



## The Principle Of Joking In Tweets From The Twitter Account @kaesangp As A Review Of Pragmatics

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**Abstract:** This research is motivated by the use of social media Twitter which attracts its users with informative and popular content. Twitter has succeeded in reaching users from various groups, from officials to the general public. The features in it allow for unlimited communication. This research focuses on analyzing the principles of jokes in tweets from the Twitter account @kaesangp. The principle of joking is a method that is intended to offend feelings by being friendly or in the form of a basis for making conclusions that are true and false; an intentional violation of the maxims of politeness; and disclosure of taboo things in a speech. In accordance with the focus of the research objectives, pragmatic theory is used and is related to the principle of jokes. This research use descriptive qualitative approach. The listening method and note-taking technique were used as data collection methods. As the end of the research objective, results were obtained in the form of utterances in tweets from the Twitter account @kaesangp which contained utterances with the principle of joking. The research results were obtained from the classification and decomposition based on the type of joking speech, including satire, banter and jokes. The benefit of this research is to find out the principles of jokes contained in the tweets of related Twitter accounts.

**Keywords:** pragmatics; joke principle; social media; twitter; nudge

## INTRODUCTION

Language is a communication tool used by all social creatures. Language is the only social system used by everyone (Saussure, 1988). Language can be interpreted as a system of symbols or sound symbols that develop on the basis of rules agreed upon by its users. Apart from being a means of communication, language has a function as a tool for expressing oneself. This is based on the fact that humans have used language since childhood as a tool to express opinions or express themselves. Chaer's (2012, p. 30) view strengthens this, that language is a verbal communication tool that is framed by a sound code system with an arbitrary nature. Arbitrariness is defined as the absence of a relationship between a sound symbol and certain concepts or signs that define that symbol.

Humans as social creatures certainly need interaction with other people. Written and verbal communication are both methods of interaction. In life, language functions as a communication tool, which in other words is the most effective way to convey the contents of our thoughts, goals and intentions to the person we are talking to in communication activities. For this reason, the existence of a language can be used to facilitate communication with each

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other in human interaction. According to Chaer (in Diah & Wulandari, 2015), there are five basic functions of a language as a communication tool including expression function, information function, exploration function, persuasion function and entertainment function. These five functions are very important in human communication. Communication carried out in interactions between humans can be done directly or indirectly. This means that communication can be done verbally or in writing through various intermediaries. Direct communication can be carried out using spoken language spoken by the speaker to the other speaker without an intermediary. Meanwhile, indirect communication can be done through intermediaries that are used to convey a message or information from the speaker to the other speaker, one of these intermediary media is social media.

In the current era of globalization, social media has an important role in conveying messages or information. The use of social media is now increasingly easy and accessible to all people from various circles. In terms of communication, it is made easier for humans by the internet which can be used to access social media as an intermediary for interaction between humans. Additionally, it provides many opportunities for users to form personal relationships with each other, including sharing identities (Rheingold, 1993). Social media is a way to identify oneself and one's needs, so people cannot spend a day without using their social media. The time they need to open social media can reach 24 hours and never leave their smartphone.

WhatsApp, Facebook, Instagram, Twitter, and TikTok are some of the social media platforms that are often used by Indonesian people. We are allowed to share and obtain information in the form of images, text, video and audio. According to databox, Twitter in Indonesia is currently a social media site with a large number of users and is ranked sixth among Twitter users in other countries. In the book "Twitter for Lay People" written by Hadi, Twitter is a microblog site where users can send text messages of up to 140 characters via SMS, email and instant messaging (Hasiholan et al., 2022). Twitter has the ability to captivate its users with relevant content that highlights information that is popular or trending. The fact that Twitter is more popular than other social media platforms is a result of its rise (Rezeki et al., 2020). The reason Twitter was chosen as a research subject is because Twitter is one of the many social media platforms that is often used by Indonesian people, from ordinary people, officials, to high-ranking state officials to get information and share the moments they have with other people because of Twitter's features. makes it possible to communicate without restrictions.

Indonesian citizens and public figures, namely Kaesang Pangarep, who is a well-known culinary entrepreneur and is also known as the President's son, is an active user in utilizing social media, especially Twitter, which Kaesang uses to convey information, satire, advice, jokes, and so on. Various tweets contain information, jokes, satire, advice and other thoughts from the @kaesangp account. This account often tweets about the entrepreneur's personal affairs or daily activities.

The language elements in the tweets from the Twitter account @kaesangp can be used as research material. The researcher's consideration for choosing tweets from the Twitter account @kaesangp was because several tweets from this account contained elements that met the rules of joking. Therefore, researchers assume that tweets from Twitter accounts with related usernames have a lot of data that can be researched in the form of the use of verbal language with a joking nature.

