

# ***Satire Language in Rocky Gerung's Official Youtube Channel: Critical Discourse Analysis***

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**Abstract.** This study aims to analyze the diction and satire language style used in critical utterances. The research method used is descriptive qualitative. The theoretical approach used in the analysis in this study is diction and language style, politeness principles and critical discourse analysis. The results of this study reveal that the diction and satire language style used makes the criticism conveyed not rigid, and the message or intent contained therein can be accepted by all viewers. From the point of view of discourse analysis, in terms of the microstructure of the dictions used focus on several lingual features including (1) ideological words that are fought for, (2) ideological meaning relations, (3) euphemistic expressions, (4) striking formal and informal words, (5) metaphors, and (6) positive and negative evaluations. The use of diction and satire language style fulfills the principle of politeness. Therefore, the discourse that is built with satire utterances minimizes conflict and resistance with the interlocutor.

**Keywords:** Critical Discourse Analysis; Diction; Satire Language Style; Principle Of Politeness

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## INTRODUCTION

As a means of communication, language has function to convey messages from speakers to interlocutor. In the process of communicating not all messages can be conveyed or received properly. This can be caused by disagreements or different opinion due to different points of view on something. Communication that is built from different points of view can be ineffective so that it is far from understanding each other. Under these conditions it can trigger debate or dispute. In the end, this condition forced bringing out the use of satirical language which is used to criticize and satirize each other.

Satire language is a style of language that uses satirical words to express the opposite of the actual facts. Satire words currently have a very central position in verbal communication activities. This can also be a means to carry out the emotive function of language, namely to express feelings which in this case are motivated by dislike, displeasure, annoyance, revenge and so on which are conveyed through words of satire.

The use of satirical language in conveying criticism has become a phenomenon of language that can be seen and heard recently. Satire language is considered to be a solution in conveying criticism after legitimating the Information and Electronic Transactions Law (UU ITE). If not being carefully in conveying criticism, this can cause the speaker attached in criminal acts of hate speech in the ITE Law Article 28 verse 2. Therefore, many politicians, political analyst and the public use satirical language either in spoken or writing to convey criticism indirectly.

One of the figures who actively uses satirical language is Rocky Gerung. Rocky Gerung on the Rocky Gerung's Official Youtube channel often and very skillfully uses satirical language to convey criticism in a very critical and ridiculous way. This can be seen from the choice of diction and the satirical language used to express ideas and feelings towards the social and political phenomena that occur in this country. What is conveyed creates a certain effect and value in the audience. Thus the message exists in the criticism becomes very effective and argumentative so that it is conveyed not only to someone as the target of criticism but to the public (viewers).

In this statement it can be seen that the role of diction in satire language greatly determines the content of the message contained in the satirical language. [Keraf \(2009: 87\)](#) states that diction is the ability to accurately distinguish the nuances of meaning from the idea to be conveyed and the ability to find appropriate word forms according to the situation. That is, the choice of words is not only about the accuracy of the word used, but also the effect that will exist on those who hear or read it.

Therefore, this study makes satirical language as the object of study by reviewing the three aspects contained in it. These three aspects include diction, forms of satirical language style, and the current socio-political context. Thus, the formulation of the problem in this study consists of three formulations of the problem. First, what is the form of diction and satirical language style used to convey criticism on the Rocky Gerung's Official YouTube channel? Second, what is the role of diction and satire in fulfilling the principle of politeness in communication? Third, how is the relation of diction to the socio-political context?

From the research problems that have been described above, conclusions can be drawn regarding the purpose of this research. There are three objectives of this research. First, to describe the form of diction and satire language style contained in the satire language on the Rocky Gerung's official YouTube Channel. Second, describe the role of diction and satire language style in fulfilling the politeness principle in communication. Third, describe the relationship of diction with the socio-political context. These three objectives will provide broad implications for the findings of this study. Provide education on the importance of choosing the right diction in building contextual discourse. Provide education on the importance of choosing diction and the role of satire language style in expressing opinions and providing criticism in order to fulfill the politeness principle of language. In addition, the findings of this study also provide an understanding to the public that criticism is not always done with straightforward words but can be done with satire words.

