Berger said that there are 11 types of techniques used to create humor.

The authors chose netizen comments on the post as a source of data for analysis because currently there is viral news about Aldi Taher running for the legislature. Thus, the aim of this research is to analyze what humor techniques are contained in netizen comments on posts on the Instagram accounts @drama.socialmedia and @awreceh.id about Aldi Taher.

2   Theory

The high percentage of the language category and the many humoroustechniques that havent been used indicate a lack of creativity on the part of television practitioners and a lack of variety

of comedy techniques. This may be due to a lack of knowledge about humor techniques considering that it was only Berger who issued a theory about humor techniques in audiovisual media.

In order to examine the humorous techniques in these programs, the researcher employed the theory proposed by Arthur Asa Berger, who categorized humor techniques into four basic categories:

1. Language: This category focuses on verbal humor, where humor is conveyed through words and language. It involves techniques that utilize the aspects of language, such as meaning and sound, to create a humorous atmosphere. This can be achieved through deviations in sound patterns or meaning associations.

2. Logic: This category deals with ideational humor, where humor is based on the manipulation of ideas, concepts, or logical reasoning. It involves techniques that play with logic, reasoning, or intellectual concepts to create comedic effects.

3. Identity: This category explores existential humor, where humor is derived from the aspects of personal identity, individual experiences, or existential situations. It involves techniques that highlight the humorous aspects of human existence, self-identity, or life circumstances.

4. Action: This category encompasses physical or nonverbal humor, where humor is expressed through bodily actions, gestures, or nonverbal cues. It involves techniques that rely on physical movements, expressions, or comedic timing to evoke laughter.

In this particular study, the researchers focused on analyzing verbal language techniques related to comments on instagram. Verbal techniques are widely used to convey a humorousimpression by employing words and language that easily express funny elements to the audience. According to Hassan, verbal humor involves utilizing language elements such as meaning and sound to create a humorous atmosphere, often through deviations in sound or meaning (Anastasya, 2013).

Language. The humor is verbal.

The technique is very important in analyzing humor without humor techniques it will feel empty and unstructured. In this category, humor is created or raised through words, ways of speaking,

meanings of words, or the consequences of words. In this analysis, the researcher used 11 language techniques (Kamalin, 2021). Humor is verbal include:

- **Ridicule:** This technique requires the opponent or other person to be the butt of ridicule in order to get the butt of the joke.

- **Infantilism:** Using repetition or wordplay.

- **Bombast:** Spontaneously uses language that is harsh enough to make a satirical joke.

- **Pun:** Wordplay that focuses on pronunciation without changing the meaning of this technique requires quite creative thinking.

- **Sarcasm:** Insulting people who use harsh language to ridicule others.

- **Irony:** A statement that changes meaning to the opposite meaning.

- **Satire:** This technique emphasizes ridicule to insult or laugh at opponents, society, or an institution.

- **Misunderstanding:** Mistakes in interpreting situations due to lack of communication.

- **Repartee:** Reciprocate jokes or insults at the right time.

- **Outwitting:** Asking questions to try to offend another person or an institution.

- **Sexual allusion:** Making dirty innuendos that lead to sex matters.

3 Method

This study is conducted by applying a qualitative method because it aims to derive concepts, insights, and understandings from patterns observed within the data itself. Qualitative research is characterized by its inductive nature. In this type of research, researchers derive concepts, insights, and understandings from patterns observed in the data. Instead of collecting data to test preconceived models, hypotheses, or theories, qualitative researchers allow the data itself to guide the formation of new concepts and theories. This approach emphasizes the exploration and understanding of phenomena based on the data collected, rather than attempting to confirm or reject pre-existing ideas (Taylor, Steven J, Robert Bodgan, 2016).

There are eleven comments analyzed in this paper. Of these, some comments each was analyzed using Beger's technique theory. The Beger technique used is ridicule, infantilism, bombast, pun,

sarcasm, irony, satire, misunderstanding, repartee, outwitting, and sexual allusion. The selection of data is based on the humorous nature of the comments.

The process of collecting data by observing, copying, and reading relevant comments. The data was collected then analyzed systematically by reviewing notes, transcribing funny comment updates, and transcribing data into analysis worksheets. The data is then analyzed to identify patterns and draw meaningful conclusions. The final step is explaining the findings and ensuring data security through verification.

4   Result and Analysis

Quoted from KBBI (Indonesia Dictionary), a comment is a tweet or reaction to information, speeches, or other things as a response to what has been reported. Comments are said to be an activity to reply to information or it can be said to be someone's response. Giving a comment is something that is usually done by social media activists and is a common thing among users. But in fact, not a few of the responses given were sarcastic or satirical to a person or group of people. This can actually be a joke on a play given by social media activists which results in humor for the readers.

The researcher took a sample of netizens comment columnwith posts published by instagram accounts @drama.socialmedia and @awreceh.idwhich reported about one of the Indonesian artists who is now a cadre of one of the political parties in Indonesia, who gave an eccentric answer in one of the television station. In this research, Aldi Taherreceived comments from netizens in the form of satire or even some of them gave support but with a little joke.

