

Chapter 1: Introduction

This chapter discussed the background of the study, the problem of the study, the objective of the study, the importance of the study, the scope and limitation of the study, and the definition of key terms.

Background of Study

Words can be interpreted into so many meanings and in so many ways but the most important thing is a word has power. The power of words can bring some effects to some people particularly in its interpretation in their mind. For simple instance is when someone does something wrong and around at the same time, in a normal situation, we will certainly reprimand the individual and even advise him that what he has done is wrong and harmful to others. In contrast, for sarcastic people they will just respond it with “very good, well done”, sounds simple yet contains an implied meaning. This is what is called sarcasm where a sentence spoken by someone cannot be translated literally but there are other intentions and innuendos in the sentence.

As a matter of fact, it would be much easier to communicate if people just said what he or she meant. Nonetheless, people often act cynically and say anything other than what they intended to. The fact is people cannot be truthfull all the time and there are several reasons why people prefer to utilize sarcasm rather expressing the truth, among them are insecurity, latent anger, and social awkwardness. By uttering sarcasm sentences, people aim to save them from the things they worry about such as reasons previously mentioned. Sarcasm itself is part of the communication language. The figurative element involves the sarcasm

itself. According to Bachtiar and Hardjanto (2018) in their journal stated that when someone express sarcasm, they hide their true intention by saying the contradictory of what they mean. Caucci and Kreuz Bachtiar as cited in Hardjanto (2018) argue that a listener must presume a satirical utterance on many levels because, like many forms of figurative language, it does not always have an obvious intended meaning. In accordance with Glucksberg's (2001) explanation that "In figurative language, the intended meaning does not coincide with the literal meanings of the words and sentences that are used". Multiple components of the figurative language are metaphor, simile, alliance, anastrophe, assonances, consonance, euphemism, hyperbole, idiom, logo glyph, onomatopoeia, personification, pun, and sarcasm in particular. However, this research will concentrate on sarcasm.

Next, sarcasm is a kind of colloquial language whereby, with a distinct voice tone, the speaker says otherwise than what he or she means to criticize with the intention of hurting. Furthermore, sarcasm has been part of human language for thousands of years. We also use it to talk about things or situations that we do not expect to happen: We were predicted for good weather for the closing ceremony of CCU and it rained, so we say "What a great night for the ceremony!" Sarcasm can be a way of pointing or criticizing and it can simultaneously be funny if those things happen. More complicated sarcasm types typically fit into a particular situation and may mask criticism from listeners or readers.

Further, the use of sarcasm as the topic in this research admittedly advantageous. According to Brown & Levinson as cited in Tsoory and Tomer

(2005) assert that the use of sarcasm has been shown to have many social purposes, for example, to enhance the perceived politeness of the criticism. On the other hand, the ability to detect sarcasm could boost our intellect because, as opposed to straightforward sentences, sarcasm exercises our brains to figure out the context of an implicit statement. This is what makes sarcasm fascinating and interesting to learn.

Additionally, sarcasm can be found anywhere such as daily conversation, song, advertisement, magazine, an article in the newspaper, poems, novels, comics, and especially in the movie. Hariyanto (2017) mentions that movies can be interpreted as cinematographic works that can function as a means of cultural education. In another explanation, a movie also can be defined as a moving picture that involves characters and some effect on it in order to construct a story through dialogue, hence the message or meaning can be conveyed to the viewers. Despite the fact that movies were initially used as commercialized works of art and as entertainment media, a movie also can be applied as a means of learning in education. A movie can be a great option to satisfy leisure and as solace when we are fatigued as well.

Moreover, apart from some of the media previously mentioned, the researcher chose a movie since we can find a lot of utterance in the movie rather than other objects. By utilizing a movie as the object of research, it will make easier for the researcher to collect the data since it depicts everyday life as is it in the real world and doing sarcasm is something that really happens in our daily activities.

Therefore, the objective of analyzing sarcasm in movie is to prove that individuals cannot always be sincere all the time.

In composing this research, the researcher was interested choosing the *Joker* movie as the main source by reason of in contrast to other movies with genres such as fantasy, action, or science fiction, which then have a touch from many animators, this movie represents real-life events. It has also been discovered that among the characters in the movie, it has been found out that they indeed use sarcasm in their interactions. Therefore, it provided the researcher adequate data to be examined. Besides, this movie was successfully won the Golden Lion award at the 2019 Venice International Movie Festival and won the 2020 Oscar for the Best Actor category as well. Those points above makes this movie worth to be analyzed.