Jokes, as used in the KBBI, have the meaning of expressions intended to make other people laugh or feel happy; buffoonery; banter; joke. According to Tarigan (2015) jokes are a form of conversation or banter to make fun or joke. The satire, advice, jokes, ridicule in the tweets from the Twitter account @kaesangp are considered interesting and entertaining by several Twitter account users who follow it. However, a tweet that is distributed to the general public must adhere to the principle of politeness. A person can behave more politely and avoid doing things that are considered impolite because of the principle of politeness. The relationship between two participants who can be called 'self' and another person, is usually associated with politeness. The principle of politeness can allow someone to carry out actions that are impolite, but it seems as if the action taken is still considered polite because there is an element of meaning in the communication, but violates the principle of politeness and cooperation. This is as stated by Leech (in Subiyatningsih, 2017) that the principle of joking is actually contrary to the values of cooperation and politeness. For this reason, this analysis was carried out to reveal the diversity of jokes in tweets from the Twitter account @kaesangp.

Discussing the joke principle, many researchers have studied and researched the joke principle. First, a thesis entitled "Principles of Politeness and Irony and Jokes in the Crocodile Show at Indosiar: A Pragmatic Review" by Setiawan. The results of this research concluded that there were six types of politeness violations observed at Indosiar's Buaya Show. The maxim of praise was found to be the most common violation, followed by the maxims of politeness, agreement, tact, generosity, and sympathy. Second, the article entitled "Principles of Jokes and Principles of Attraction in Cakcuk Discourse" by Subiyatningsih

(2017). This research results in the conclusion that the purpose of using joke principles and speech acts used by speech writers is to spice up humor and make it more charming and entertaining. In conclusion, the speech in the CakCuk discourse does not appropriately use the principle of joking which turned out to be a deliberate breach of modesty, and an expression of a taboo subject. Third, the article with the title " Diversity of Jokes in the Film Yowis Ben Karya Bayu Skak" by Susetyo and Fatmawati (2022). This research concluded that the researchers found that the characters in the film used the types of jokes, banter, banter, and dialogue for jokes. . Things that differentiate between research related to this research, include (1) The research contains expressions of the principle of joking contained in the Twitter account's tweets which consist of banter, innuendo and jokes; and (2) In this research, tweets are used. The newest and most popular @kaesangp Twitter account uses Javanese and Indonesian simultaneously. Researchers and readers alike will be able to gain an understanding of the strategies and styles of jokes that take into account the specificities of regional languages. The aim of this research is to provide an overview of the form of joking speech written by @kaesangp on his personal Twitter account which shows the form of the joke he wrote. Carrying out this research provides benefits for the community, namely as reading that increases people's insight into the principles of jokes that exist in everyday life so that people know the language they use and are more careful in conveying the language.

## **RESEARCH METHODS**

Approach theoretical pragmatic And approach methodological form descriptive qualitative This used in study about principle joke . Approach theoretical pragmatics give emphasis on function , which is objective from study This . Approach pragmatics done with consider work literature as means For reach objective certain for reader . Whereas approach methodological that is descriptive qualitative interpreted as reviewed research circumstances social with illustrate things of that nature real (Satori, 2010) . In study This is the object under study form principle joke on uploaded tweet by Kaesang Pangarep with Name user @kaesangp . Deep data study This is use sentence shaped alleged writing contain principle joke in nudge account that , so only can observed Then noted up to that data produce information . Study This Retrieve data in the form of words, phrases , clauses , etc that sentence in essence fulfil rule principle joke . In accordance with object the study that is study pragmatics , then study This held with use method match pragmatic . Method take a look Then next with technique note is method deep data collection study This . Sudaryanto (1993: 133) disclose that method take a look is A method provision of data is carried out with

method Look at usage data Language. Technique collection the data use technique note where it is technique continuation is carried out after apply method take a look with take notes results from method ( Mahsun , 2012:03). Method pragmatics become method furthermore . Data along with research data sources This originate from uploaded speech by @kaesangp account .

## RESULTS AND DISCUSSION

This research analyzes the use of humorous speech in tweets uploaded by the @kaesangp account on Twitter social media. A humorous speech act is a speech act that is humorous, mocking, and joking. According to Leech (1993: 28) a joke speech act is often used when having casual conversations, especially among young people. According to Rahardi et al ( 2016 ) jokes are a type or kind of speech act with a friendly type. However, the purpose of this speech act is to mock others. These speech acts are often used in daily communication, both directly and indirectly.

The principle of joking becomes a person's strategy to strengthen and melt atmosphere without offending other people's feelings in a friendly manner. Analysis of joke principles is carried out as a glue for communication strategies so that speakers and interlocutors can build an understanding. The principle of joke here has a pattern of sarcasm, mockery and jokes. This shows that in communication when meeting other people there is a need for jokes in communication or a conversation with the aim of joking as a form of strengthening and lightening the atmosphere. This action then familiarizes the speaker with his speech partner so that the atmosphere becomes more relaxed.