In this research, the researcher tried to classify some netizen comments based on the humorous techniques previously mentioned. Like the comments cited below, there are several comments from netizens regarding one of the artist candidates for the legislature that was carried by two parties simultaneously which received mixed reactions from social media users, one of which is Instagram. Here's the review.

Figure 1. ridicule: making a fool of someone, verbally or nonverbally

This comment describes how realistic it is for a netizen to believe that Aldi Taher will definitely be elected to the legislature even though he is campaigning without promising anything unlike other legislative candidates. It's just that this comment intrigued the reader a little because the commenter alluded to the "sin" if Aldi Taher as a legislative member candidate did not fulfill his promise if he campaigned like other legislators who, after being elected, did not realize what had been campaigned for previously.

Figure 2. infatilism: playing with the sound of word

In the comentar above, using the technique of playing with words, because it is explained in the word "teler" which has the same tone as the word Taher or a fragment of the name Aldi Taher. Reporting from KBBI (Indonesia Dictionary), "teler" means the state of the body is not normal, weak and powerless (regarding nervous awareness) due to the influence of drugs, for example alcohol. In this comment, it can be concluded that the commenter feels that anyone who elects Aldi Taher as a member of the legislature will be prepared with no change.

Figure 3. bombast: talking in a high-flown, grandiloquent, or rhetorical manner

The comment from one of instagram users above explains that a candidate for legislative member should not be joking while in a serious interview. On the other hand, he also mentioned the previous case of Aldi Taher who was involved with an Indonesian public figure, Deddy Corbuzier, when he was mentioned in the context of a joke. However, Aldi Taher felt insulted and took the joke seriously. That's what the commenter reminds of himself.
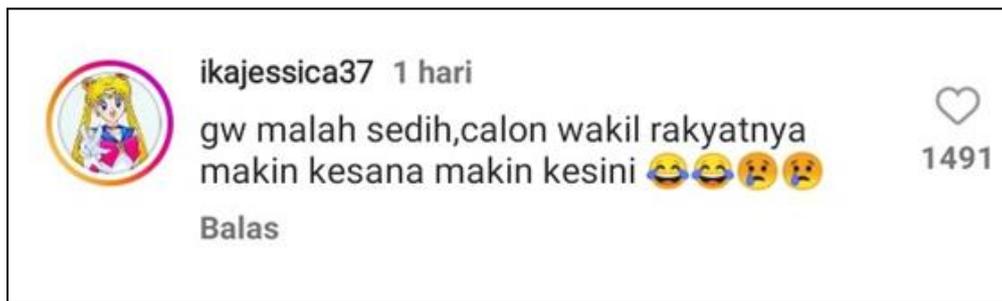
Figure 4. pun: playing with the meaning of words

In a comment on one of these accounts, the researcher interprets that the comment is someone's confusion about the direction and purpose of a legislative candidate referred to here is Aldi Taher as the people's representative. The account also uses laugh and sad emoticons to indicate that it is funny but very unfortunate for him.

Figure 5. sarcasm: biting remark made with a hostile tone; sarcasm is always a verbal put-down

In the comments made by the account, the researcher concluded that the commenter equated the situation and conditions of the legislative candidate mentioned, namely Aldi Taher, with the people who voted for him later, because the commenter felt that Aldi Taher was not fit because of his insanity to compete in the legislature.

Figure 6. irony: saying one thing and meaning something else or exactly the opposite of what you're saying

On the account above, the commenter feels that Aldi Taher, who is a candidate for legislative members who is involved in nominations in two different parties, is the only member of the DPR (members of parliament) who is sane if he is elected someday. In fact, previously there

were many comments that cornered Aldi Taher as a candidate for legislative member who called Aldi Taher a little "crazy" even when he was introduced as a candidate for legislative member of one of the political parties.

Figure 7. satire: making a fool of or poking fun at well-known things, situation,or public figures

Referring to the performance of members of the Indonesian legislature, which from year to year always generates negative reactions from the people of Indonesia, as a result, users of this account deliberately compare the "self-confidence" of Aldi Taher with other members of the legislature who are currently occupying government seats. Users of these accounts feel that some of the board members do not have good academic skills, so they often get protests from the people.
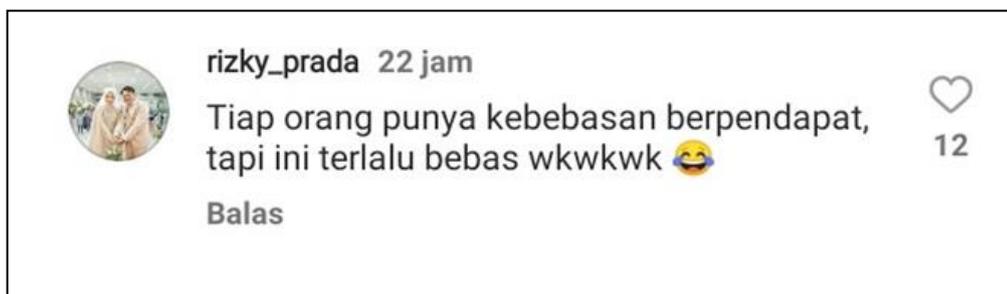