Some studies have been done by previous researchers in advance. First, Marnetti (2017) analyzed sarcasm metaphor in the writing of comments in senior journalist reveals Antasari's evil, Nasrudin and PDIP's engage in some evils". The objective of her research was to describe the form of figurative and language register that was used in the topic. It took Marnetti a period of 4 months, from January to April to carried out her research. A qualitative descriptive method was employed and the data was analyzed by using the discourse analysis technique. Thus, the result of the study revealed that words and phrases were sarcasm metaphors found in the articles, while types of words used were adjectives, nouns, and verbs. Besides, the language register used was based on the meaning which was divided into cursing, expressing, hoping, and appealing. Last, the language

registers used were foreign languages and regional languages. This research was conversely to the researcher who examines the purpose of sarcasm while Marnetti discussed metaphorical sarcasm.

Next, a research that has been investigated by Yuli Angraini (2017) entitled a sentiment analysis of sarcasm in spoken language, research aimed to discover how often people used sentiment sarcasm in spoken language, to find out the impact of it in people's lives and to discern the cause why do people use sentiment sarcasm to others. Henceforward, all the data that has been gathered by Angraini were recorded and analyzed by using percentages. Twenty-six random person which consisted of native speakers and also non-native speakers have been selected for the subject of research, consequently, it was indicated that (1) 65% of people used sentiment sarcasm towards their opponent when they want to be repulsive and thought the listener were deserved it; 25% did not do it because they were afraid it will hurt someone's feeling and makes them feel guilty; the rest of it chose to never use it since they prefer said want they want in a forthright way. (2) Most people who have used sentiment sarcasm to their acquaintance previously got the lesson of life that they had respect others and use it in a particular situation only. (3) There were lots of reasons why they utter sentiment sarcasm. First, they would like to teach them how to respect other people, second to protect other's feelings from getting hurt after showing the truth and the last is to trigger the emotion that could motivate them to be a better person in life. Yuli Angraini research is totally different from the researcher's, this research used sentiments analysis meanwhile the researcher used pragmatic analysis, next Angraini only

focused on sarcasm in spoken language meanwhile this research was about finding sarcasm in the movie.

The last is research that has been done by Dwi Fitri Hariyanto (2017). The research discusses the use of sarcasm language style, and the data was taken from a movie titled *The Raid*. This research tried to describe the form of language style and to describe the use of sarcasm in the movie *The Raid*. In conducting her research, Dwi used the theory by Gorys Keraf. Next, her outcome showed that in terms of form language style, there are 23 citations, 13 words, 2 sentences contained in the movie whereas on the other hand, it was found that there are 23 citations, 13 words, and 2 sentences included in the forms of language style of sarcasm in the movie *The Raid* which means swearing, cursing, and insults which are marked by the expressions and intonations by the characters in the movie. Henceforth, the similarity with her study is that both research using movies as the object of research whereas the dissimilarity as clearly stated in her title of research that she was investigating sarcasm in the form of language style yet this research was about sarcasm in the form of purposes only.

Based on the background and several previous studies above, the researcher compose this research entitled *Sarcasm in Joker* “A Pragmatic Analysis on Movie directed by Todd Philips”

Research Question

Based on the background of the study, the research question to be discussed in this study is what are the purposes of sarcasm utterances in the movie titled *Joker*?

Aim of Study

In line with research question above which to find the purposes of sarcasm utterances in the movie titled *Joker*, the aim of this study is to analyze the purpose of sarcastic utterances in the movie titled *Joker*

Scope of Study

This study limited on identifying the sarcasm utterances in movie with the title “*Joker*” from the first page till the last pages. The researcher uses the theory of Attardo because he defined the purposes of sarcasm in detail. According to Attardo (2001) sarcasm was divided into six purposes and those are persuasive aspect, evaluation, sophistication, retractibility, group for affiliation and a tool for politeness. Additionally, the researcher will not analyze the other figurative language in the research but the sarcasm words in the *Joker* movie.

Significance of Study

There are two significances in this research. Those are theoretically significance and practically significance. As mentioned below:

Theoretical Significance

Theoretically, this research will present a pragmatic analysis of sarcasm. The result of this research is expected to give a contribution to the development of the pragmatic field, one of types in figurative language in particular, which is sarcasm itself.

Practical Significance

Practically hopefully, this research can broaden readers' lore about sarcasm. For the linguistic lecturer, this research expectantly can be used as a one of learning

process source and as an instance of linguistic analysis, particularly on sarcasm words. For students, it is expected that they can learn and get an insight about various languages especially sarcasm thus they can understand and identify it whether in oral communication and the form of writing. This study also serves as references for subsequent research with a similar topic.

Definition of Key Terms

Sarcasm: A statement or an utterance that is conveyed by using a sentence that means contrary to the truth and contains an implied meaning that aims to affront, criticize, or hurt someone.

***Joker* Movie:** A psychological genre movie from the United States that was released in 2019, produced and directed by Todd Philips