There are several previous studies that are relevant to this research. Research was conducted by [Vidiadri \(2017\)](#) who examined gender relations in the 'Si Palui' humor column in Banjarmasin Post. [Firmansyah's research \(2018\)](#) examines the social dimension in Tere Liye's novel Negeri Para Bedebah. Teun A. Van Dijk's critical discourse analysis in online newspapers with the headline flashbacks of distance learning due to the Covid-19 pandemic. [Nadya research \(2021\)](#) examines the humor found in Covid-19 memes. Some of these studies focus on the study of written texts and discourse structures taken from several print and online media. This research examines spoken text in the form of satire language on the Youtube channel. This research examines the diction and satire language style that builds discourse that contains certain messages and intentions in a socio-political context. Thus, if this research is compared with several previous studies that have been mentioned, there are clear differences in the object and purpose of the study. This novelty makes this research must be carried out with the hope of producing findings that become educative scientific knowledge and insights.

## RESEARCH METHODS

This study uses a descriptive qualitative research method. [Sugiyono \(2010\)](#) said that qualitative research is a naturalistic research method because it is carried out in natural environmental conditions. This opinion is reinforced by [Syamsuddin and Damayanti \(2011\)](#), qualitative research is an approach to understanding a social phenomenon and the individual perspectives studied. This qualitative approach aims to describe, study, and explain the phenomenon that is studied. The data in this study is in the form of satire language sourced from the Rocky Gerung Official YouTube Channel. The data of this research were collected using documentation method and the listening and noting technique. The researcher watched the video on the Rocky Gerung Official YouTube Channel then took notes on the utterances in the form of satire. Data was taken from a sample of 15 videos. Data analysis techniques were carried out by collecting data, classifying data, interpreting data and drawing conclusions.

## RESULTS AND DISCUSSION

In analysis, discourse is applied in three different concepts. First, discourse is understood as a type of language used in certain fields, such as social, political. Second is the use of discourse as a social practice. Third, discourse is used as a way of speaking which gives meaning that derives from experiences obtained from a certain perspective ([Firmansyah, 2018](#)). Based on these three concepts, it can be understood that every event of language use is a communicative event consisting of three dimensions. First, the text is built from a number of linguistic tools in which ideology and power are hidden ([Santoso, 2006](#)). Second, discursive praxis is related to the process of production and interpretation. Third is sociocultural praxis, namely the relationship between text and social structure which is mediated by the social context of discourse. Therefore, in this study an analysis of linguistic tools in the form of vocabulary or diction, grammar and text structure was carried out.

### **The Form of Diction and Satire Language Style**

According to Bayu, based on the opinion of Halliday and Fowler, the study of vocabulary or diction in discourse focuses on several linguistic features, including (1) classification patterns contained in the text, (2) ideological words that are fought for, (3) ideological meaning relations (4) euphemistic expressions, (5) striking formal and informal words, (6) metaphors, (7) positive and negative evaluations, (8) lexical processes (M. Bayu F, 2018). From this description, the dictions used in Rocky Gerung's satirical utterances have classifications, ideological meanings, showing euphemistic expressions, metaphors and showing formality or vice versa. There are eight forms of diction used, namely jargon, scientific words, abstract words, slang words, connotative words, denotative words, sense words, and concrete words. There are three types of satire language styles used in the Rocky Gerung Official YouTube channel, namely irony, cynicism and sarcasm. The dominant style of satire used is irony, followed by cynicism and sarcasm. The style of satire shows Rocky Gerung's expertise in euphemistic and metaphorical expressions.