In communication, the principles of politeness are needed as a result of the utterances conveyed by the speaker so that they can be received effectively by the speaker's opponent. In indirect speech acts, a politeness principle is also needed. Indirect speech acts can be carried out through an intermediary, such as social media. Currently, technology and communication have increasingly developed, so we can communicate through digital media, for example *the internet* and social media. Twitter is a social media that is widely used by people to communicate moment This . The Twitter application is often used by people to create and share tweets that they want to convey to other people or to themselves. This tweet has many meanings which will be understood differently by each person who reads it. This happens because on Twitter the type of language used is written language, so this research aims to analyze joking speech acts in tweets from the Twitter account @kaesangp.

In connection with the discussion above, in this research there are seven uses of joking language identified through the researcher's analysis of posts made by the Twitter account @kaesangp. The most prominent use of humorous speech is jokes because the account uploads contain witty conversations, which create humor or an interesting atmosphere. Use of humorous speech such as jokes, banter, and sarcasm. It is explained in the analysis findings section below.

### **Joke**

In the Big Indonesian Dictionary, joke has the meaning of being funny; humorous speech acts; ticklish; witty conversation. Generally, jokes are often told in a person's daily life to provide material for jokes to convey many things. Jokes are a form of communication that can help build relationships and relieve tension. For this reason, the presence of jokes in communication will create a comfortable situation and attract the attention of the readers.



**Figure 1:** *Twitter account @kaesangp*

The tweet above was written by the account @kaesangp during Kaesang's wedding. In the tweet it was written, "You can see which BCA priority and regular BCA customers" which was then added with a photo of the Kaesang family. The tweet was a joke made by Kaesang for his nephew, namely to convey that in the photo his family was seen wearing the same clothes, but one child who was Kaesang's nephew was seen not wearing the same clothes, but only wearing an undershirt and trousers. The tweet was written by Kaesang to show how his nephew in the photo was not wearing clothes that fit the term "Priority BCA" because in reality people who are Priority BCA customers have the most luxurious service compared to other customers, but their appearance is simple when making transactions at the bank. This tweet was quite entertaining for Twitter users because the joke told by Kaesang was easy for Twitter users to understand.



**Figure 2:** *Twitter account @kaesangp*

@kaesangp's tweet above was written to quote a tweet from @elnuriell. In a tweet from the @elnuriell account quoted by Kaesang, it was written "In the past at several gas stations there were people selling sand fried bananas. But why is it now on what lens? Maybe @kaesangp knows?". Kaesang then responded to the tweet by writing, "Sorry, I'm human, I don't know."

The tweet above is categorized as a speech act that uses the principle of humor in the form of a joke, this is shown by the sentence that refers to a joke, namely the sentence, "Maybe @kaesangp knows?". Then I got a reply from Kaesang, "Sorry, I'm human, I don't know." The meaning that the quoted account wants to convey is that tofu has the meaning of knowing, not a food called tofu. Meanwhile, Kaesang responded with tofu, which means food.



**Figure 3:** *Twitter account @kaesangp*

@kaesangp's tweet was written during his wedding. The tweet read, "When Mr. Gibran got married, the family photos were beautiful. When Ms. Ayang got married, the family photos were beautiful. When I got married, the family photos only had holes in a bra." The tweet is categorized as a speech act that uses the principle of humor in the form of a joke because the tweet was written kaesangp with the intention of conveying a humorous complaint about the photo taken at the wedding. Kaesang said that his two brothers' wedding

photos were considered good, while his wedding photos were not good because his nephew was said to only be wearing a bra.

In previous research, entitled "Diversity of Jokes in the Film Yowis Ben by Bayu Skak" by Susetyo and Fatmawati (2022), the stories in the film Yowis Ben by Bayu Skak and tweets from @Kaesangp both found a variety of jokes in the form of jokes. The only difference is that the speech was conveyed directly in oral form, while Kaesang's speech was conveyed in written form in a tweet on the Twitter application. One piece of data was obtained in Kaesang's tweet in the form of a joke in the film Yowis Ben by Bayu Skak, while in Kaesang's tweet three data of speech in the form of a joke were obtained.

### **Banter**

In the KBBI (Big Indonesian Dictionary), the basic word for olok-olok is the word olok. This word has the meaning of a word or utterance that contains sarcasm (ridicule, joke) or utterance that is intended just for fun. Compared to humor, teasing or teasing is more often said or written. The speech act of ridicule which is included in the principle of joking can be found in the following data tweet.