Figure 8. misunderstanding: misinterpreting situation

The user of the account above felt that Aldi Taher, who at that time gave an argument about his candidacy as a potential candidate, actually gave an opinion that was not in accordance with the situation. This reminds users of the freedom of opinion for the Indonesian people, but in this situation, the account user feels that Aldi Taher is actually too free and this actually feels funny to the user of the account.
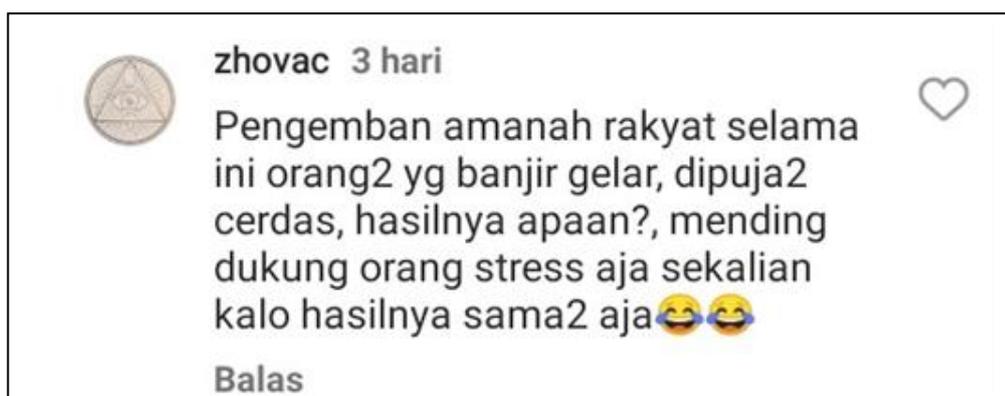
The user of the account above expressed his opinion in other comments that if usually legislators are representatives of the people and are always praised but never give positive results for the community, it would be far better to choose Aldi Taher who he feels is a bit "crazy" and even if he is elected he will not be very different from other legislators.
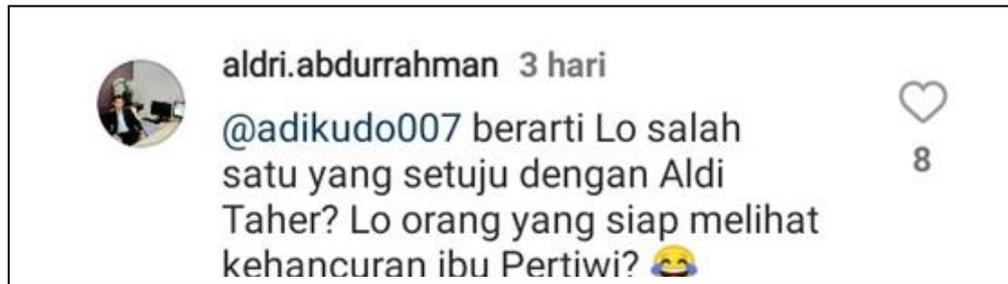

Figure 10. outwitting: outsmarting someone or the establishment by retort, response, or comeback

In the comments above, two account users were found responding to each other's comments, with the first account expressing its support for Aldi Taher and comparing his figure to other members of the legislature. Whereas in the second account, the user actually asked the first account user's view of Aldi Taher which according to the second account user would actually destroy the country if Aldi Taher was elected to the legislature.

Figure 11. sexual allusion: making a reference or insinuation to sexual or naughtymatters

The comments that came were not only addressed to Aldi Taher as a candidate for the legislature which is currently being widely discussed, but also addressed to fellow account users who according to each of them have pros and cons. One of the comments screened by the researchers was a naughty satire directed at one of the account users, which according to other account users was excessive in responding to other people's comments. Betta fish in heat is a comment made by the account that is in second place to the previous account, due to its slightly

protective nature towards its partner during the mating period. This is why the account used the term to make fun of the account's previous user.

5   Conclusion

In this analysis, the humor techniques employed refer to the utilization of different linguistic elements to create humor. This technique encompasses aspects of language such as meaning and sound to establish a comedic ambiance. Berger divides this category into 11 techniques, namely: bombast, infantilism, irony, misunderstanding, pun, repartee, ridicule, sarcasm, satire, sexual allusion, and outwitting. In the result, the researchers found 11 techniques in the comments onisntagram accounts @drama.socialmedia and @aw.recehid. The researchers aimed to categorize netizen comments based on the aforementioned humor techniques. The comments under examination pertained to an artist who was a candidate for the legislature and was endorsed by two parties simultaneously. These comments elicited mixed reactions from social media users, particularly on Instagram.

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