### **The Role of Diction and Satire Language Style**

In general, not everyone can accept criticism and also not everyone is good at giving criticism. Success in conveying criticism can be determined by two things, they are the choice of diction and language style. According to Enre ([Irfariati, 2013:12](#)) diction is the use of words appropriately to represent thoughts and feelings that you want to express in sentence patterns. This opinion is reinforced by the opinion of [Keraf \(2006\)](#) which states that diction does not only refer to which words will be used to express an idea or feelings but also includes phraseology, language style and utterances. It means that the content or message existed in the criticism is very dependent on the choice of diction used by the critic. Diction can be the reason that criticism is easily understood and easily accepted by the person being criticized or vice versa. Regarding to the acceptance of criticism, this is also determined by the nuances of politeness or impoliteness formed by the diction used. In addition, language style also contributes to formatting politeness and impoliteness. Conveying criticism directly and indirectly (in the satire form) will greatly determine the level of

decency in language. In general, the criticism conveyed will really make the person being criticized feel threatened, so that a specific strategy is needed in conveying criticism. This strategy can be realized with the right choice of diction and language style.

In this research, the role of diction and satirical language style used by Rocky Gerung can be seen in his utterances on the Rocky Gerung's Official YouTube channel, namely to reduce the degree of impoliteness in utterances that contain criticism. In detail, the role of the diction and satirical language style is to minimize the loss of the object or person being criticized, to show respect for the person being criticized and to show sympathy for the person being criticized. The role of diction and satirical language style are in accordance with the maxims put forward by Leech. [Leech \(1983:79\)](#) says that an utterance is considered polite if it fulfills six politeness maxims, they are the maxim of wisdom, the maxim of acceptance, the maxim of humility, the maxim of generosity, the maxim of compatibility, and the maxim of sympathy.

1. Minimizing the loss of the criticized object corresponding to the maxim of wisdom

Table 1. Minimizing the loss of the object being criticized with irony

No	Utterances	Language style	Diction
59	<i>Pawangnya itu enggak mungkin mampu untuk menyelesaikan soal PCR gate. Yang diasuh oleh PCR gate adalah mereka yang sebetulnya sedang membuat banjir kemiskinan republik ini</i>	Irony	Pawang, PCR gate, banjir kemiskinan, republik
22	Akademisi hanya berpihak pada akal sehat. Justru karena itu ia memberi kritik. Bukan menjadi buzzer penguasa.	Irony	Akademisi, akal sehat, kritik, buzzer

The data above shows that there is diction that plays a role in minimizing the loss of objects or targets of criticism. The word '*akademisi*' is a denotative diction. The word '*pawang*' is a connotative diction. The two words do not refer to the object of criticism specifically. The use of connotative diction has many possible meanings. The diction can mean government, health minister, or president. This shows that there is an effort to minimize losses to the object of criticism because it does not directly mention the identity of the object of criticism. If those are viewed from the meaning, the two utterances suggest a meaning that is contrary to the actual meaning. In addition, the diction creates an ironic language style in the data above so that the criticism expressed becomes indirect. Therefore, the utterance has a high level of politeness because it does not pose a threat to the object of criticism. This is in accordance with the maxim of wisdom. The maxim of wisdom is the maxim that requires that each participant in the speech must minimize the loss of others or maximize the benefits for others ([Alfiansyah, 2021:58](#))

Table 2. Minimizing the loss of the object being criticized with cynicism

No	Utterances	Language style	Diction
9	Cara dungu menutupi kesalahan hari ini adalah dengan mencari-cari kesalahan orang lain kemarin.	cynicism	Dungu, mencari kesalahan
13	Paradoks itu memang tidak mungkin diselesaikan oleh otaknya terbatas, oleh pembuat undang-undang yang otaknya sempit, pakar-pakar HTN atau pakar-pakar pidana yang disewa oleh Negara untuk membenarkan otak sempit dari Negara.	cynicism	Paradoks, otak terbatas, otak sempit, pakar-pakar pidana, pakar-pakar HTN
40	Otak yang gak cukup disuruh mimpin lembaga yang betul-betul membutuhkan eksklusifisme dalam berpikir	cynicism	Otak yang gak cukup, lembaga yang membutuhkan eksklusifisme dalam berpikir

Several words and phrases in the data above such as '*dungu*', '*otaknya terbatas*', '*otaknya sempit*', and '*otak yang gak cukup*' are words and phrases that contain meanings of ridicule. The utterances in the data suggest a discrepancy between the atmosphere presented and the underlying reality. Therefore these utterances are included in the style of cynicism. Keraf said that cynicism is an expression of satire in the form of doubt that contains ridicule of sincerity (Arisnawari, 2020: 140). Some of these words and phrases in context have more polite meanings if they are compared to the words '*bodoh*', '*tolol*' and '*goblok*'. In the utterance the target of criticism or the object being criticized is also not mentioned specifically. Therefore, conveying criticism with such constructions of utterances can minimize the loss of the criticized object. The application of the maxim of wisdom in the three utterances is realized.