**Figure 4:** *Twitter account @kaesangp*

@kaesangp's tweet above was written by quoting @gibran\_tweet's tweet who is the older brother of @kaesangp, currently Gibran serves as Mayor of Solo. In this tweet, Kaesang made fun of the related tweet, namely Gibran Rakabuming's. Kaesang uses his brother's position as a joke. As can be seen in Gibran's tweet which said, "Yes sir. Sorry I was wrong." These tweets were often written by Gibran because of several reports that the public directed at Gibran as Mayor, but some of the reports received were in the form of cornering reports. Kaesang then responded to this by quoting his brother's tweet with the reply, "How come the Mayor keeps making mistakes." The tweet was written by Kaesang to just make fun of Gibran because he often wrote "Yes, sir. Sorry I was wrong" in some of his tweets.





**Figure 5:** Twitter account @kaesangp

@kaesangp's tweet above was written in reply to a quote from @luizy\_woodz who sent a photo with the caption, "@kaesangp we are all mas gibran". Then Kaesang responded with a quote saying, "damaged the photo". The tweet is classified as an example of a humorous speech act in the form of mockery because in the quote tweet, the @luizy\_woodz account includes a photo in which Kaesang and his wife are taking a photo together, but accidentally Gibran, who was behind them, was also caught by the camera, so Kaesang also wrote that Gibran damaged his photo. This is what interprets @kaesangp's quote as a joke.

In previous research, entitled "Diversity of Jokes and the Film Yowis Ben by Bayu Skak" by Susetyo and Fatmawati (2022), the stories in the film Yowis Ben by Bayu Skak and tweets from @Kaesangp both contain a variety of jokes. The difference only on said That be delivered in a way direct in form oral whereas speech Kaesang be delivered in form writing in A tweet in the Twitter application . Speech in the form of principle joke shaped banter in the film Yowis Ben was obtained as much two data , likewise with nudge Kaesang , obtained two speech data shaped banter .

### Satire

In the KBBI (Big Indonesian Dictionary), satire is defined as words that have the intention of insinuating someone. Satire also has the intention of being an indirect reproach. Satire is a word used to insult, ridicule or criticize someone (Munsiy, 2011). The statement containing satire in the tweet belonging to the @kaesangp account is described as follows.



**Figure 6:** Twitter account @kaesangp

@kaesangp's tweet above reads, "This evening I had an excuse for not showering at my mother because my suitcase was flown by Batik Air to Kualanamu. Thank you Batik Air." This tweet is classified as a joke speech act in the form of satire because it is in @kaesangp's tweet There was an implicit innuendo directed at Batik Air who had mistakenly *picked up* his suitcase to Kualanamu, North Sumatra, so he couldn't shower after his trip because his change of clothes were in the suitcase which had not landed with him. For this reason, Kaesang wrote in his tweet that he had a reason not to shower with his mother because the suitcase containing his clothes and several other belongings was not with him but was flown to Kualanamu by Batik Air.



**Figure 7:** Twitter account @kaesangp

by @kaesangp above was written by Kaesang to reply to @ramenrs' tweet which wrote, "Has the suitcase gone back to Solo again, bro ? " "Evening. Plus, my suitcase can travel for free. Thank you Batik Air." The tweet was classified as a joke speech act in the form of satire because in the tweet there was an implied allusion to Batik Air for not sending his suitcase to Solo or confirming the suitcase so that Kaesang couldn't shower after the trip because there was no ready-to-wear change of clothes and was sarcastic about Batik Air by saying that the suitcase can travel for free.

In previous research, namely entitled "Diversity of Jokes in the Film Yowis Ben by Bayu Skak", the speech in the film Yowis Ben by Bayu Skak did not find the principle of

jokes in the form of satire, whereas in Twitter tweets from @Kaesangp, various jokes in the form of satire were found. Besides that, too, is there difference on speech that presented in the film Yowis Ben's story be delivered in a way direct in form oral whereas speech on nudge Kaesang delivered in form writing. Speech in the form of principle joke shaped satire on nudge Kaesang obtained as many as two data.

## CONCLUSION

From the results of the discussion regarding the analysis that has been carried out, it can be concluded that the elements of humor obtained by the researchers appear to be motivated by something that is entertaining and has humorous value. The principles of jokes in the tweets from the @kaesangp account that have been analyzed are in the form of sarcasm, teasing and jokes. The jokes contained in these tweets have an entertaining effect on readers, especially joke tweets. The joke in the form of a joke conveyed by the @kaesangp account can be seen in the discussion of point A with a bit of sarcasm inserted in it. This is different from the type of joke that is a joke, which is a speech act that has the intention of mocking someone. This tweet can be seen in the discussion of point B, which contains jokes in the form of mockery, conveyed clearly by the Twitter account @kaesangp. Another type of joke, namely satirical jokes. A satirical joke is a type of speech act that has the intention of teasing someone. This allusion can be seen in point C of the discussion. The tweet is in the form of a satire conveyed by the Twitter account @kaesangp aimed at Batik Air, which is accompanied by a joke or joke.

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