2. Maximizing/showing respect to the criticized object, according to corresponding to the maxim of generosity

Table 3. Showing respect to the criticized object with irony

No	Utterance	Language style	Diction
56	Kita bisa bilang presiden kita (klaim) bangun infrastruktur. Padahal, infrakstruktur manusia itu adalah kecerdasan	Irony	Presiden, infrastruktur, kecerdasan

The phrase '*presiden kita*' in the data is a concrete diction which indicates the object of criticism of that utterance. The first person pronoun '*kita*' which comes after the word '*presiden*' shows respect for the object of criticism and can increase the



degree of politeness of the utterance. As for the word '*infrastruktur*' which is dumped with the word '*manusia*' is not quite right because the word '*infrastruktur*' is related to infrastructure. The word '*infrastruktur*' in this data becomes a connotative diction that expresses the meaning of the discrepancy between expectations and reality. However, the word '*infrastruktur*' makes the utterances in this data becomes irony which can elevate the degree of decency in that utterance. The utterances in the data fulfill the maxim of generosity, namely the maxim that requires each speech participant to maximize respect for others and minimize disrespect for others. Another opinion says that the maxim of generosity is a maxim which in his utterance minimizes the possibility of offense felt by the speaker (Rismaya, 2020:350).

3. Minimizing/showing sympathy to the criticized object, corresponding to the maxim of sympathy

Table 4. Showing sympathy to the criticized object with irony

No	Utterance	Language style	Diction
49	Negeri ini perlu literasi. Bahkan untuk menghina pun, kalian tak terdidik.	Ironi	Negeri, Literasi, menghina, tak terdidik

The phrase '*negeri ini perlu literasi*' in this data is a hope that contains a sense of sympathy for the situation that is happening to Indonesia. The situation is described by the words '*menghina*' and '*tak terdidik*'. The relationship between these two words is unusual, because there is no education to insult other people. However, these two words cause the utterance to be ironic style. The utterance shows a meaning that is contrary to the actual meaning and reveals a discrepancy between expectations and reality. The word '*kalian*' is a word that indicates the object of criticism. '*kalian*' is a plural second person pronoun that refers to interlocutor consisting of more than one person. This word '*kalian*' covers up the identity of the intended target of criticism. Therefore, the effort shown by this utterance is showing sympathy and minimizing losses to the object of criticism. Thus the utterance fulfills the maxim of sympathy. Sympathy maxim is a maxim that expects the speech participant to maximize sympathy between one party and another (Jainuri & Mauliddian, 2019:37)

From the description of the data that has been presented in the tables above, all of these utterances are included as satirical language because they convey contrary meanings with intention of ridiculing. Moeliono (Arisnawati, 2020:140) says there are three conditions that must be fulfilled in order to be included in the category of satirical language. First is to put forward a meaning that is contrary to the true meaning. Second is to show a discrepancy between the atmosphere presented and the underlying reality. Third is to reveal the discrepancy between expectations and reality. These three conditions have been fulfilled by the statements delivered by Rocky Gerung on the Rocky Gerung Official YouTube channel.

Chaer (2010: 54) explains that there are several factors or things that cause an utterance to be impolite. These factors include (1) direct criticism with harsh words,

(2) encouragement of the speaker's emotions, (3) protective of someone's opinions, (4) deliberately accusing the interlocutor, and (5) deliberately cornering the interlocutor. Based on this opinion, the above data really maintains the principle of decency. This can be seen from the diction and irony and cynicism used and they does not specifically mention the target of criticism. These two things make the utterances of criticism conveyed indirectly, do not show the speaker's emotions, do not accuse the target of criticism, and do not corner the criticized object.

This study also found two utterances that did not maintain the politeness principle. This is very visible from the dictions used. The two utterances are included in the sarcasm as shown in the table below.

Table 5. Gaya bahasa sarkasme tidak memenuhi prinsip kesopanan

No	Utterance	Language style	Diction
31	Kebijakan bodoh gak boleh dikritik. Undang2 ngaco gak boleh dicerca. Nalar bengak gak boleh didunguin. Kacung siapa sih mereka?	Sarkasme	Kebijakan bodoh, ngaco, dicerca, nalar bengak, didunguin, kacung,
43	Kalau anda seorang politician/pejabat publik, anda tidak boleh, terlarang, dan anda akan dihina kalau anda mengajukan pertanyaan privat. Jadi dia mengajukan pertanyaan itu pun saya sudah jengkel, you politician atau orang bodoh,	sarkasme	Politician.pejabat public, jengkel, bodoh

From the two data it can be seen that several dictions are used, such as 'bodoh', 'nalar bengak', 'didunguin', 'kacung', and 'jengkel' which really show the speaker's emotion. The use of personal pronouns 'dia', 'mereka' and 'you' indicates that there is an attempt by the speaker to accuse and deliberately corner his speech partner or the target of his criticism. Therefore, these two utterances cannot be categorized as polite speech because they do not fulfill the principle of politeness. Thus a conclusion can be drawn from this study that diction and language style greatly determine whether an utterance fulfills the principle of politeness or not.

From the point of view of discourse analysis, if it is viewed from the microstructural side of some dictions in this context, in table 1, table 2 and table 3, highlighting on several lingual features, including (1) ideological words that are fought for, (2) relations ideological meanings, (3) euphemistic expressions, (4) striking formal and informal words, (5) metaphors, and (6) positive and negative evaluations. if it is viewed in detail on the syntactic, semantic, stylistic, and rhetorical aspects can provide accurate information on the role of dictions and satire language style. Syntactically, the satire utterances used contain elements of causality. If it is combined with the utterance before or after the allusive utterance, it can form a causal sentence. Semantically, these satire utterances show intentions or



information implicitly or indirectly. Stylistically the strategy in conveying satire utterances can be seen from the use of indirect diction and informal diction. The use of satire language makes the criticism presented not rigid, and the message or intent contained within can be accepted by all viewers. This is in line with the findings of research conducted by [Nadya Inda Sari \(2021\)](#).

### Diction Relationship in the Socio-Political Context

Diction really determines the content of a sentence or utterance. Diction is the essence of the message contained in sentences or utterances. Inaccurate choice of diction can cause the message sent to the interlocutor not to be understood properly, it can even lead to misunderstandings. Therefore, the accuracy in choosing diction will greatly determine the success of the speaker in conveying the message to the interlocutor. In this case the choice of diction must be adjusted to the context of the conversation or discussion.

In this study it was found that there is a relation or diction relationship as the content of the critical message with the socio-political context. The dictions contained in the Rocky Gerung's YouTube channel show a socio-political context. The dictions that describe the socio-political context in his YouTube channel can be seen from the data shown below.

Table 6. Diction relationship to social-politic context

Diction	Social-politic context
Salam nol persen, salam akal sehat, LBB (Liga boikot pemilu)	Penghapusan president threshold 20% dan penolakan gugatan president threshold 20% oleh MK
Buzzer, evolusi, homo sapiens, Darwin Awards,	Buzzer yang mengolok-olok natalius pigai
Gak, ngaco	Kata slank menjadi pilihan dalam komunikasi non formal
Rumus politik, suksesi, konsesi, belakang layar, transaksi gelap, maksiat, off-sin	Transaksi partai politik dengan oligarki
Better no BRIN than no brain	Pemberhentian ratusan honorer eijkman
TWK (tes wawasan kesopanan, ATM (ajungan toilet mandiri)	Menteri sosial tri risma maharini yang suka marah-marah dan Menteri BUMN melakukan sidak ke toilet
PCR gate, banjir kemiskinan	Kondisi masyarakat saat Covid-19 melanda Indonesia

It is viewed from the data above; there is a relationship between diction and the reality of the socio-political context that occurs. According to Fauzan ([Fauzan, 2014: 131](#)) four things are emphasized in Norman Fairclough's critical discourse analysis. First, discourse forms and is shaped by society. Second, discourse helps to shape and to transform knowledge and its objects, social relations and social identity. Third, discourse is formed by power relations and related to ideology. Fourth, the formation of discourse indicates a power struggle. This means that Rocky Gerung's

satirical utterances are discourses that are being built to influence, prevent, refute or persuade the public/viewers with the desired goals through the use of dictions in his satirical utterances. The emergence of these dictions is inseparable from the reality of life in the social and political fields.

The data above shows several dictionaries that have a certain relationship with the socio-political context. The phrases '*salam nol persen*', '*salam akal sehat*', '*LBB (Liga Boikot Pemilu)*' are dictions in the form of jargon. These dictions are often repeated by Rocky Gerung when he wants to remind his viewers regarding the political issue of the president's threshold of 20%. These dictions have a message to invite its viewers to reject the Constitutional Court's decision to approve the president's threshold of 20% because it is considered contrary to the principles of democracy. The words '*buzzer*', '*evolusi*', '*Homo Sapiens*', and '*Darwin Awards*' are diction in the form of abstract words. These dictions are used to persuade the public that the ridicule made by government supporters towards Natalius Pigai is a form of racism that must be resisted. The words '*gak*' and '*ngaco*' are slang diction. The word slang is an option in non-formal communication.

Words and phrases '*rumus politik*', '*suksesi*', '*konsesi*', '*belakang layar*', '*transaksi gelap*', '*maksiat*', '*off-sin*' are dictions that describe political party transactions with the oligarchy. These dictions contain messages to influence society that the political conditions that occur in Indonesia are inseparable from illicit transactions with the oligarchy. The phrase '*better no BRIN than no brain*' is a diction in the form of a foreign word. This diction is used to invite the public/viewers to reject the termination of hundreds of honorary Eijkman. The phrases '*TWK (tes wawasan kesopanan)*' and '*ATM (ajungan toilet mandiri)*' are connotative dictions. These dictions in the form of an acronym have different meaning than usual. These dictions are to persuade the public that what two ministers of President Jokowi, Tri Risma and Erick Tohir did, should not have been done as ministers.

The words '*PCR gate*', '*banjir kemiskinan*' and '*republik*' are dictions in the form of abstract words. This diction is used to provide an overview and influence on the community's condition when Covid-19 hit Indonesia. The high cost of PCR, PCR tests that were not optimal at each PCR gate exacerbated the condition of Covid-19 and extended the PSBB period thereby increasing the poverty rate in Indonesia.

The dictions in the satire utterances cannot be separated from the language used. Language is simultaneously used to form social identities, social relations, and systems of knowledge and beliefs. Vidiadri stated in his research that language is a medium used for discourse practices. As a communication medium for sharing messages, language itself plays an important role in formatting discourse. Ideology and language are basis that create a text (Vidiadri, 2017). In this case, this opinion has a close connection with the findings of this research that the satire utterances produced by Rocky Gerung play an important role in building an opinion and ideology that are in accordance with the socio-political context that is currently developing.

## CONCLUSION

The satire utterances produced by Rocky Gerung on the Rocky Gerung's Official YouTube channel showed that the roles of dictions and satire language styles were very effective in conveying criticism. The dictions and satire language styles

make the criticism conveyed not rigid so that the messages and intentions contained in the criticism can be conveyed and accepted by the viewers. The dictions and satire language styles used contains ideological words, ideological meaning relations, euphemistic expressions, highlighting formal and informal words, metaphors, and positive and negative evaluations. The use of dictions and satire language styles in conveying criticism fulfills the principle of politeness. Therefore, criticism delivered with satire utterances can minimize conflict and resistance to the interlocutor.

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